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PUBLISHER'S BINDING

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 1 NEW YORK, U. S. A., MONDAY, JANUARY 3, 1949 TEN CENTS

Seek Early Vote in I. A., SOPEG Tussle

Rival Film Unions Weigh Mass Elections Proposal

Efforts are being made to settle in a single stroke the CIO-AFL battle over jurisdiction at film companies' home offices. The single stroke would be the holding of shop elections within a 48-hour period at all the New York home offices where CIO's Screen Office and Professional Employes Guild and AFL's IATSE Motion Picture Home Office Employes Local No. H-63 have been vying for the bargaining representation favor of hundreds of "white collarites."

Heretofore, it has been regarded as unlikely that a settlement of the contest could be brought about under National Labor Relations Board auspices before next summer or fall. Were the two disputants to agree soon on the proposal for mass shop elections, which is currently being

(*Continued on page* 4)

Goetz Cites Films' Two Aims for 1949

HOLLYWOOD, Jan. 2.—In 1949 the motion picture industry will have to scrutinize more carefully than ever the American public's preference in screen entertainment, and the production of films will have to be geared to what the public wants to see rather than a producer's opinion of what the public should see. This was Universal-International production chief Wil-

(*Continued on page* 4)

Kearns Report on Coast Labor Is Due

Washington, Jan. 2.—Hollywood will be in the spotlight when the new Congress convenes tomorrow with the expected publication of the long-delayed report on the Coast labor situation based on hearings conducted here and in Hollywood by the House Labor sub-committee headed by Congressman Kearns (Rep., Pa.). The report went to press this weekend and is due to be issued tomorrow or Tuesday.

Happy Birthdays to You, Loew's, Col., Para., U.A. and Mono.

Five companies will mark major anniversaries during 1949. They are: Loew's-MGM, Columbia, Paramount, United Artists and Monogram.

Paramount will come to its 35th birthday, Paramount Pictures Corp. having been formed by W. W. Hodkinson in 1914, although Adolph Zukor's Engadine Corp., which Paramount subsequently acquired, antedated it by two years.

MGM will observe its 25th anniversary throughout 1949, the company having come into being during 1924 with the successive acquisitions by the late Marcus Loew of Metro, Samuel Goldwyn and Louis B. Mayer enterprises. Loew's, Inc., was incorporated five years earlier, in October, 1919, thus bringing it to its 30th anniversary this year. It, too, however, was antedated by Loew's Consolidated Enterprises, formed in 1910.

United Artists, another 30-year-old

(*Continued on page* 4)

Film Actors Double Relief Fund Gifts

HOLLYWOOD, Jan. 2.—Screen Actors Guild members will double their contributions to the Motion Picture Relief Fund beginning immediately, allocating one per cent of their earnings instead of one-half of one per cent as heretofore, the Guild has revealed in a weekend report.

The report informs the membership that large expenditures will be required to organize the television field. It mentions a decrease in the number of dues-paying SAG members, together with increased operating expenses due to inflation as contributing to the financial problem the Guild must solve.

Financial statement shows the Guild assets as $608,264, liabilities as $22,329, and surplus as $585,935.

$3.60 Per to See Theatre Telecast

Miami, Jan. 2. — First telecast from Miami to be picked up in the Olympia Theatre was given yesterday. Station WGBS televised the Orange Bowl game from the Rodney Burdine Stadium. RCA sent 10 technicians from New York to assist. The use of "the world's largest television screen" necessitated the removal of a portion of the orchestra seats to make room for it. Also prices were advanced to $3.60 per person and included the regular stage and screen show.

Films Unthreatened As Assemblies Meet

WASHINGTON, Jan. 2.—Twenty-five state legislatures will convene this week, with another 19 scheduled to open in the succeeding weeks of 1949, according to Jack Bryson, MPAA legislative expert.

Four state legislatures—Kentucky, Louisiana, Mississippi and Virginia—will not meet at all this year.

Bryson said that at this time he knows of no proposed legislation in any of the states that will be harmful to the industry, but added that the Association will keep a watchful eye out for censorship and admissions tax bills.

Para. Wins Delay on FCC Video Decision

WASHINGTON, Jan. 2.—Paramount has been given an extension until Jan. 21 by the Federal Communications Commission to file exceptions to the proposed FCC ruling that Paramount controls DuMont, thereby ruling out applications by the two companies for six new television stations. Original deadline for filing was Jan. 5.

MPAA-World Commerce Tie Continues

Good Results Shown in 'De-freezing' Currencies

Highly satisfactory results—considerably better than were anticipated—were produced during 1948 under the so-called "compensation deal" negotiated late in 1947 between the Motion Picture Association of America and the World Commerce Corp. for the purpose of unblocking U. S. film earnings in Europe's "soft-currency" countries.

A current check-up on the nature of developments since World Commerce —international trading organization with offices in principal cities of the globe—disclosed earlier that its "commission" arrangement with MPAA is suceeding, shows that MPAA itself has come to regard the deal as an important wheel in its money-unfreez-

(*Continued on page* 2)

Arbitration Accord Seen in New Meets

That the major distributors would reach an accord on terms of an arbitration system to be proposed to New York Federal Court became apparent at the weekend when it was disclosed that meetings designed to resolve certain differences will be continued.

The possibility that Paramount, the lone dissenter among the majors,

(*Continued on page* 4)

BBC, British Press, Feature 'Fame' Poll

London, Jan. 2.—The results of the *Motion Picture Herald - Fame* international poll of exhibitors to determine 1948's top money-making players were broadcast at seven, eight and nine o'clock on Friday morning over British Broadcasting's network in conjunction with regular news bulletins.

Additionally, the results, which put Bing Crosby, Anna Neagle and Margaret Lockwood, respectively, in the first three places, received nationwide newspaper coverage here.

Bulk of U. A. Product for Video To Be Non-Theatrical

Standard theatrical films will be substantially outnumbered by film productions specially designed for television in the United Artists catalogue of product which it intends to make available to telecasters beginning this month.

Company's new video department, at work on preparations since its formation was announced a few months ago, is about ready to swing into actual distribution in the new field—and, it is believed by company executives, will have its operations rolling to the extent that actual profits will be entered on the books within three months from starting time.

UA will charge a distribution fee of 32½ per cent, which is about 2½ per cent under the standard rate in the television distribution field, it is said.

Personal Mention

ALFRED CROWN, vice-president and foreign sales manager of Samuel Goldwyn Productions, will leave New York for London by air tomorrow.

•

THOMAS E. MCGRATH, associated with Eastman Kodak since 1926, has been appointed manager of the company's new distribution center which is now under construction in Rochester, N. Y.

•

FRANCIS HARMON, vice-president of the Motion Picture Association of America, is scheduled to leave New York for Johannesburg, South Africa, by plane today.

•

JACK ZIDE, Realart Pictures franchise holder in Detroit, and MRS. ZIDE are the parents of a girl, CAROL LILLIAN.

•

L. F. GRAN of Standard Theatres has returned to Milwaukee after a Chicago visit.

•

HARRY FISCHER has been named manager of the Strand, Westfield, Mass.

St. Louis Scales Cut To 75c as Tax Goes

ST. LOUIS, Jan. 2.—Theatres here will reduce top admissions from 78 to 75 cents and reduce other prices proportionately in consequence of the repeal of the city's five per cent amusement tax, which was scheduled to be signed yesterday by Mayor Kaufmann.

With a companion cigarette tax, the amusement tax netted the city some $800,000 in 1948, but was condemned by the public as a nuisance tax at a city election last April. Theatres opposed the tax last year but took no part in the actual campaign for repeal.

Tax Ruling Due Today On Benny-CBS Deal

WASHINGTON, Jan. 2.—Bureau of Internal Revenue is expected to announce tomorrow its ruling barring capital gains tax treatment on deals such as the one under which Jack Benny has been switched to Columbia Broadcasting System. The expected ruling, which will affect other top radio talent as well as Benny, will be couched in general terms. Amos 'n' Andy will not be affected, since the Bureau believes they can make out a case for having sold a property, and not just a person.

'Red' Prober Resigns

WASHINGTON, Jan. 2.—Resignation of Robert Stripling, chief investigator for the House Un-American Activities Committee and widely regarded as the sparkplug of the investigation of Communist activity in Hollywood, has been confirmed here by members of the House committee.

Many Increases in New Postal Rates

WASHINGTON, Jan. 2.—Postage rate increases, which will add an estimated $125,000,000 to the country's annual mailing bill, went into effect yesterday. Involved in the increases are several services including air mail and parcel post. Letters, magazines and newspapers are not affected unless they go by air mail.

Under the new rates, air mail is increased from five to six cents on each ounce up to eight ounces. Basic rates for circulars and the like are increased from one-and-a-half cents to two cents for the first two ounces. Each additional ounce costs one cent.

Other increases cover catalogs, heavy packages, odd-sized pieces, etc. In addition a new fee of $10 a year for bulk mailing permits has become effective. Special delivery charges have risen from 13 to 15 cents on first class mail, and special service fees are also up, as well as registry, insurance and C. O. D.

'Brotherhood' Drive Co-chairmen Named

The appointment of several territorial exhibitor co-chairmen for "Brotherhood Week" has been announced by Ed Lachman and Gael Sullivan, national exhibitor co-chairmen.

The new co-chairmen are: Boston: E. Harold Stoneman, Interstate Theatre Corp., and Daniel J. Murphy, of Independent Exhibitors of New England; Washington: A. Julian Brylawski, Warner Brothers Theatres, and Lauritz Garman, MPTOA of Maryland; Seattle: Frank L. Newman, Evergreen Theatres Corp., and L. O. Lukan; Kansas City: R. R. Biechele, Kansas-Missouri Theatre Ass'n, and O. F. Sullivan, AITO; Indianapolis: Trueman Rembusch, Associated Theatres of Indiana, and Ken Collins, Indiana Theatre; San Francisco: Roy Cooper, Golden State Theatre and Realty Co., and Ben Levin, General Theatrical Corp.

Morosco Memorial Service Tomorrow

HOLLYWOOD, Jan. 2.—A Christian Science memorial service will be held at Forest Lawn Tuesday afternoon for Walter Morosco, producer, who died in a Coronado hospital Thursday. The body was cremated Friday at San Diego.

Morosco, 49, the son of the late impresario, Oliver Morosco, suffered a stroke Monday. Under contract to 20th Century-Fox for the past 10 years, he produced such film successes as "Margie," "Thunderhead, Son of Flicka," and "Give My Regards to Broadway." His last picture, "Mother Was a Freshman," has not yet been released. He entered the industry as a producer of two-reel educational films and was later associated with United Artists and Paramount.

Survivors include a son, Tim, and the mother of the deceased, Mrs. Anne Morosco.

MPAA Trade Tie

(Continued from page 1)

ing machinery. The MPAA-WCC operation, it is now disclosed, will be a permanent fixture, and is expected to become increasingly successful.

MPAA Withholds Figures

Meanwhile, MPAA is closely guarding its figures relating to the amount of earnings which have been unfrozen under WCC. It is said that while some company presidents are willing to disclose the 1948 European earnings which were unfrozen, others advise withholding the information lest other American industries faced with frozen-fund problems in Europe invite the WCC to close similar deals, which perhaps would serve to syphon off dollar benefits accruing to the MPAA companies. At least that is the way one usually reliable industry source explains it.

It is understood, meanwhile, that in one country alone—Italy—some $200,000 was unfrozen in 1948 under the WCC deal. This figure is based on estimates made earlier this year by John A. R. Pepper, WCC executive vice-president, in New York. Little or nothing was gotten out of France, it is believed, because of the extremely unstable financial condition of that country.

'Several Million Dollars' Netted

The deal was conceived by Gerald Mayer, MPAA Continental chief now in Paris, when he was director of the MPAA international division. In a statement issued last month on the occasion of Mayer's leaving here for France, MPAA said that as a result of Mayer's efforts during 1948 toward procuring dollar income from "soft-currency" territories, remittances have netted member companies "several million dollars." This is interpreted in some industry circles as a direct refereence to the MPAA-WCC deal.

The arrangement calls for WCC to allot dollars for increasing a European country's commodities export business, on the provision that the country release an equal amount of blocked American film earnings. Part of WCC's profit under the deal comes in the form of "commissions" from U. S. film companies, through the MPAA.

Allen DuMont on Video

Allen B. DuMont, president of Allen B. DuMont Laboratories, and John Crosby, syndicated columnist, will appear on "Critics at Large" over WJZ-TV, New York, on Friday to discuss "The Future of Television."

Kay Van Riper, 40

GLENDALE, Cal., Jan. 2.—Kay Van Riper, screen and radio writer who wrote several of the Andy Hardy film stories, was found dead at her home here Friday. Police said death was caused by an overdose of sleeping tablets.

Boston Wins E-L Drive

BOSTON, Jan. 2.—Eagle-Lion's Boston branch has won first prize in the William F. Heineman sales drive, it was disclosed here at the weekend.

Newsreel Parade

PN 1993 .M43

TWO of the newsreels devote their entire footage to a sports review of the past year, while a third covers the news highlights of 1948. Varied news events of the week are covered by the two other newsreels. Complete contents follow:

MOVIETONE NEWS, No. 105—Sports highlights of 1948.

NEWS OF THE DAY, No. 235—Sports review of 1948.

PARAMOUNT NEWS, No. 38—Headline events: Atom-ore in Colorado; U. S. returning original Magna Carta to England. Pact signed ending recording ban. 1948 in sports.

UNIVERSAL NEWS, No. 209 — UN hears arguments on attack by Holland. Montreal fire. Holland children play with munitions. Ann Blyth presents pup to Marines. Sled dog training. Weight-lifting. Horseracing.

WARNER PATHE NEWS, No. 40—News of 1948 in review.

Swedish Taxes May Cut Production 50%

By SVEN WINQUIST

STOCKHOLM, Dec. 28. (By Airmail)—Sweden's usual production total of some 50 features a year, is expected to fall to 25 or 30 in 1949 as a result of the government's taxation program.

When admission taxes were increased in February 1948, ticket prices went up correspondingly, with the result that attendance decreased. While an ordinary worker here earns around 150 Kronor ($42) a week, it is difficult for him to pay around 10 Kronor ($2.80) for a cinema visit (including theatre tickets, railway fare, etc.).

On the other hand, an average Swedish film costs the producer around 310,000 Kronor ($86,800). For the producer to get his money back, it must be seen by about 700,000 persons. At the same time, the government gets nearly 500,000 Kronor ($140,000) in taxes. The government refuses to give financial help to the film industry while governments in other Scandinavian countries are helping film producers.

It is said that producers lost 2,000,000 Kronor ($560,000) on films produced in 1947.

Stahl Starts Filming Of 'Beautiful Doll'

HOLLYWOOD, Jan. 2.—For the first time in his 34-year film career, director John Stahl has rolled the cameras on a musical comedy, "Oh, You Beautiful Doll," the George Jessel production for 20th Century-Fox.

Stahl used 100 extras in the opening scene, shot in a set representing a Child's restaurant in New York. Mark Stevens and June Haver head the cast. Picture is a film biography of composer Fred Fischer.

Burbank in New Post

WILLIAMSBURG, Va., Jan. 2.—Kershaw Burbank, former 20th-Fox home office and M-G-M studio publicity man, has been appointed director of public information for Colonial Williamsburg.

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"The Paleface" slays 'em



Yes, the "Buttons-and-Bows" picture, like the song, leads the Hit Parade as the biggest-grossing attraction on the market today from any company...topping every expectation ... duplicating the sensational 1947 openings of "Road to Rio", one of the highest grossing attractions in all Paramount history!

Paramount's

"The Paleface"

Starring

BOB HOPE

JANE RUSSELL

Color by **Technicolor**

Produced by ROBERT L. WELCH

Directed by NORMAN Z. McLEOD

Original Screenplay by Edmund Hartmann and Frank Tashlin · Additional Dialogue by Jack Rose

Songs by Jay Livingston and Ray Evans

I. A. - SOPEG Feud

(*Continued from page* 1)

discussed by them, the companies involved and the NLRB, there would be a strong possibility of clearing up the jurisdictional trouble before Feb. 1.

Companies around whose "white collarites" a series of NLRB meetings has centered during the past two weeks are Columbia, Loew's, Republic, DeLuxe Laboratories, 20th Century-Fox and Paramount. It was SOPEG's long-standing refusal to comply with the non-Communist affidavit provisions of the Taft-Hartley Law that opened the way for H-63 "invasions," since the companies had refused to "do business" with a non-complying SOPEG. Meanwhile, of course, SOPEG has complied.

At this point the score is tied in the jurisdictional battle: one election victory for H-63 at United Artists and one for SOPEG at RKO Radio.

Allied Artists Sets Releases for Five

HOLLYWOOD, Jan. 2.—Allied Artists has set the following releases for the next four months: "Strike It Rich," Jack Wrather Prod. starring Rod Cameron, Bonita Granville and Don Castle, Jan. 1. "Bad Men of Tombstone," produced by King Bros., and starring Barry Sullivan, Marjorie Reynolds and Broderick Crawford, Jan. 22. "Bad Boy," produced by Paul Short, and starring Jane Wyatt and Audie Murphy, Feb. 22. "When a Man's a Man," produced by Windsor Pictures, and starring Guy Madison and Rory Calhoun, April 1.

Also "Stampede," produced by John C. Champion and Blake Edwards, for May 1.

Review

"Shep Comes Home"

(Screen Guild)

ALL the elements of emotion and humor that are traditionally bound up in stories about a boy and his dog are neatly blended in this smooth little Robert L. Lippert production designed for family audiences and the Saturday trade. Told in a running time of 58 minutes, the boy-and-dog story is integrated with a melodramatic angle about bank robbers and the immigration service, and for good measure, there's a routine romance in the background.

Billy Kimbley plays the boy, and Flame is the dog. When Billy learns, on his mother's death, that he is to be sent to an orphanage, and deprived of his dog, he and Flame run away and hitch-hike to a small town near the Mexican border, where Robert Lowery is in charge of border immigration and J. Farrell MacDonald is sheriff. En route they are befriended by a Mexican, played by Martin Garralage, who has lost his passport and winds up sharing a cell with Billy, who is held pending investigation. With Flame's aid, they break jail and hide out in a ghost town to which two bank robbers, fleeing the law, also come. When a posse arrives the gangsters manage to get the Mexican arrested for a shooting they have committed, but later on Billy, with Flame assisting by overpowering the bandits, brings the bank robbers to town and justice.

Ron Ormond produced, with Ira Webb as associate producer, and Ford Beebe directed from an original screenplay by himself.

Running time, 58 minutes. General audience classification. Release not set.

Split Stage Policy For RKO Boston

BOSTON, Jan. 2.—An agreement with the musicians union to guarantee at least 10 weeks' work in the current theatrical season has resulted in a policy for the RKO Boston under which stage shows will supplement a feature film for four weeks, then revert to double features for four weeks, according to Ben Domingo, New England district manager for RKO Theatres. The stage shows will be booked in groups of four, each to run one week. The policy was initiated on Dec. 24.

Goetz Cites

(*Continued from page* 1)

liam Goetz's New Year keynote, delivered yesterday in a special American Broadcasting program embodying speeches by U. S. industrial, governmental and educational leaders.

"Not only will the producers have to make motion pictures which will interest the public," said Goetz, "but the exhibitors will be required to play a more important part in attracting patrons to their theatres if the entire industry is to prosper and increase its domestic revenue."

The exhibitor, Goetz held, "will have to disseminate more carefully and emphatically the facts concerning the motion picture he is showing in order to assure substantial attendance."

Goetz said it was his opinion that the industry will achieve "these two most important objectives" in 1949. Thus, he said in conclusion, the industry "will find itself not only in a sound financial condition but able to provide the theatre-going public with many pleasant hours of worthwhile entertainment, which, of course, is its goal not only this year but every year."

Happy Birthdays

(*Continued from page* 1)

company in 1949, was formed in April, 1919.

Columbia arrives at its 25th birthday next Monday, having been incorporated on Jan. 10, 1924.

Monogram also reaches its 25th year, having come into being with W. Ray Johnston's Rayart Prod. in 1924.

Many happy returns!

'Pit' Starts National Release in 9 Cities

Twentieth Century-Fox launched "The Snake Pit" on its national release over the weekend with nine New Year's Eve openings.

The showings in Boston, San Francisco, Oakland, San Jose, San Diego, Long Beach, Bakersfield, Tucson and Phoenix will be followed by day-and-date premieres early in January in 40 theatres in key cities, Andy W. Smith, Jr., general sales manager, said.

Arbitration Accord

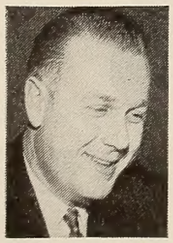
(*Continued from page* 1)

would file separate proposals has been virtually dismissed.

The system as it now stands, among other things, provides for damages up to $5,000 for an exhibitor as a result of proven arbitrary refusal of run by any single distributor and subsequent non-compliance with the award determined by the arbitrator. Some phases of the plan are expected to be altered before it is presented in the majors' proposed decree to the Department of Justice on Jan. 31.

There is no indication yet that the plan meets with the approval of the Little Three, Republic, Eagle-Lion and Allied Artists-Monogram, who also have been invited to participate in the discussions.

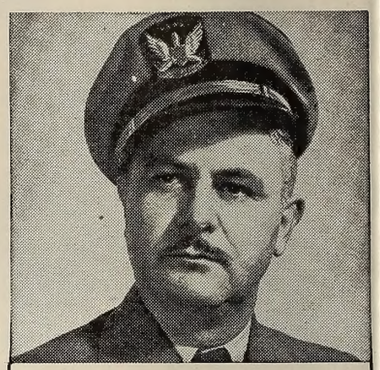
ERSKINE JOHNSON*



HAS SWITCHED TO "FAMILY HONEYMOON"

"I thought 'You Can't Take It With You' was the best comedy I had ever seen ...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Noted NEA Columnist and Radio Commentator



UNITED

Flight Facts

There's one thing that never fails to surprise first-flighters on "the Hollywood," United's onestop New York-Los Angeles flight.

Just about 10 minutes after taking off in the gray gloom of midwinter, our giant DC-6 Mainliner 300 suddenly emerges into clear blue skies and dazzling sunlight!

It's a remarkable change, and many passengers ask me about it. I thought you'd like to know, too, that "the Hollywood" (and United's other DC-6 Mainliner 300s) fly at the sunshine level—thousands of feet *above* winter weather. The air is really smooth at the sunshine level. It takes us only a few minutes to reach this altitude, and we stay there for the entire trip, except for our one stop at Chicago.

I think you'll agree when you fly "the Hollywood"—it's the finest way to travel coast to coast.

Clayton Stiles

United Air Lines Pilot on "the Hollywood"

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 2 NEW YORK, U. S. A., TUESDAY, JANUARY 4, 1949 TEN CENTS

Deadlock Ends Exchange Pay Raise Parleys

'IA' Demands Rejected; Federal Gov't Alerted

First business day of the New Year yesterday found the industry facing what threatens to become a desperate labor-management situation. Top-level negotiations here between IATSE president Richard F. Walsh's special committee and the distributors' labor committee, on a new contract for 6,300 office exchange workers in the 32 exchange centers, have broken down, it was reported here yesterday following a month of meetings.

The Federal Mediation Board in Washington has been notified by "IA" assistant international president Thomas J. Shea, chairman of the "IA" negotiating committee, that an impasse has been reached in the bargaining.

It is understood that the companies have refused flatly to agree to any wage raises for the exchange workers,

(*Continued on page 2*)

11 Theatres Named In Percentage Suits

ASHEVILLE, N. C., Jan. 3.—George D. Carpenter, J. Vernon Benfield, J. S. Hinson and Colonial Theatres, Inc. were named defendants in six separate percentage suits filed today in District Court by RKO, Columbia, Universal, Paramount, United Artists and Warner. Each plaintiff seeks punitive damages.

Theatres involved are the Colonial in Valdese, Canova in Canover, Main in Granite Falls, Carolina and Rivoli in Hickory, Louisburg in Louisburg, Patovi in Madison, Pickwick in May-

(*Continued on page 9*)

AdditionalChairmen For 'Brotherhood'

Additional territorial exhibitor co-chairmen for the forthcoming "Brotherhood Week" drive have been named by Ed Lachman and Gael Sullivan, national exhibitor co-chairmen, as follows:

Denver: John M. Wolfberg, Allied Rocky Mountain Independent Thea-

(*Continued on page 6*)

N. Y. Runs Big But Expected 'Eve' Boom Fizzled in Sleet

The impressive array of holiday product at New York's first-runs failed to produce the maximum income expected at the New Year weekend and theatremen blamed the bad weather. Sleet and cold impaired business considerably on New Year's Eve but grosses picked up on Saturday and Sunday.

This marks the second successive time that the weatherman played havoc with theatres over the like holiday period. Last year's record snowfall cut revenue from 25 to 50 per cent. The elements were not so severe this time, but the unanimous opinion of operators was that clear skies and dry streets would have meant uniformly top grosses. Because of the varying degrees of business registered at first-runs, the extent of the damage done at box-offices by the weather could not be determined.

A full house was reported for the Fulton on Friday night when the tar-

(*Continued on page 6*)

End District Offices Of America Circuit

BOSTON, Jan. 3.—All district managers offices of American Theatres Corp. and New England Theatres have been discontinued henceforth. This was done so that closer supervision over the theatres can be effected. All district managers will work out of the home offices of their respective companies.

The discontinuance grows out of last week's sales of Paramount's interest in Netoco Theatres to American Theatres.

Meet Here Today on S. Africa Situation

Departure from here yesterday of Motion Picture Association of America's Francis S. Harmon for Johannesburg to confer with South African government officials on the case of MPAA member companies against any cutback in remittances was postponed to enable MPAA distributor members to meet here today to map further their policy on the situation. A committee may be named to accompany Harmon who may now leave on Friday.

Capital Tax Deals Ruled Out by U.S.

WASHINGTON, Jan. 3.—The U. S. Bureau of Internal Revenue today came out flatly and firmly against capital gains tax treatment of deals like that made by Jack Benny with the Columbia Broadcasting System wherein sale of personal services is the main factor.

As expected, the Bureau ruled—without mentioning any names—that such deals must be taxed at ordinary income tax rates.

Bureau chief George J. Schoeneman made the ruling in a brief two-paragraph statement, issued, he said, "in response to numerous inquiries as to the tax treatment of sales by radio artists and others where personal services are involved."

Said the statement: "The tax effect of any business transaction is deter-

(*Continued on page 9*)

Lawson Sees Greater Stability in Canada

Supreme Court Bans Closed Union Shops

Washington, Jan. 3.—The U. S. Supreme Court today upheld the constitutionality of state laws banning the closed shop, union shop, and other similar forms of unions requiring workers to be members.

It is estimated that 16 or 17 states have such laws, guaranteeing workers the right to work regardless of membership in unions.

TORONTO, Jan. 3.—"Although in the motion picture industry it has been considered axiomatic that the Canadian market was identical with the American, trends in the Dominion's film industry did not parallel those in the United States during the 12 months ended," according to J. Earl Lawson, KC, president of Canadian Odeon Theatres and the J. Arthur Rank Organization of Canada, who added: "In 1948 the point of difference of chief importance was the greater stability of the Canadian market."

Lawson said that "it is too soon to tell whether this was a temporary condition due to the special circumstances of the year. But it has invariably

(*Continued on page 9*)

Mayors Would End US Tax to Level Locally

Act Following Similar Move Made by AMA

WASHINGTON, Jan. 3.—Still another demand for the Federal government to step out of the admission tax picture so that cities can step in will be made in March, when the U. S. Conference of Mayors meets here.

Last month, the American Municipal Association went on record for an early end of the Federal 20 per cent admission tax, and for the states to give municipalities the power to levy admission taxes. The AMA represents some 7,500 state and municipal governments.

The Conference of Mayors will meet here for its annual conference on March 21-23. It represents mainly the larger towns and cities. There is some

(*Continued on page 6*)

Para. Halts Court Report on Theatres

Paramount has elected to discontinue the filing of quarterly reports with the New York Federal Court on changes in its theatre holdings, having taken the position that the necessity of them had been obviated by the opinion of the U. S. Supreme Court in the industry anti-trust case.

Loew, Warner and 20th Century-Fox filed their fourth-quarter, 1948, statements on Friday and yesterday, all formally disclosing changes which they announced at the court hearings last month.

When it proscribed theatre major circuit interests of between five and 95 per cent in its decree of Dec. 31,

(*Continued on page 9*)

Conciliation Set For New Haven

NEW HAVEN, Jan. 3.—A Theatre Owners of America conciliation board has been appointed here and is ready to commence its duties for the exchange area, covering Connecticut. The two members of the committee are Maurice Bailey and George H. Wilkinson, Jr. Bailey is a theatre oper-

(*Continued on page 9*)

Personal Mention

ARTHUR H. LOCKWOOD, Theatre Owners of America president, is due here Thursday from Boston for an executive board meeting.

•

AL HORWITS, Universal-International Eastern publicity manager, and CHARLES SIMONELLI, Eastern exploitation manager, will leave here today for Cincinnati.

•

J. ARTHUR RANK has contributed £45,000 ($180,000) to Yale-in-China of New Haven for a library for Huachung University in Hunan Province, China.

•

MAX GREENWALD, former general manager of Elyria Theatres in Ohio, will manage the new Richmond Theatre, Cleveland, when it opens late this month.

•

ANN MAYO, former head of the Universal-International accounting department in Atlanta, is now associated with Eagle-Lion's accounting department in that city.

•

CLYDE R. KEITH, New York engineering representative for Western Electric's Electrical Research Products, is on the Coast from here.

•

JACK A. SIMONS, former manager of Loew's Poli and Center theatres in Hartford, has been named manager of the Warner State in Washington, Pa.

•

H. L. ROBINSON, former Warner office manager in Charlotte, has joined the Columbia sales force in that city.

•

DIANA LYNN and her husband, JOHN C. LINDSEY, are honeymooning in Nassau, British Bahamas.

•

SOL KARP has been named assistant manager of the State Theatre, Hartford.

•

JAMES BELLO, special representative for Astor Pictures, has returned to Atlanta from New York.

•

JIMMY HOBBS, branch manager for Monogram Southern Exchanges is in Miami from Atlanta.

John Baker, 42

HOLLYWOOD, Jan. 3.—Services will be held tomorrow morning for John J. Baker, 42, Universal publicist, who died on Saturday from a heart attack. He was chief of the studio publicity art department for the past six years. The widow, a son and his mother survive.

Kay Van Riper Rites

HOLLYWOOD, Jan. 3.—Private funeral services will be conducted here tomorrow at Forest Lawn for Kay Van Riper, screen writer, who died on Friday.

Henry Lord Succumbs

HARTFORD, Jan. 3.—Henry Lord, one of Connecticut's oldest motion picture projectionists, died here late last week.

Exchange Deadlock

(*Continued from page 1*)

taking the position that a business recession has hit the industry and that, therefore, raises are not in order at this time.

"IA" opened the negotiations early last month with a reported bid for a 15 per cent general wage increase and a cut in the work week from 40 to 37½ hours. A similar wage raise was included in the one-year contract which recently expired. It represented an exchange workers' pay hike totaling more than $1,500,000.

It is expected that an offer by the government of the services of a mediator will be accepted by both parties. However, there is little hope prevailing that a Federal mediator would succeed in bringing about a settlement since a bitter determination to hold out has been expressed by both sides, according to one close observer. It is reported that even before a mediator arrives from Washington "token walkouts" may be expected in exchanges across the country as an expression of resentment over the impasse.

Others on the "IA" negotiating committee are vice-president Louise Wright and international representative Joseph D. Basson. Clarence Hill of 20th Century-Fox heads the distributors' committee, which also includes Anthony Petti, Universal-International; C. J. (Pat) Scollard, Paramount; Charles O'Brien, Loew's; Henry C. Kaufman, Columbia; Leslie Thompson, RKO Radio; Sam Schneider, Warner, and Harry Buckley, United Artists.

Extra Vacations for Buchanan Employes

As the first step in a program of extended employee benefits, Buchanan and Co. has instituted special six-week "travel leaves" with full pay plus travel allowances, for all employes who have completed five years or more of service. The agency handles several industry accounts.

The plan, which went into operation yesterday, was developed by management at the instance of John Hertz, Jr., chairman of the board, who has long espoused the principle of "broadening-through-travel" for all ranks of employes. The six-week periods are conditioned upon their use "exclusively for travel of an extensive and not local nature."

Elaborating on the plan, Rudolph Montgelas, president of the agency, stated that subsequent six-week leaves will be available to eligible employes every three years thereafter. He also pointed out that the new system would in no way interfere with the regular two-week vacation with pay due every employe not eligible for the plan.

Sale of Hughes Tool Firm Is Called Off

HOLLYWOOD, Jan. 3. — Howard Hughes has informed employes of his Hughes Tool Co. that the proposed sale of the Texas corporation to a syndicate headed by Dillon, Read and Co., New York investment bankers, had been called off because of "legal and technical obstacles."

$27,500 in Prizes To E-L Branches

Members of the Eagle-Lion sales organization in 21 of the company's 31 domestic branches have received $27,500 in prizes for the recently-concluded company sales drive in honor of William J. Heineman, E-L sales vice-president.

Leading money-winning branch was Boston, which, under the leadership of branch manager Harry Segal, won $3,400. Other leaders in order were Clair Townsend's Detroit, $2,600; Wallace Rucker's Seattle, $2,600; Arthur M. Jolley's Salt Lake City, $1,700; Harold Keeter's Charlotte, $1,500; Martin R. Austin's Denver, $1,500; Lloyd Katz' San Francisco, $1,500; Gordon Craddock's Indianapolis, $1,300; Harry Goldman's Chicago, $1,250; Harry S. Alexander's Albany, $1,100; Des Moines, managed during the drive by F. J. Lee, now St. Louis branch manager, $1,000; Abbott M. Schwartz' Minneapolis, $1,000. Following these leaders in the distribution of prizes came Cincinnati, Milwaukee, Portland, Atlanta, Kansas City, Philadelphia, St. Louis, Washington and Cleveland.

Top individual district manager's prize went to Edward Heiber, Midwest, who received $1,000; second district manager's prize of $500 to Tom Donaldson, former New England district manager; and third prize of $250 was awarded to Southern district manager Grover Parsons.

Named "best branch manager" was Fred Rohrs, Washington, who received $250. John Leo, of the San Francisco branch, was hailed "outstanding salesman" with an award of $150, and Sam Levine of Boston was declared best booker, receiving $100.

Ellis To Distribute Foreign Films Here

Jack Ellis, former Eastern district manager for United Artists, is entering distribution on his own here and will handle foreign and independent product. He already has American distribution rights to a new Italian picture.

Fire Kills Operator

MINNEAPOLIS, Jan. 3.—Fire of unknown origin, which completely destroyed the Avalon, Brooten, Minn., took the life of the theatre's projectionist, Lawrence Hesse, 36. Clarence Swenson, manager, suffered from shock. The theatre was owned by C. D. Nelson.

Fred Ford Dies at 62

MEMPHIS, Jan. 3.—Fred Ford, 2nd, 62, publicity manager for the RKO Memphis and New Orleans offices, died of a heart attack Sunday in New Orleans Hotel. He had been with RKO 10 years.

S. E. Coffin, Malco 'Vet'

MEMPHIS, Jan. 3.—Samuel Edgar Coffin, retired manager of the Princess Theatre and the oldest employee of Malco Theatres, died yesterday morning at Methodist Hosiptal. He was 72.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"WORDS AND MUSIC"
JUNE ALLYSON • PERRY COMO
JUDY GARLAND • LENA HORNE
GENE KELLY • MICKEY ROONEY
ANN SOTHERN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cary Grant in Every Girl Should Be Married
IN PERSON BURT LANCASTER & Others
CAPITOL B'way & 51st Street

"The Paleface" Color by Technicolor
IN PERSON BENNY GOODMAN And His Orchestra featuring BUDDY GRECO plus PEIRO BROS BUDDY LESTER
Bob HOPE Jane RUSSELL
A Paramount Picture
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

TOO BIG FOR ONE THEATRE
JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR
CAST OF THOUSANDS with JOSE FERRER
FRANCIS L. SULLIVAN • J. CARROL NAISH
WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY • based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
Screen Play by MAXWELL ANDERSON and ANDREW SOLT • Art Direction by RICHARD DAY
Director of Photography, JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER
Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc.
released by RKO RADIO PICTURES
CONTINUOUS AT THE VICTORIA B'WAY at 46th ST. 7 SHOWS DAILY
RESERVED SEATS AT THE FULTON 46th ST. W. of B'WAY MATS. $1.80 EVES. $2.40

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published every fourth week as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th CENTURY-FOX

CONGRATULATES

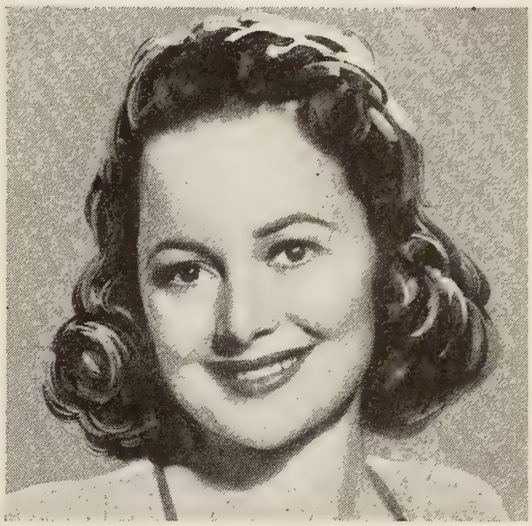
Olivia de Havilland



as the

"BEST ACTRESS OF THE YEAR!"

by UNANIMOUS ACCLAIM on the FIRST BALLOT of the NEW YORK FILM CRITICS!



as the

"BEST ACTRESS OF THE YEAR!"

by the NATIONAL BOARD OF REVIEW COMMITTEE on EXCEPTIONAL FILMS!

for her portrayal in

the Snake Pit

Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" • also Starring MARK STEVENS and LEO GENN with CELESTE HOLM • GLENN LANGAN • Helen Craig • Leif Erickson • Beulah Bondi • Lee Patrick Howard Freeman • Natalie Schafer • Ruth Donnelly • Katherine Locke • Frank Conroy • Minna Gombell Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER • Screen Play by Frank Partos and Millen Brand • Based on the Novel by Mary Jane Ward

4-STATE, 150-THEATE
LAUNCHES WALT DISN

From the heart of America to America's heart comes "So Dear To My Heart", Walt Disney's miracle merger of warm, living drama and joyous cartoon—a real "story-telling story" that gleams and glows with tenderness, laughter and tears to delight all of all ages, who know and remember the miracle of youth.

Climaxing a phenomenal campaign of magazine and newspaper advertising, exploitation, network radio and music promotion, "So Dear To My Heart" comes to America's heart January 19th in an unprecedented 150-theatre premiere in Ohio, Indiana, Kentucky and West Virginia.

COLOR BY
TECHNICOLOR



"Dilly-Dilly" TRADE R

"Stands at the head of the class! Potent fare! A must for kids and adults alike! A first rate job of story telling! Plenty of laughs, suspense and melodrama!"
—VARIETY

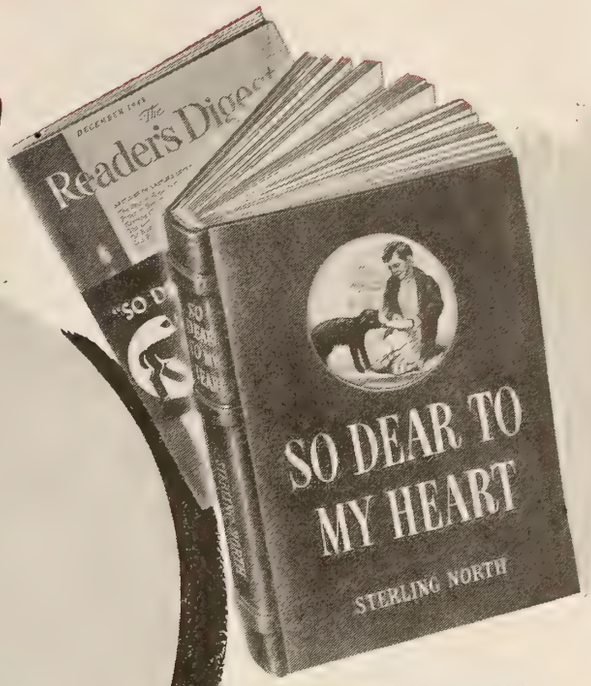
"Will delight the young-in-heart of all ages! Eye-filling Technicolor . . . acted with verve by an endearing cast . . . magical flights of cartoon fancy!"
— MOTION PICTURE DAILY

"Rating: Excellent! Fundamental entertainment . . . fine, heart-warming diversion for all kinds and classes of people! A rare experience!"
— MOTION PICTURE HERALD

"Amply endowed to join the long line of distinguished Walt Disney predecessors and carve itself a noteworthy place among them as concerns popularity and profits!"
— BOXOFFICE

E WORLD PREMIERE
EY'S GREAT NEW HIT!

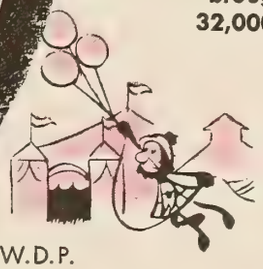




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brought it to their
32,000,000 readers!

WALT DISNEY'S
SO DEAR TO MY HEART





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STARRING
BURL IVES · BEULAH BONDI
HARRY CAREY · LUANA PATTEN
and BOBBY DRISCOLL

FEATURING THAT "DILLY-DILLY" SONG
"LAVENDER BLUE" (DILLY-DILLY)
and
"SO DEAR TO MY HEART" • "IT'S WATCHA DO WITH WATCHA GOT"
"STICK-TO-IT-IVITY" • "COUNTY FAIR"

Directed by HAROLD SCHUSTER • Screen Play by John Tucker Battle
Adaptation by Maurice Rapf and Ted Sears • From the Story by Sterling North
Released through RKO RADIO PICTURES, INC.

YES:

"A rare opportunity for exhibitors to sell a clean, wholesome show! The need for such an attraction has long been evident!"
— HOLLYWOOD REPORTER

"Can't miss at any run, small or large, big city or small town! Disney's reputation, plus splendid word-of-mouth bound to make it a big grosser!"
— SHOWMEN'S TRADE REVIEW

"A constant delight! Walt Disney has again turned out another roundly good entertainment for the young-in-heart . . . rich and warm!"
— FILM DAILY

"A must for the seniors as well as the kids! Plenty of laughs, suspense and good old-fashioned melodrama! Stands right up in front of Walt Disney's list!"
— DAILY VARIETY

N. Y. Runs Big

(*Continued from page* 1)

iff was increased from $2.40 to $3.60 and where "Joan of Arc" is now in a third week on a reserved-seat basis. This is the highest admission seen in these parts in recent years. The film figures to do $18,000 for the week at the Fulton and about $44,000 for an eighth week at the Victoria.

"Words and Music" with a holiday stage presentation at the Music Hall seemed actually to benefit from the storm. House took in $31,250 on Friday, setting a new mark for New Year's Eve despite the weather which so adversely affected other spots. Hall probably will do $160,000, a tremendous take in this current and fourth week of the show.

Roxy Scale Raised 30c

The Roxy, which raised its scale to $1.80 top, from $1.50, took in $102,000 Wednesday through Sunday, indicating $120,000 for the second week of "That Wonderful Urge" with an ice show featuring Barbara Ann Scott on stage; that is big business but more was looked for.

"Enchantment" is likely to do about $39,000 in a second week at the Astor, which is good enough, and about $1,000 over the previous week. "One Sunday Afternoon" failed to stand up against the weather at the Mayfair, with only $11,000 in a second week.

Others which faltered were "Whiplash" with $11,000 in a second week at the Globe, and "Angel on the Amazon" with $8,000 for a second week at the Gotham.

"Rogues' Regiment" is moderate at the Criterion with $18,000 seen for a third week. At the Park, "Hamlet" should ring up a lofty $24,000 in a fourth week during which eight extra performances were added, bringing the total for the week to 25. "Red Shoes" also is continuing big with about $19,000 apparent for the 11th week at the Bijou.

At the Paramount where the New Year's Eve top was $2.20, "Paleface" accompanied by Benny Goodman's orchestra on stage tonight will conclude a rousing third week's business getting in the neighborhood of $92,000. "Snake Pit" looks good for $37,000 in a ninth week at the Rivoli, probably having derived good support from the New York Film Critics' award to Olivia De Havilland for her performance in the picture.

Upswing at the Capitol

"Every Girl Should Be Married," the Capitol tenant with Burt Lancaster and Skitch Henderson's orchestra on stage, is greatly improved in a second week with $102,000 indicated. This is the biggest week in many months for the Capitol, and about $14,000 over business for the opening week of the show.

At the Strand, "Adventures of Don Juan" with Tommy Dorsey on stage reaped a good $40,000 during Friday through Sunday, and on that basis should finish a second week with $75,000. Heavy returns for the second week of "Force of Evil," hitting $55,000, are in view at the State. The film did $62,000 in its opening week.

The Palace will resume its first-run policy on Jan. 12 with RKO Radio's "The Boy with Green Hair." Other new films on schedule include Film Classics' "Unknown Island" at the Rialto on Friday and United Artists' "My Dear Secretary" which is to follow the current "One Sunday Afternoon" at the Mayfair.

Review

"Angel in Exile"

(*Republic*)

A REAL effort to get away from the sterotyped format is made by Republic in "Angel in Exile." It concerns stolen gold, a thief who goes to the secret hiding place to recover the cache after he is released from prison, and the attempts of rival gangsters to hijack the loot.

The plot's novel turn comes when the gangster has a change of heart about the gold because the villagers, near where the gold is hidden, think him a miracle man because he has "discovered" gold in an abandoned mine. Allan Swan and Philip Ford turn in a competent direction job from the original screenplay by Charles Larson.

John Carroll is the released gangster, who, with a loyal colleague of pre-prison days, goes to an abandoned mine high in the Arizona mountains to recover the gold. Rival gangsters follow them. The mine is near a village populated by Mexicans. When it becomes known that Carroll is taking gold from the mine he becomes a miracle man and, after a typhoid epidemic in the village (where the miracle man cures the sick by merely talking to them), a spirited gun-fight follows. The rival gangster, Barton MacLane, his henchman, and Carroll's pal are killed. After a touch of romance and a Western-style fist fight, Carroll repents and tries to live up to the villagers' faith in him.

Carroll and the others turn in good performances. MacLane is his usual tough gangster. The girl is Adele Mara, who does her job in satisfactory fashion. Thomas Gomez, as the saintly village doctor, and Howland Chamberlin, as the larcenous government clerk, register nicely.

Running time, 90 minutes. Adult audience classification.

NCCJ Fetes Depinet Dunne, Others Feb. 4

Awards will be presented to Ned E. Depinet, president of RKO Radio; Richard Rodgers and Oscar Hammerstein II, authors and producers of Broadway musicals, and Irene Dunne, screen star, at the amusements' division luncheon of the National Conference of Christians and Jews, at the Waldorf-Astoria here on Feb. 4, it is announced by Dr. Everett R. Clinchy, president of the Conference. The awards are being presented to persons in the amusement world "who have done the most in 1948 to promote better understanding among people of all faiths."

The luncheon will be the occasion for launching a nationwide campaign by the amusements division, culminating in the "Brotherhood Week" observance sponsored by the Conference, Feb. 20-27. J. Robert Rubin is chairman of the division and Louis Nizer is chairman of the luncheon committee.

Would End US Tax

(*Continued from page* 1)

overlapping with the AMA, but not complete duplication. It has had a special committee studying the admission tax problems since early in 1948, and, according to one official, the recommendation is that the Federal government get out of the admission tax field. It is pointed out that most of the cities and towns represented in the conference already have the power to levy the tax, but don't do so "because we just can't levy a local tax on top of the Federal tax—that would kill the goose that lays the golden egg," this official indicated. The Conference will lobby for its program in Congress this year.

Floods Shut Many N. England Houses

Boston, Jan. 3.—Theatres in Vermont, Western Massachusetts and Connecticut were damaged by floods over the weekend. Many of them closed and film deliveries were impaired.

'Fallen Idol' Gets British Film Award

LONDON, Jan. 3.—Jane Wyman has been named the actress of the year by the *London Daily Express* film tribunal for her role in "Johnny Belinda" and Alexander Korda's "The Fallen Idol" was named the film of the year. Pierre Fresnay was cited the best actor of the year. These awards were accompanied by $4,000. Selznick Releasing Organization will handle "The Fallen Idol" in the United States shortly.

Six prizes of $400 each were awarded for the following performances: Moira Shearer, for "Red Shoes"; Clifton Webb, "Sitting Pretty"; Alex Guiness, "Oliver Twist"; Micheline Presle in "Le Diable au Corps", and Alastair Sim and Wylie Watson in "London Belongs to Me." Terence Rattigan was awarded $800 for his script, "The Winslow Boy," and Hein Heckroth received the same amount for his technical work in "Red Shoes."

31 More U. S. Dates For Rank's 'Hamlet'

"Hamlet," J. Arthur Rank feature, will open in 31 cities within the next six weeks. This in addition to the current 14 engagements will give "Hamlet," the "most extensive playing time ever enjoyed by a British-made picture," according to Universal-International which is distributing the production in this country.

Additional Chairmen

(*Continued from page* 1)

tres, and Pat McGee, Cooper Foundation; Milwaukee: Harold Fitzgerald, Fox Wisconsin Theatres, and John Adler, Adler Theatre; New Haven: Dr. J. B. Fishman, Allied Theatres of Connecticut, and Albert Pickus, Stratford Theatre; Philadelphia: J. J. O'Leary and Mrs. Dorothy A. Samuelson, AITO of Eastern Pennsylvania; Cincinnati: Wendel H. Holt, West Virginia Managers' Association, and Jack R. Keegan, Northio Theatres; Pittsburgh: Moe Silver, Warner Theatres, and Morris Finkel, AMPTO of Western Pennsylvania; Chicago: Jack Kirsch, Allied Theatres of Illinois, and John Balaban, Balaban and Katz; Los Angeles: Harry Vinnicoff, Strand Theatre, and Charles Minor.

NCCJ Names Johnston

WASHINGTON, Jan. 3.—Motion Picture Association of America president Eric A. Johnston has been named chairman of the Washington area's motion picture committee for "Brotherhood Week," Feb. 20-27, sponsored by the National Conference of Christians and Jews.

15-Cent RKO Dividend

A 15-cent dividend was paid yesterday to RKO common stockholders of record on Dec. 17.



8 Simultaneous First-Runs in New York City

(Advertisements from New York Times)



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TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE-LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Nov. 28	(Nov. Releases) LEATHER GLOVES Cameron Mitchell D—75 min. (Rev. 10/8/48) RACING LUCK Gloria Henry D—66 min.	HE WALKED BY NIGHT Richard Basehart Scott Brady D—80 min. (Rev. 11/11/48)	(Re-release) SAN FRANCISCO Clark Gable Jeanette MacDonald D—115 min. (Rev. 6/24/36) HILLS OF HOME (Color) Edmund Gwenn Janet Leigh D—91 min. (Rev. 10/8/48)	KIDNAPPED Roddy McDowall D—71 min. (Rev. 10/8/48) HIDDEN DANGER Johnny Mack Brown O	DISASTER Richard Denning Trudy Marshall D—60 min. (4806) (Rev. 10/29/48)	(Reissue) YOKEL BOY Joan Davis C—68 min. (Rev. 3/19/42) (Reissue) SCATTERBRAIN Judy Canova C—72 min. (Rev. 7/9/40) THE PLUNDERERS (Color) Rod Cameron Ilona Massey O—87 min. (721) (Rev. 11/8/48) HOMICIDE FOR THREE Warren Douglas Audrey Long D—60 min.	BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes D—88 min. (909) (Rev. 11/11/48)	(Nov. Releases) BUNGALOW 13 Tom Conway Margaret Hamilton D—65 min. (Rev. 12/13/48) WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey DM—98 min. (845) (Rev. 11/5/48) ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark D—95 min. (844) (Rev. 9/22/48) BELLE STARR'S DAUGHTER George Montgomery Rod Cameron D—86 min. (Rev. 10/26/48) JUNGLE PATROL Kristine Miller Arthur Franz D—76 min. (848) (Rev. 11/5/48)	(Dec. Releases) SIREN OF ATLANTIS Maria Montez Jean Pierre Aumont Dennis O'Keefe D—75 min. JUST WILLIAM'S LUCK William Graham C—88 min. (Rev. 12/14/48)	(Nov. Releases) KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton D—79 min. (Rev. 10/21/48) ROGUES' REGIMENT Dick Powell Martha Toren Vincent Price D—85 min. (Rev. 10/8/48)	(Reissue) ANGELS WITH DIRTY FACES James Cagney Pat O'Brien D—97 min. (Rev. 10/24/38) (Reissue) THEY DRIVE BY NIGHT George Raft Ann Sheridan D—95 min. (Rev. 7/15/40)	PORTRAIT OF JENNIE Jennifer Jones Joseph Cotten D—94 min. (Rev. 12/24/48)
Dec. 5		OLD FASHIONED GIRL Gloria Jean D—82 min. (Rev. 12/13/48)	(Re-release) NIGHT AT THE OPERA Marx Bros. Kitty Carlisle C—93 min. (Rev. 10/15/35)	JIGGS AND MAGGIE IN COURT Joe Yule Renie Riano C—66 min. (Rev. 12/6/48)			INDIAN AGENT Tim Holt O—65 min. (Rev. 11/23/48)				THE DECISION OF CHRISTOPHER BLAKE Alexis Smith Robert Douglas D—74 min. (Rev. 11/30/48)	FILM CLASSICS
Dec. 12	THE RETURN OF OCTOBER (Color) Glenn Ford Terry Moore D—80 min. (Rev. 10/22/48) THE GALLANT BLADE (Color) Larry Parks Marguerite Chapman D—81 min. (Rev. 10/21/48)			THE FEATHERED SERPENT Roland Winters D	THE PALEFACE (Color) Bob Hope Jane Russell C—91 min. (4807) (Rev. 10/21/48)	(Reissue) IN OLD CALIENTE Roy Rogers O—57 min. (Rev. 7/14/39)		(Dec. Releases) UNFAITHFULLY YOURS Rex Harrison Linda Darnell DC—105 min. (Rev. 9/30/48) TROUBLE PREFERRED Peggy Knudson Lynne Roberts D YELLOW SKY Gregory Peck Anne Baxter Richard Widmark D—98 min. (Rev. 11/22/48)				ONE SUNDAY AFTERNOON (Color) Dennis Morgan Dorothy Malone D—90 min. (Rev. 12/13/48)	UNKNOWN ISLAND (Color) Virginia Grey D—76 min. (Rev. 11/19/48) (Release date, Dec.) APPOINTMENT WITH MURDER D—74 min. (Rev. 11/26/48) (Release date, Nov.) DAUGHTER OF RAMONA (Color) D (Release date, Jan.) FILE 649 STATE DEPT. Virginia Bruce D (Release date, Jan.) THE JUDGE Katherine DeMille D (Release date, Jan.) (Reissue) INDIA SPEAKS (Documentary) (Rev. 5/6/33) (Release date, Jan.) JACARE (Documentary) Frank Buck (Release date, Jan.)
Dec. 19			WORDS AND MUSIC (Color) Judy Garland Mickey Rooney M—119 min. (Rev. 12/7/48)	CRASHING THRU Whip Wilson O		FAR FRONTIER (Color) Roy Rogers Gail Davis O	EVERY GIRL SHOULD BE MARRIED Cary Grant Franchot Tone Diana Lynn C—85 min. (908) (Rev. 11/10/48)					
Dec. 26	(Dec. Releases) THE MAN FROM COLORADO (Color) Glenn Ford William Holden D—99 min. (Rev. 11/18/48) JUNGLE JIM Johnny Weissmuller Virginia Grey D	PAROLE, INC. Turhan Bey D	(Argosy) 3 GODFATHERS (Color) John Wayne D—105 min. (Rev. 12/10/48)	INCIDENT Warren Douglas Jane Frazee D						(Dec. Releases) COUNTESS OF MONTE CRISTO Sonja Henie Olga San Juan C—77 min. (Rev. 11/4/48)		
Jan. 2		RED STALLION IN THE ROCKIES Arthur Franz D	THE KISSING BANDIT (Color) Frank Sinatra Kathryn Grayson MD—100 min. (Rev. 11/18/48)		THE ACCUSED Loretta Young Robert Cummings D—101 min. (4808) (Rev. 11/17/48)	ROSE OF THE YUKON Steve Brodie Myrna Dell O	BOY WITH GREEN HAIR (Color) Pat O'Brien Robert Ryan D—82 min. (Rev. 11/17/48)	(Jan. Releases) THE SNAKE PIT Olivia de Havilland Leo Genn D—108 min. (Rev. 11/3/46) THAT WONDERFUL URGE Tyrone Power Gene Tierney C—82 min. (Rev. 11/24/48) CANADIAN PACIFIC Randolph Scott Nancy Olson D	(Jan. Release) VALIANT HOMBRE Duncan Renaldo Leo Carrillo D—60 min.	MEXICAN HAYRIDE Abbott & Costello Luba Malina Virginia Grey C—77 min. (Rev. 12/10/48)		
Jan. 9	BLONDIE'S SECRET Penny Singleton Arthur Lake C—69 min. QUICK ON THE TRIGGER Charles Starrett O						(Walt Disney) SO DEAR TO MY HEART (Color) Bobby Driscoll Luana Patter D—82 min. (Rev. 12/9/48)		(Reissue) GUEST IN THE HOUSE Anne Baxter Ralph Bellamy D—121 min. (Rev. 12/4/44)		WHIPLASH Dane Clark Alexis Smith D	SCREEN GUILD
Jan. 16	SMOKEY MOUNTAIN MELODY Roy Acuff O	RIDE, RIDER RIDE O				SHERIFF OF WICHITA Alan Lane O (Reissue) FRONTIER PONY EXPRESS Roy Rogers O (Rev. 4/17/39)	TARZAN'S MAGIC FOUNTAIN Rex Barker D		(Reissue) LADY OF BURLESQUE Barbara Stanwyck D—91 min. (Rev. 4/29/43)	(Jan. Releases) YOU GOTTA STAY HAPPY Joan Fontaine James Stewart Eddie Albert CD—100 min. (Rev. 10/28/48	ROPE (Color) James Stewart John Dall D—80 min. (802) (Rev. 8/26/48)	THUNDER IN THE PINES D (Rel. date, Nov. 20) LAST OF THE WILD HORSES D (Rel. date, Nov. 13) MARK OF THE LASH Lash LaRue D (Rel. date, Nov. 27) SHEP COMES HOME Robert Lowery D (Release date, Dec. 3)
Jan. 23	(Jan. Releases) SHOCKPROOF Cornel Wilde Patricia Knight D—79 min.			BOMBA, THE JUNGLE BOY D	DYNAMITE William Gargan Richard Crane D—68 min. (4809) (Rev. 11/24/48)							
Jan. 30	THE DARK PAST William Holden Nina Foch D—75 min. LOADED PISTOLS Gene Autry Barbara Britton		ACT OF VIOLENCE Van Heflin Robert Ryan Janet Leigh D		MY OWN TRUE LOVE Phyllis Calvert Melvyn Douglas D—84 min. (4810) (Rev. 12/10/48)			(Feb. Release) A LETTER TO THREE WIVES Jeanne Crain Linda Darnell Ann Sothern D—103 min. (Rev. 12/6/48)		LIVE TODAY FOR TOMORROW Fredric March Florence Eldridge Edmond O'Brien D—91 min. (Rev. 8/20/48)	ADVENTURES OF DON JUAN (Color) Errol Flynn Viveca Lindfors O	
Feb. 6			THE SUN COMES UP Jeannette MacDonald Claude Jarmon, Jr. Lassie D			DAUGHTER OF THE JUNGLE Lois Hall James Cardwell D						

[Dates Are Based on National Release Schedules and Are Subject-to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

Tri-Video Screens 3 Old-Edison Films

Tri-Video Productions, Inc., recently formed here to produce and distribute television films, held a press screening of three films at the Museum of Modern Art here yesterday. The company has acquired rights to the Edison collection of old-time films, embracing over 500 subjects of one, two and three-reel length.

The films screened yesterday seem ideally suited for television. Each runs nine minutes and is a part of a series titled "Nickelodeon Novelties." Made some 35 years ago, the prints are amazingly clear. Furthermore, the absence of long shots make them especially satisfactory for the medium for which they are now intended.

The subjects screened were "Helen of the Chorus," "Moment of Madness," and "Twin Dukes and the Duchess." They have been cut and edited and supplied with a modern commentary by Lew Lehr. Throbbing dramas in the day of their production, the films today are an enjoyable source of nostalgia and satire.

M.H.

Para. Halts Report

(*Continued from page* 1)

1946, the New York court directed the companies to subsequently file quarterly on their holdings, whether their status changed or not.

The companies continued to file after the high court's opinion last summer, but prefaced their reports with remarks to the effect that the opinion placed the matter in doubt. The high court, of course, eliminated the "5-95" provision from the New York decree when it sent back the entire issue of divestiture to the lower court for further study.

A Department of Justice representative said at the weekend that he believes the reports still to be mandatory but whether Paramount's refusal will be contested has not been decided.

King Bros. Slate Four For A.A. '49 Release

HOLLYWOOD, Jan. 3. — King Brothers will produce four pictures for Allied Artists release during 1949.

First, with McKinley Kantor serving as their associate, will be "Gun Crazy." Next is an untitled story by Burnet Hershey dealing with the life of Joseph Petrosino, New York policeman who broke up the Black Hand Society. Rounding out the schedule will be "Unwanted" and "Ramie."

Rob Normandie Theatre

While 400 patrons sensed that something was wrong, because the screen went blank and remained so for several minutes, two armed men held up the Normandie Theatre here Sunday night, escaping with receipts of $1,100.

Curtiz Back to WB

HOLLYWOOD, Jan. 3. — Warner disclosed today that director Michael Curtiz has returned to the studio. It is understood he will disband Curtiz Productions and that talent under contract to it would be placed on the Warner payroll.

Stability in Canada

(*Continued from page* 1)

been assumed that, allowing only for a time lag, conditions in the United States duplicated themselves here; that box-office trends, audience tastes and buying habits were entirely similar and that Canada for all practical purposes could be included in the U. S. domestic market.

"Since this did not hold true in 1948, the fact that it did not gives the year unusual significance," he declared, adding:

"In Canada, the evidence is that the long-term upward trend in consumer expenditures for motion picture entertainment still continues. Readjustment, following the abnormal spending which characterizes war periods, has been occurring without serious effect on the industry here. The Canadian situation has been materially helped by the fact that box-office prices had not increased materially as they had elsewhere nor as had the costs of other goods and services regularly in demand by the average Canadian family.

"The market in the U. S., on the other hand, was subject during the year to a variety of disturbances of both external and internal origin. So far in Canada the film industry has been able to set its own film-distribution policies without government intervention, though there are many complaints.

"British films, following the inauguration of effective merchandising and distribution methods late in 1945, now have a substantial and established following in Canada. Essentially, this market consists of a steadily-widening percentage of the regular and general movie-going public which has been seeking greater variety in entertainment and finds that a blending of British and American film programs is the preferable means of securing this," Lawson declared.

No Failures in Canadian Industry

OTTAWA, Jan. 3.—There was not a single commercial failure in the motion picture trade during the first three-quarters of 1948, though the number of bankruptcies in Canada advanced to the highest figure since 1941 in all other directions, according to the latest report of the Canadian government.

Companies Ask Court For Books of Manos

COLUMBUS, O., Jan. 3.—Court order seeking to impound the books of George A. Manos, Toronto, Ohio, owner of a circuit of Eastern Ohio theatres, has been asked by eight distributors.

U. S. District Judge Mell G. Underwood was told that Manos had misrepresented the income from pictures. The distributors said Manos had admitted in Tax Court testimony a true report of his income had been submitted annually to the Bureau of Internal Revenue and a false report to the picture companies.

Bringing the action were Warner, Paramount, 20th Century-Fox, Loew's, RKO, United Artists, Columbia and Universal.

Set Up MPAA Quarters

CHICAGO, Jan. 3. — Duke Hickey, community relations counsel for the Motion Picture Association of America, has re-established local headquarters for the association temporarily in the Palmer House.

WB to Produce Films for Video

HOLLYWOOD, Jan. 3.—Warner Brothers is preparing to train special crews to produce television films at the studio, Harry M. Warner said here yesterday. "I personally do not believe television will interfere with either theatre operations or production of regular films," he asserted, adding that production for video will find its "greatest field" in educational films and other specialties.

"Right now the industry is in the same position as far as television goes as when we were first feeling our way around with sound," Warner declared. "Rather than hinder the industry, I think television will prove a boon to motion pictures."

Start of video film production awaits approval by the Federal Communications Commission of the company's purchase of Station KLAC here, he said.

Conciliation Set

(*Continued from page* 1)

ator in New Haven and Hamden, Conn., and Wilkinson is one in Wallingford. A list of alternate members of the committee will be issued shortly.

Any exhibitor in Connecticut having a grievance against a distributing company, which he is unable to resolve satisfactorily with the distributor in question, may avail himself of the services of the committee without cost.

The complaining exhibitor should outline his grievance in writing and forward same to Bailey or to Wilkinson for consideration. If the complaining exhibitor objects to having any of the designated members of the Board serve on his complaint, he may so state and alternates will be selected.

Connecticut Allied Backs National Allied's Program

HARTFORD, Jan. 3.—Allied Theatre Owners of Connecticut has endorsed all resolutions passed at the recent national Allied convention in New Orleans, including those opposing joining with the Theatre Owners of America in conciliation boards, opposing voluntary arbitration of grievances under the consent decree ruling, and opposing percentage pictures.

The group has also voted 100 per cent co-operation with and all possible assistance to observance of American "Brotherhood Week."

11 Theatres Named

(*Continued from page* 1)

odan, Carolina and Rogers in Shelby, and the Main in Taylorsville, all in North Carolina.

W. T. Joyner and H. E. Powers of Raleigh signed the complaints as attorneys for each of the plaintiff distributors with Sargoy and Stein of New York as counsel.

Monogram To Release 4 Films in January

HOLLYWOOD, Jan. 3. — Monogram will release four pictures in January: "Trouble Makers," starring Leo Gorcey, Jan. 2; "Temptation Harbor," British film starring Simone Simon and Robert Newton, Jan. 9; "Gun Runner," starring Jimmy Wakely, Jan. 16; "Incident," starring Jane Frazee and Warren Douglas, Jan. 23.

Capital Tax Deals

(*Continued from page* 1)

mined by its realities. Accordingly, proposals of radio artists and others to obtain compensation for personal services under the guise of sales of property cannot be regarded as coming within the capital gains provisions of the Internal Revenue Code. Such compensation is taxable at ordinary income tax rates."

The ruling does not affect the deal made with CBS by Amos and Andy. There the Bureau is reported to feel that a case can be made out that a sale of a property—rather than just personal services—is involved.

"QV?"



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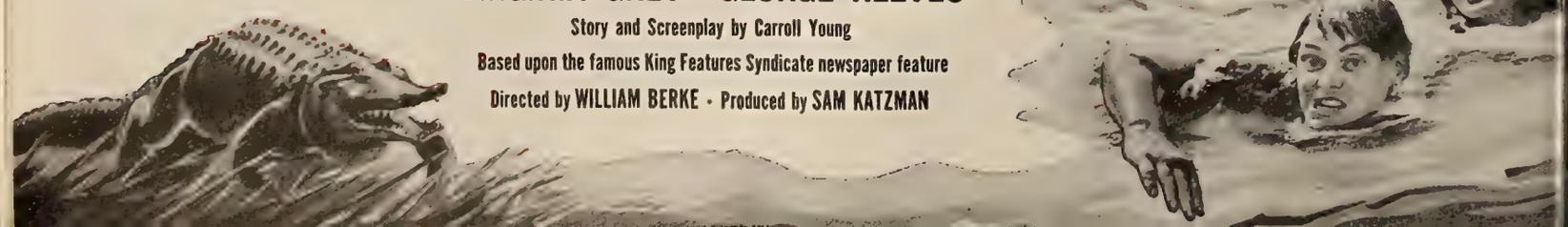
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FIRST IN FILM NEWS

VOL. 65. NO. 3 NEW YORK, U. S. A., WEDNESDAY, JANUARY 5, 1949 TEN CENTS

House Group Flays AFL For Studios' Labor Ills

Kearns Report Clears Producers of 'IA' Collusion; Industry Defended for Its Part in Jurisdictional Dispute on Coast

WASHINGTON, Jan. 4.—A House Labor sub-committee which for 18 months investigated the tangled Hollywood labor picture today issued its report clearing the industry of any charge of collusion or conspiracy with the IATSE and placing the entire blame for the industry's labor troubles on the failure of the American Federation of Labor to settle the studio jurisdictional dispute.

"This jurisdictional labor dispute in this great industry stands out as a sore thumb on the records of the AFL," the report said. "The industry could well depict this in a drama that would be the best box-office attraction in the history of the business."

The report was issued by sub-committee chairman Carroll D. Kearns (R., Pa.), and was approved by lame-duck Republican Congressman Landis of Indiana. The third Republican member of the sub-committee—Owens of Illinois—died last year, and the two Democratic members took little part in the investigation.

Changed View on 'Conspiracy'

Kearns admitted he had initially suspected an IATSE-producer conspiracy. But the report today said he was now convinced differently. "Upon conclusion of the Washington hearing," it said, "and particularly after the testimony given by Mr. William C. Doherty, AFL vice-president and secretary of the three-man arbitration committee, it became obvious that the Dec. 26, 1945 decision of the three-man committee was final and binding

(*Continued on page 6*)

New US-Ascap Decree Pends In N.Y. Court

Stemming from Society's Setbacks in Two Courts

Department of Justice is expected to announce shortly an impending new decree with the American Society of Composers, Authors and Publishers which would have the effect of extending and tightening the provisions of the consent decree which the government and the society entered into in 1941.

Both sides declined official comment on what specific manner the new move will affect the society's position in the motion picture industry. However, it was learned that Robert P. Patterson, special counsel for Ascap, among others, has conferred in Washington with government representatives to seek some legal sanction for continued operations in the film business

(*Continued on page 3*)

Canadians Fined For Tax Laxities

TORONTO, Jan. 4.—Ontario exhibitors who have been tardy in their monthly amusement tax payments to the provincial treasury are being penalized five per cent of the amount of collectible tax under the provisions of the Hospitals Tax Act. The law, which went into force last April, calls for a 20 per cent tax on theatre ad-

(*Continued on page 2*)

$3,000,000 for Variety Charities

Philadelphia, Jan. 4.—Variety Club International will spend more than $3,000,000 this year in charitable work, William McCraw of Dallas, Variety's executive director, declared here last night at a dinner meeting of Variety Club Tent No. 13 at the Bellevue Stratford Hotel. McCraw said that all proceeds from the premiere of Allied Artists' "Bad Boy" here and in 42 other cities will be donated to Variety.

Annual Allied Board Meet on Feb. 14-15

Washington, Jan. 4.—Allied States Association's annual board meeting, at which officers are to be elected and top policy matters set, will be held here at the Hotel Statler on Monday and Tuesday, Feb. 14-15, Allied chairman Abram Myers said here today.

Strike Looms At Exchanges

A strike which could bring nationwide film exchange operations to a standstill was foreseen here yesterday when it became known that all of the country's 67 IATSE exchange locals have been instructed by "IA" headquarters to "stand by for further instructions" in view of the deadlock which has brought an end to the month-long negotiations on a new contract for 6,300 exchange workers.

Although spokesmen for the "IA" and distributors declined yesterday to comment on the latest "IA" action, it was said by sources familiar with the exchange labor set-up that such "stand by" notification is "unmistakably" intended as a warning to the locals that a strike vote is about to be sought.

Meanwhile, Commissioner L. A. Stone of the Federal Mediation Service here reports that he will meet at

(*Continued on page 6*)

Name Exchangemen For 'Brotherhood'

Following a meeting of general sales managers of the eight major film companies held here yesterday in RKO's board room, Charles M. Reagan, chairman of the distributors' committee, announced the following exchange center chairmen for the industry's "Brotherhood Week" drive:

Paramount: Boston, John Moore; Philadelphia, Ulrick Smith; Dallas, Heywood Simmons; Milwaukee, Jess

(*Continued on page 3*)

Manos Is Ordered To Retain Records

COLUMBUS, O., Jan. 4.—U. S. Judge Mel G. Underwood has signed an order in the eight percentage actions brought by major distributing companies against defendant George A. Manos of Toronto, O., and associated theatre corporations, restraining them from destroying or otherwise disposing of the books, records and documents of 12 theatre operations in Ohio for the 12-year period from Jan. 1, 1937, to Dec. 22, 1948, as well as "from changing, altering or revising the same, except in the usual course of business."

The injunction order is to remain in full force and effect pending further order of the court, and requires the defendant to retain and preserve all such records wherever they may be found and whether in the custody, control or possession of the defendants or of their attorneys, agents or employes or others, except, however, those now with the U. S. Tax Court.

The order resulted from a motion made to Judge Underwood in the percentage actions by distributor counsel as a result of disclosures in a

(*Continued on page 3*)

Arnall Holds Parley At State Department

WASHINGTON, Jan. 4.—Ellis Arnall president of the Society of Independent Motion Picture Producers, accompanied by James Mulvey and James Barnes, SIMPP counsel here, today conferred with aides in the State Department's commercial policy division to press SIMPP's fight for the Department to take an active interest in assuring fair treatment for American films abroad. Arnall said later

(*Continued on page 2*)

MPAA Calls Off S. African Mission

Projected mission of Motion Picture Association vice-president Francis Harmon and possibly others to Johannesburg to confer there on new monetary restrictions confronting the industry was called off yesterday by foreign department heads of MPAA-member companies who met here.

Unsettled government conditions in South Africa reportedly resulted in the decision pending further conversations with U. S. officials in Washington.

Personal Mention

JOSEPH BERNHARD, president of Film Classics and Cinecolor, is en route to the Coast from New York.

•

PHIL REISMAN, RKO Radio vice-president, has been promoted to an officer of the Legion d'Honneur. Appointed a Chevalier in 1937, REISMAN will be invested with his new office at a ceremony today at the office of the French consul general here.

•

JOHN J. MALONEY, M-G-M Central sales manager, and SAAL GOTTLIEB, Pittsburgh manager, are due in New York today from Pittsburgh.

•

CHARLES L. CASANAVE, vice-president of Motion Picture Sales Corp., and MRS. CASANAVE left here yesterday for the Coast.

•

JULES LAPIDUS, Warner Eastern and Canadian district manager, left here last night for Pittsburgh and Cleveland.

•

GEORGE W. HORAN, Warner Northeastern district manager, is due back in Boston tomorrow from Buffalo.

•

MAX WEINBERG, M-G-M Eastern short subjects representative, is ill at his home here with bronchitis.

•

BURTUS BISHOP, JR., M-G-M Midwest sales manager, is here from Chicago.

•

RUDY BERGER, M-G-M Southern sales manager, will arrive here tomorrow from Washington.

•

DOROTHY BLANCHARD of the M-G-M Coast publicity office is due here today by plane from Hollywood.

•

IRVING ALLEN, producer, has returned to Hollywood from New York.

Moss Names Republic In Contract Action

LOS ANGELES, Jan. 4.—Lou Moss and Lou Moss Pictures Corp. have filed a suit in Federal Court here asking for $885,000 damages from Republic for alleged breach of distribution contract in 1945.

Complainant alleges the company "arbitrarily" rejected three scripts submitted for "Voodoo Legend," originally budgeted at $300,000 and raised to $400,000.

Amount asked includes preparation expense, production fee and estimated profits.

New Short Subjects From RKO Radio

Harry J. Michalson, RKO Radio short subject sales manager, disclosed here yesterday that there will be two new series for the 1949 program. First will be the "Screenliners," one-reel novelties, totaling 13 subjects. RKO will also introduce a new two-reel comedy series, "The Newlyweds," to be produced by George Bilson.

N. J. Allied Plans Anti-Censor Fight

Anticipating the introduction in the 1949 New Jersey legislature of bills for film censorship and a broader pattern of municipal taxing of theatre admissions, Allied Theatre Owners of New Jersey will meet at the Stacy-Trent Hotel, Trenton, on Jan. 17 to draft a legislative program which would obviate the passage of such adverse bills. The meeting will be conducted jointly by Jersey Allied president Edward Lachman and George Gold, who heads the organization's legislative committee. The legislature will convene on Jan. 11.

Censorship legislation is expected to be urged by municipal authorities who have attempted, without success, to secure state court injunctions against the showing of certain so-called "sex education" films made by producers not connected with the Hollywood industry. New Jersey theatres have been showing the pictures to segregated audiences. Allied's attitude on state censorship of such pictures is that it might be made to apply to Hollywood product by agencies charged with enforcement.

At present fourth class (Coastal) cities in New Jersey are empowered by the legislature to levy a three per cent municipal tax on theatre admissions. Cities in other areas of the state have been demanding similar power.

Seek Revival of U.S. Film Library

WASHINGTON, Jan. 4.—Dr. Verner W. Clapp, assistant to Dr. Luther Evans, head of the Library of Congress, said today the Library would ask the 81st Congress to enact legislation reviving the library's motion picture division.

He said legislation would be submitted within a month and that "we are very hopeful this Congress will be more receptive than the last."

In 1947 Congress liquidated the division, giving it only a small amount to maintain films already in its collection but barring any other activities or new acquisitions.

Broidy Drops Deal For Ten Releases

HOLLYWOOD, Jan 4.—Abandonment of plans to distribute 10 pictures to be produced in Canada by Canadian International Screen Productions and Renaissance Films—five to be released by Monogram, five by Allied Artists—was announced today by Steve Broidy, AA-Monogram president. Failure by CISP to start production on an agreed date was given by Broidy as the reason. This now reduces the companies' release schedule for this year to 51.

Goldwyn Film to Sweden

Swedish distribution rights to Samuel Goldwyn's "A Song Is Born" have been acquired by Wivefilm, Inc. for $25,000 in American currency. Rights run for three years.

Strings on 'Iron Curtain' Tighten

Washington, Jan. 4.—Another film agreement between two "Iron Curtain" countries was reported by the U.S. Commerce Department today, this one between Poland and Yugoslavia.

The Department says that the Yugoslav press reports the two countries have agreed to take each other's films.

Rank Sales Drive In Latin America

Al Daff, foreign sales supervisor of Universal-International, reported here yesterday that a J. Arthur Rank sales drive will be conducted by U-I in Latin America. The winner of the drive, which will continue for 26 weeks, will receive a trip to London as guest of J. Arthur Rank and John Davis, Rank Organization executive.

Ben Cohn, U-I home office executive, has been appointed captain of the drive. His associates will be Americo Aboaf, U-I Latin American supervisor, and Robert Weait, Latin American representative for the Rank organization.

FP-C Stock Is Off, But Earnings Not

OTTAWA, Jan. 4.—While the market price decline in recent weeks of Famous Players Canadian Corp. has been attracting attention in Canada, the current earning trend of the company does not explain this decline. In fact, the company's earnings for the first half of 1948 were even better than for the same period of the preceding year and are said to be higher for two later months. Also, the company is showing a strong balance sheet position involving a working capital of $7,384,286 and no funded debt.

Arnall Holds Parley

(*Continued from page* 1)

that he told the State Department aides what he has been saying all along: that the U. S. government must get fair treatment for the entire American film industry and not just a segment, and it must see to it that deals with foreign countries keep competition within the industry.

The South African situation was also discussed along with general foreign problems, Arnall reported. He will again visit the State Department tomorrow and also plans to visit the Justice Department.

Canadians Fined

(*Continued from page* 1)

missions, payable monthly to the government within 10 days.

Some theatres have been lax in making their returns and the government has suddenly imposed the penalty without notice, thus arousing protests from dilatory exhibitors, some of whom have been assessed as much as $25 for one infraction.

Newsreel Parade

THE film stars entertaining our airmen in Berlin and the inauguration of the new Governor of Puerto Rico make current newsreel highlights. Sports and others items round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 2—Rescue of 12 fliers from Greenland icecap. Inauguration of Puerto Rican governor. Senator Barclay and company at Berlin. Football.

NEWS OF THE DAY, No. 236—Gridiron bowl games. Holiday show for air-lift men.

PARAMOUNT NEWS, No. 39—Football welcomes New Year. Stars over Berlin.

UNIVERSAL NEWSREEL, No. 210—Earthquake in Mexico. Berlin: where there's life, there's Hope (Bob). Football bowl games.

WARNER PATHE NEWS, No. 41—Congress opens. Rescued fliers. Puerto Rico governor inaugurated. Bob Hope in Berlin. Football bowl games.

NSS on Agenda of TOA Officials' Meet

ALBANY, N. Y., Jan. 4.—"Thorough discussion" of National Screen Service business practices and "constructive suggestions" for improvement will be among the topics discussed at the Theatre Owners of America directors' meeting in Washington on Jan. 28-29, it was disclosed here today as the Albany TOA unit began circulation of a message from Arthur H. Lockwood, TOA president, asking for detailed information on the subject.

Lockwood's request was for copies of recent correspondence between TOA members and NSS regarding such complaints as quality of trailers and commercial advertising therein, delayed shipments, torn posters, allegedly excessive charges, and prices paid for trailers and accessories. He also asked for information on what action or adjustments, if any, were made, as well as for proposals for improvement of NSS service.

Following the directors' meeting in Washington, George Dembow and William Brenner, NSS executives, will address the Albany TOA on Feb. 2.

Says Drive-ins Made New Theatre Field

ATLANTA, Jan. 4. — Drive-in theatres have grown to huge proportions from a standing start 10 years ago, said Harris Robinson, president of Dixie Drive-In Theatres.

Drive-in theatres solved "terrific problems" Robinson said. "They opened the field of motion picture entertainment to thousands throughout the country who for various reasons found it impossible to enjoy films in the conventional indoor theatre."

New Agency Is Formed

Hy Hollinger, formerly of the Warner home office publicity department, has teamed with Sig Rehbock, former account executive with Norman A. Mack and Co., to establish Rehbock-Hollinger Advertising, new advertising-public relations agency here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published every fourth week as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Disney Prod. Income Was Off Last Year

HOLLYWOOD, Jan. 4.—Operations of Walt Disney Productions in the year ended last Oct. 2 resulted in a net loss of $39,038, it was reported here today by Roy Disney, company president. This compared with a profit of $307,075 in 1947.

During the year box-office receipts declined in this country, Mr. Disney said, and foreign revenues continued to decline as more countries blocked currencies or adopted other regulations which hurt the American industry. Because of shrinking revenues, the company considerably increased the write-off of feature and short subject negative costs against 1948 income.

Current and working assets of Disney Productions at the close of the fiscal year exceeded current liabilities by $5,043,229, compared with a similar excess of $4,385,563 at the close of the preceding fiscal year. The improvement in the current net working capital position was one of the benefits realized from the new magazine publication contract made last May.

At the studio, a program of cost reduction has been carried out without diminishing product capacity or the quality of pictures; non-production expenditures have been sharply curtailed, Disney said.

Shooting Starts on 2 As Production Dips

HOLLYWOOD, Jan. 4. — The production index dipped to 21 from last week's tally of 23. Two films were launched, while four were completed.

Shooting started on "Highland Lassie," Metro-Goldwyn-Mayer; and "Oh, You Beautiful Doll," 20th Century-Fox.

Shooting finished on "The Stratton Story" and "The Great Sinner," Metro-Goldwyn-Mayer; "Hellfire," Republic, and "Mr. Belvedere Goes to College," 20th Century-Fox.

Seven New Pictures Rated by Legion

Universal-International's "Criss Cross" has been rated Class "B" by the National Legion of Decency in its current review of seven pictures. Classified A-I was United Artists' "Just William's Luck."

Rated A-II were: M-G-M's "Act of Violence," 20th Century-Fox's "Chicken Every Sunday," Columbia's "The Dark Past," M-G-M's "Force of Evil," and Film Classics' "Unknown Island."

Autry Seeks Station

WASHINGTON, Jan. 4.—Gene Autry has asked the Federal Communications Commission for authority to buy radio station KTSA at San Antonio, Tex., for $450,000. Autry now owns and operates Station KOOL at Phoenix, and has interests in stations KOPO, Tucson, and KOWL, Santa Monica.

'Quiet One' Set

"The Quiet One," first production of Film Documents, Inc., will have its premiere at the Little Carnegie Theatre late this month, according to Mayer-Burstyn, Inc., distributors. Officers of Film Documents are Helen Levitt, Janice Loeb, Sidney Meyers and William Levitt.

Review

"This Was A Woman"

(Excelsior—20th Century-Fox)

IN a subtly probing fashion, "This Was a Woman" recounts the destruction wreaked in a British family by the depraved lust of a woman for power. Made in England, this Excelsior Film Production has an unusual theme and explores it with considerable depth. However, involved story threads, a tendency towards garrulousness, and a cast that is relatively unknown on these shores, make the picture's wide commercial outlook uncertain. On the other hand, this murky tale of a woman's subtle villainy is likely to find satisfying appeal among the more discriminatnig audiences.

In the dominant role of the woman with an insatiable appetite for power over other members of her family, Sonia Dresdel turns in a magnificent performance. The folks over whom she spreads her perverse domination in the Val Valentine screenplay are Walter Fitzgerald, her husband; Barbara White, her daughter, and Emrys Jones, her son. After a series of minor demonstrations of mettlesome power by Miss Dresdel, her appetite over-reaches itself. She finally poisons her husband and is ultimately exposed and discredited by her son. A romance between Miss White and Julian Dallas is worked into the story background. Marcel Hellman produced from a play by Joan Morgan. Tim Whelan directed.

Running time, 102 minutes. Adult audience classification. For January release.

MANDEL HERBSTMAN

US-Ascap Decree

(*Continued from page* 1)

even though restricted to a considerable extent.

Announcement by the government probably will be made in New York Federal Court, possibly this week, when a motion to modify the decree is heard. The move to modify has been made by Abner Greenberg, attorney and composer-member of Ascap, who is raising objections to Ascap's method of allocating voting power to its local members commensurate with the royalties they collect.

The Department is expected to oppose the motion on the grounds that it alone is assigned to protect the public's interest in such matters, similarly as it objected to the presence of intervenors in the Paramount case.

The new decree would be the outgrowth of both the New York and Minneapolis Federal Court decisions against the society, holding it to be in violation of U. S. trust laws and necessitating changes in the 1941 decree.

After several postponements, Greenberg's motion was scheduled to be heard yesterday before Federal Judge James Conger here. The jurist, however, referred it to Judge Henry W. Goddard, who presided over the government-Ascap suit which ended in the decree in 1941.

Eliminate SRO Field Staff; Await E-L Deal

Selznick Releasing Organization's field sales staff, which for some time has been operating at reduced size, will be eliminated entirely as of this week except for its executives, it was indicated by SRO here yesterday.

It is understood, meanwhile, that the deal for Eagle-Lion to reissue several of David O. Selznick's older productions and take over "tail end" selling of his more recent pictures has been virtually concluded on the Coast, although contracts have not yet been signed.

Ideal Pictures' Officers

CHICAGO, Jan. 4.—Marion E. Harvey is chairman of the board of Ideal Pictures Corp., and Martha M. Rath and S. J. Sperberg, have been named vice-presidents. Elmer R. Willoughby was named president, Sperberg, treasurer, and Charles S. Harvey, secretary.

Manos Is Ordered

(*Continued from page* 1)

case tried last Dec. 10 in the U. S. Tax Court in Cleveland, before Judge C. R. Arundel. Latter action had been brought on petition of George A. Manos, Louise E. Manos, his wife, and Manos Amusements, Inc., against the Collector of Internal Revenue, on petition to review assessments and deficiencies in income taxes paid and penalties for the years 1937-39 as to George Manos, and for the years 1940-41 as to Manos Amusements. Both are defendants in the above percentage actions, which have been pending in Federal court here.

John S. Pyke, of the Cleveland law firm of Jones, Day, Cockley and Reavis, and Edward H. Leland, attorney of Columbus, O., appeared for the distributor plaintiffs. William M. Knepper, attorney of Columbus, represented the defendants.

M.&P. Candy Firm to Operate on Its Own

BOSTON, Jan. 4.—As a result of Paramount's M. and P. Theatres divestiture, Standard Candies Corp., formerly operated by M. and P. will not be connected in any way with either New England or American Theatres, but will operate as a candy jobber on its own.

Standard Accessories, also formerly operated by M. and P. will continue to service American and New England Theatres, as well as Maine and New Hampshire theatres.

Standard Theatre Supply Co., formerly operated by M. and P. will also continue to service American and New England theatre corporations.

Floods Shut Houses

ALBANY, N. Y., Jan. 4.—Harry Lamont's Strand Theatre in Philmont reopened today after a four-day shutdown caused by water in the boiler room during flood rains in this area last weekend. The rains also forced closing of Warners' Troy in Troy for New Year's Eve and New Year's Day, while Warner's Madison here closed last Friday afternoon because of a power failure.

Dezel Exchange Formed

INDIANAPOLIS, Jan. 4.—Dezel Pictures Exchange has been formed here to handle Astor and others.

Name Exchangemen

(*Continued from page* 1)

McBride; United Artists: Atlanta, John Bachman, and Salt Lake, Carroll Trowbridge. RKO Radio: Buffalo, Jack Chinell; Chicago, Sam Gorelick; San Francisco, Joe Smith; Denver, Joe Emerson. Columbia: New Orleans, Duke Duvall; Oklahoma City, Dewey Gibbs; Memphis, Herman Crisman; Des Moines, Clarke Baker.

Warner: Cincinnati, James Abrose; Detroit, Don Woods; Minneapolis, Art Anderson; Los Angeles, Fred Greenberg. Loew's: Pittsburgh, Saal Gottlieb; Indianapolis, Foster B. Gauker; Kansas City, Albert L. Adler; St. Louis, Herbert Bennin. 20th-Fox: New Haven, Ben Simon; Cleveland, I. J. Schmertz; Omaha, J. E. Scott; Portland, Charles F. Powers. Universal: Albany, E. Vogel; New York, Dave Levy; Charlotte, J. W. Greenleaf.

Eagle-Lion: Washington, Fred Rohrs, and Seattle, Wallace Rucker.

13 Are Named to Capital 'Brotherhood' Committee

WASHINGTON, Jan. 4.—Carter Barron, Loew district manager here, and George Crouch, Warner district chief, will serve as vice-chairmen of the Washington area's motion picture committee for "Brotherhood Week," Feb. 20-27, sponsored by the National Conference of Christians and Jews. Eric Johnston, Motion Picture Association of America president, is chairman of the local group.

Other members of the committee are Louis Bernheimer, Julian Brylawski, Jake Flax, George M. Dorsey, William R. Hoyle, Fred B. Kogod, Frank La Falce, Sidney Lust, Hardie Meakin, William Michalson and Mrs. Louise Noonan Miller.

Walker Receives the 1948 Laetare Medal

Frank C. Walker, former U. S. Postmaster General and head of Comerford Circuit, received yesterday afternoon at private ceremonies at his home here the University of Notre Dame's Laetare Medal for 1948 for his services to the government during World War II. Francis Cardinal Spellman of New York presented the award to Walker in the presence of the Rev. John J. Cavanaugh, CSC, president of Notre Dame, and members of the recipient's immediate family.

Father Cavanaugh paid tribute to Walker for his work "during a period when our government had need of wise counsel and forthright decisions from patriotic and unselfish citizens." Walker, the 66th recipient of the annual award, is a graduate of Notre Dame College of Law, class of 1909. He received an honorary Doctor of Laws degree from the university in 1934.

Tom Canavan Heads St. Louis Variety

ST. LOUIS, Jan. 4.—The local Variety Club has elected the following officers: Tom Canavan, chief barker; Lester Grand, assistant; Sam Levin, second assistant; James Tapella, dough guy; Dick Fitzmaurice, property master; Tom James, international canvasman, and Louis Ansell, Russell Bovim, Mike Riordan, Jack Ross, Herb Washburn and Fred Wehrenberg, canvassmen.



M-G-M TIME IS BIG TIME!



"COMMAND DECISION" Big Stage Hit just completed sensational run!

"EDWARD, MY SON" Today's No. 1 Stage Hit on Broadway!

Nears 3rd Year as New York's Top Stage Musical! "ANNIE GET YOUR GUN"

M-G-M brings to your screen 3 of the Greatest Theatrical Properties in years!

(See how they grow even greater on next page!)

YOU'RE IN THE

The First Big Screen Record-Breaker of 1949!

"COMMAND DECISION"

World Premiere in Los Angeles sets new all-time record for first 2 days, and San Diego for first 3 days!

The Coast press raves:

"Better as a motion picture than as a Broadway play. This is Gable's meat. Proud of Walter Pidgeon. Have never seen Van Johnson as good."—*Louella Parsons in L. A. Examiner*

"King Gable is on his throne again."—*Hedda Hopper in L. A. Daily News Column*

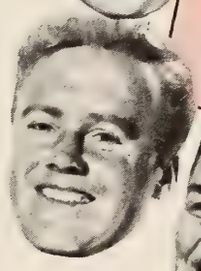
"The drama you've been waiting for."—*L. A. Mirror*

"A thrilling film. Gable's greatest performance."—*L. A. Citizen News*

"Rip-snorting movie."—*L. A. Daily News*









M-G-M presents
CLARK GABLE
WALTER PIDGEON
VAN JOHNSON
BRIAN DONLEVY
CHARLES BICKFORD
JOHN HODIAK
EDWARD ARNOLD
in
"COMMAND DECISION"
with MARSHALL THOMPSON
RICHARD QUINE • CAMERON MITCHELL
CLINTON SUNDBERG • RAY COLLINS
A SAM WOOD PRODUCTION
Screen Play by William R. Laidlaw and George Froeschel • Based on the Play by William Wister Haines
Directed by SAM WOOD
Produced by SIDNEY FRANKLIN
In Association with GOTTFRIED REINHARDT



"EDWARD, MY SON"

M-G-M presents
SPENCER TRACY
DEBORAH KERR
in
"EDWARD, MY SON"
with
IAN HUNTER • JAMES DONALD
MERVYN JOHNS • HARRIETTE JOHNS
Based on the Play by Robert Morley and Noel Langley
Screen Play by Donald Ogden Stewart
Produced by EDWIN H. KNOPF
Directed by GEORGE CUKOR

While it is still currently Broadway's No. 1 Stage Hit, the M-G-M picture has been completed, previewed and hailed as one of the great pictures, destined surely to be among the Ten Best of 1949!



"ANNIE GET YOUR GUN"

UDY GARLAND
is first of an All-Star cast to be announced. It will be produced in Technicolor by Arthur Freed, producer of "Easter Parade," "Words and Music" and many more Big Ones.

Approaching its 3rd year on Broadway and still packing them in. The nation will watch eagerly for this great Irving Berlin show when M-G-M brings it to the screen!

BIG TIME WITH M-G-M!

House Group Flays AFL

(*Continued from page* 1)

upon all parties involved, including the producers; therefore, despite any earlier doubts I might have had. I am now convinced that there was no collusion or conspiracy on the part of the industry in the Hollywood jurisdictional dispute."

The report said that the decision of the industry to keep open the studios in the face of the "ultimatum of the IATSE on Aug. 22, 1946 and of the carpenters on Sept. 11, 1946, was a matter of business judgment which, in the testimony of Eric Johnston, was one which the producers, themselves reponsible to the employes, the stockholders and distributors, had to make in the face of the ultimatum of the carpenters.

Review Difficulties Studios Faced

A cessation of operations would have thrown thousands of employes out of work and subjected the producers to continuing liability under their contracts with actors, directors and theatre companies. It was also apparent that the possibility of settling the jurisdictional dispute within the framework of the AFL was highly unlikely. Having made their decision to attempt to operate, the studios were faced with the difficulty of planning operations in view of the uncertainty as to whether or not, after a set was completed, any carpenters or painters would work on it despite their contractual obligations. The program for ascertaining the intentions of individual employes undoubtedly penalized many of them, yet the situation was precarious because of the possibility of violence at the studios."

Kearns said the AFL "is a union of unions, and how this great American labor institution can tolerate the policy of allowing men and women of their affiliate unions to take the jobs of other men and women of other affiliates is more than I can fathom, especially when such action is in direct violation of the AFL's allocations with respect to jurisdiction."

He declared that he extended his sympathy to the thousands of workers who lost their jobs and "they are not the only losers; the industry as a whole lost the services of thousands of loyal employes whose skill and experience were an integral part in the phenomenal growth of this great American industry. It is highly possible that this strife would never have occurred had the Labor-Management Relations Act of 1947 been in existence at that time."

The two members who signed the report recommended that the AFL "try to make amends in the motion picture industry dispute, even at this late date." Presumably this meant by clearly and definitely defining jurisdiction in the industry.

Urge AFL Handle Problem

Kearns and Landis said also that the AFL should continue its recent program for settling jurisdictional conflicts, and that Congress should "take all steps within its power to insure that this sort of thing should never, never happen again."

The report did not go into the role of Communism in the strike, nor whether CSU chief Herbert K. Sorrell had been telling the truth when he denied Communist party membership during the committee's hearings here. Kearns said that "there just wasn't enough in the record to warrant any conclusions on this."

In its introductory sections, the report pointed out that jurisdictional disputes have existed in the studios since the industry was born. It said many of the employes can never recoup the financial losses they have suffered as a result, and even worse was the damage to their morale. "The genesis of this long and bitter fratricidal war lies in the overlapping jurisdictions of the international unions affiliated with the AFL and the negligence of the parent organization to provide for the compromise or enforced arbitration of differences which arise between its affiliates."

Stresses Industry's Importance

The report stressed the influence of the motion picture industry on the country, and the economic importance of the industry. It said that the "rapid growth of the industry was very largely responsible for its labor difficulties."

The report summarized the testimony of top AFL officials, and quoted at great length from the minutes of the producers' meetings at which the decisions to discharge the carpenters and use IATSE members were involved.

Committee Cites DeMille As Symbol of Industry's Rise

WASHINGTON, Jan. 4.—The House Labor sub-committee's report on the Hollywood jurisdictional dispute contains a tribute to producer Cecil B. DeMille.

Stressing the rapid growth of the industry, the report says this growth "can be illustrated more easily than it can be described." The illustration is DeMille.

The report points out that his first studio was a barn, for which he paid a rental of $25 a month and where he produced films for an average cost of $20,000. On the other hand, says the report, "Unconquered," DeMille's latest, cost $5,000,000.

MPAA's O'Hara Terms House Unit's Report 'Gratifying'

WASHINGTON, Jan. 4. — Joyce O'Hara, executive assistant to Eric A. Johnston, president of the Motion Picture Association of America, said today that "it is gratifying to learn" that the House Committee "after a full and fair hearing, found that 'there was no collusion or conspiracy on the part of the motion picture industry.'"

"This has always been our contention," he said.

Cleveland Local Elects

CLEVELAND, Jan. 4. — IATSE local No. 5 has reelected Edward Graves to serve as president for the fourth consecutive term. Elected to serve with him are: vice-president, Leah Goldman; financial secretary, Marie Roessell; recording secretary, Anne Friedman; sergeant-at-arms, Frank Musto; business agent, John C. Wein.

Trustees are: Grace Dolphin, Charles Button and Arthur Ehrlich, with Frances Kates, Button, Nate Gerson, Graves, Margaret Macsay and Dolores Daminski composing the executive board. Graves and Wein were named delegates to the Cleveland Federation of Labor and also convention delegates.

Congress Gets 4 Bills to Cut Tax

WASHINGTON, Jan. 4.—Four bills calling for a reduction in the 20 per cent Federal admission tax to the prewar 10 per cent were dropped in the House hopper yesterday when the 81st Congress got under way.

Authors were Representatives Coer (D., Miss.), Dingell (D., Mich.), O'Toole (D., N. Y.) and McDonough (R., Cal.).

A total of 570 bills were introduced in the House in its first day. Representatives Powell (D., N. Y.) and Dawson (D., Ill.) introduced perennial bills to prohibit racial discrimination in theatres in the District of Columbia, while Rep. Patman (D., Tex.), moved for the continuation of the House Small Business Committee as a special committee.

Strike Looms

(*Continued from page* 1)

Warner's home office on Friday with "IA" and distributor negotiating committees in an attempt to break the impasse.

It is believed in labor circles here that a strike vote will be ordered at the weekend since little or no hope exists on either side that Stone will be able to resolve the existing differences. The companies turned down "IA's" demands for a 15 per cent general wage increase for the exchange workers and a cut in the work week from 40 to 35 hours. According to the managements "raises are not in order at this time."

An exchange workers' strike would make it virtually impossible for theatres to secure product, and even if they were able to get product under strike conditions, it is regarded as certain that the "IA" projectionists in theatres would refuse to work.

Under the Taft-Hartley Law, a 60-day "cooling-off" period is required following a strike vote.

Resume 'Collarite' Parleys

Representatives of AFL's IATSE Motion Picture Home Office Employes Local No. H-63, CIO's Screen Office and Professional Employes Guild, and six distributors will meet at the National Labor Relations Board here today in a further attempt to bring about a quick settlement of the dispute between the two unions for jurisdictional control of home office "white collarites."

Operators Name Feiling

MINNEAPOLIS, Jan. 4. — Charles Feiling has been named business agent of the Minneapolis operators' union, succeeding John Winslow, who refused another term. Wood Smith and Frank Rogers were elected president and vice-president, respectively, for second terms. The new board comprises Feiling, Smith, Wallace Yutzy, Drew Rogers and Francis May. Joe Elewood is treasurer and Ken Cummings secretary.

DeVry Promotes Fisher

CHICAGO, Jan. 4.—Henry M. Fisher, former manager of DeVry's New York division and liaison representative in Washington, has been promoted to sales and merchandising vice-president by W. C. DeVry, company president.

HAROLD HEFFERNAN*



HAS SWITCHED TO "FAMILY HONEYMOON"

"My favorite comedy was 'My Man Godfrey'...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Noted Columnist of North American Newspaper Alliance

"National" high intensity carbons change dim screen



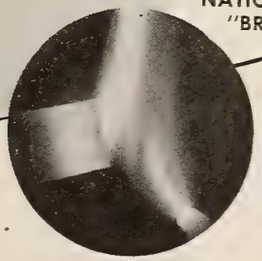


to bright screen





"NATIONAL" H.I. ARC—
"BRIGHTEST SPOT IN THE WORLD"



and make box office BOOM!



The term "National" is a registered trade-mark of
NATIONAL CARBON COMPANY, INC.
Unit of
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30 East 42nd Street, New York 17, N. Y.
Division Sales Offices:
Atlanta, Chicago, Dallas, Kansas City,
New York, Pittsburgh, San Francisco

EVERYBODY *

WINS THE ENTERTAINMENT PRIZE WHEN THE EXPERTS COMPLETE THIS SENTENCE:

"'My Own True Love' is a truly great motion picture because: Wanda Hendrix, Find of the Year in Filmdom's Famous Five poll, scores again"



says
CHESTER B. BAHN
Editor of The Film Daily

"My Own True Love"

A Paramount Picture Starring

PHYLLIS CALVERT

and

MELVYN DOUGLAS

with

WANDA HENDRIX · PHILIP FRIEND

BINNIE BARNES

Produced by VAL LEWTON

Directed by COMPTON BENNETT

Screenplay by Theodore Strauss and Josef Mischel

Adaptation by Arthur Kober

Based on a Novel by

Yolanda Foldes



Second Boxoffice Headliner in

Paramount's

GOLD RUSH OF '49

Film Daily, Variety and other annual "new star" surveys all cite "Miss Tatlock" Hendrix who's coming soon as the top femme star of two other important hits. Wanda's wonderful in this uncompromising close-up of the sensational "new look" in love—as the innocent girl whose father and brother battle for the love of her best friend.

* Number 3 in a series

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 4 NEW YORK, U.S.A., THURSDAY, JANUARY 6, 1949 TEN CENTS

Government Is Interested In Losses Abroad

South African Edict Costs $2,225,000 Yearly

U. S. State Department has expressed itself as being "vitally interested" in the foreign affairs of the industry in conversations with film representatives who have been in Washington recently protesting South Africa's edict sharply curtailing dollar remittances.

The government's attitude was said here yesterday to be "encouraging" but to what extent it will assert itself in film trade relations with foreign countries must await further study by the Department.

Fair treatment throughout the world for the U. S. companies is the hope of the State Department, but in dealing with any one country, such as South Africa, Department aides reportedly want assurances that all firms here will benefit equally.

Earlier this week, Ellis Arnall,

(*Continued on page 4*)

Exhibitors Protest U. K. Booking Plan

LONDON, Jan. 5.—Seven Exhibitors' Association representatives conferred today with F. W. Allport, London manager of the Motion Picture Association of America, and the sales managers of American distribution companies here on problems arising out of Eric Johnston's unit booking program, which prohibits the playing of

(*Continued on page 4*)

First Meeting on U. K. Trade Study

London, Jan. 5.—Lord Portal's committee enquiring into distribution and exhibition in the British industry held its first meeting today, concerning itself largely with the procedure to be followed in making its study.

It is anticipated that the committee's study will require about two months' time before it begins preparation of its report for the government.

Goldman Again Asks Cross-Licensing Ban or Divestiture

PHILADELPHIA, Jan. 5.—A new motion asking U. S. District Court Judge William Kirkpatrick to reconsider his previous ruling and order either the divestiture of Warner and 20th Century-Fox theatres here or a ban on cross-licensing by the local theatres of those companies was filed today by William Goldman.

A similar application was made by Goldman last June 23 and was denied by Judge Kirkpatrick.

In renewing his motion, Goldman introduces new documentary and other evidence intended to show difficulties encountered in obtaining product for Goldman's Erlanger Theatre here.

Goldman alleges that United Artists last March 9 requested a bid from him for the Philadelphia first-run of "Arch of Triumph," and that on the same day Warner's Boyd Theatre, at which the picture eventually played,

(*Continued on page 6*)

Refuses to Dismiss Percentage Suits

BLUEFIELD, W. Va., Jan. 5.—Federal Court Judge Ben Moore yesterday refused to dismiss 15 percentage actions pending here, the court denying motions by various exhibitor defendants to dismiss each action for lack of Federal jurisdiction, overruling contentions that the various distributor plaintiffs had failed to show that each suit reasonably involved a controversy of more than $3,000.

Bulk of the opinion was devoted to the jurisdictional question, the court

(*Continued on page 6*)

U. K. Theatre Video Agreement Stymied

LONDON, Jan. 5.—Suspension of all discussions with British Broadcasting Co. on the proposed television agreement with the motion picture industry was decided upon today by the joint committee of exhibitors, distributors and producers, until both sides have considered further the implications of the proposals.

J. Arthur Rank's interests clearly desire an early agreement which will permit the pick-up of BBC programs on large-screen theatre television in return for making old films available to BBC. However, independent exhibitors now feel that the proposals concede too much to BBC in return for too little for the average theatre in this country.

TIGHTEN CURBS ON TRUSTS: TRUMAN

Ted Jones Acquires 11 Gamble Theatres

Hollywood, Jan. 5.—Eleven Ted Gamble theatres in Oregon will pass to Ted Jones' Jones Enterprises, Inc., and Western Amusement Co. on Feb. 12 as the result of a deal consummated last week, Jones discloses here.

Aaron Joins 20th-Fox

Andy W. Smith, Jr., general sales manager of 20th Century-Fox, has appointed Edwin W. Aaron circuit sales manager of the company, effective next Monday. The post is a newly-created one.

Aaron formerly was assistant general sales manager of MGM, from which company he resigned recently. He started in the industry 31 years ago in the auditing department of Metro, installed an accounting system in the Metro exchanges, and later became traveling auditor, then manager of the company's contract department at the home office. In 1931 he was named assistant to Metro's general sales manager, in 1943 he was appointed circuit sales manager and three years later was promoted to the position of assistant general sales manager.

Films Intemperate, Say Temperates

WASHINGTON, Jan. 5.—A boycott of "liquor soaked" films was urged on the American Temperance Society's convention here today.

E. W. Dunbar, youth leader for the Seventh-Day Adventists, told the convention that, "if the public would boycott these pictures, conditions would be cleaned up."

"Authorities in Hollywood tell us that about 90 per cent of feature films contain liquor propaganda, inserted either consciously or inadvertently," Dunbar said. "Movie-makers defend these figures on the grounds that their pictures must be 'true to life.' The situation might perhaps be better clarified by investigating the liquor lobby in Hollywood."

His State of the Union Message Also Asks for A $4-Billion Tax Rise

By J. A. OTTEN

WASHINGTON, Jan. 5.—Here are some of the powers and legislation affecting the film industry requested by President Truman in his "State of the Union" message today, and the prospects for Congressional action on them:

Anti-Trust Laws: The message asked Congress to strengthen the anti-trust laws by "closing loopholes to prevent monopolistic mergers and consolidations." Congress probably will pass the Kefauver Bill, barring one firm from acquiring the physical assets of another where the result tends to lessen competition substantially. At present, the law only bars acquisition of stock in such cases. Other anti-trust legislation will probably wait on future requests from the Administration.

Taxes: The President asked for a $4,000,000,000 increase in government tax revenues, mostly from corporations and higher income-bracket indi-

(*Continued on page 6*)

Truman Telecast on N. Y. Para. Screen

Another first in theatre television was marked here yesterday when Paramount flashed President Truman's "State of the Union" message from Washington to the screen of the New York Paramount Theatre. The audience, which did not know about the telecast in advance, greeted it with obvious eagerness. Their response grew marked, and at two points during the President's speech, rounds of spontaneous applause broke out. The

(*Continued on page 6*)

12 More Exhibitors Aid 'Brotherhood'

Following additional 12 exhibitor territorial co-chairmen for "Brotherhood Week" have been named:

Cleveland: Martin G. Smith, and Ron Gamble, Palace Theatre; Minneapolis: Benjamin A. Berger, North Central Allied, and Harry French, Minnesota Amusement Co.; Portland:

(*Continued on page 6*)

Personal Mention

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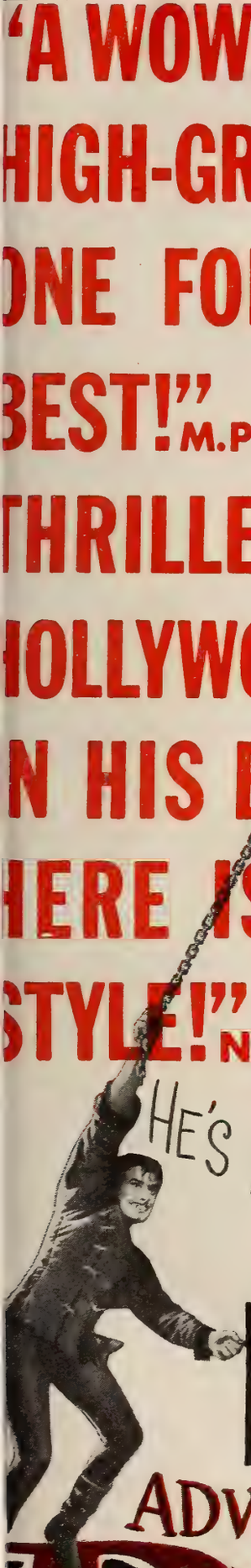
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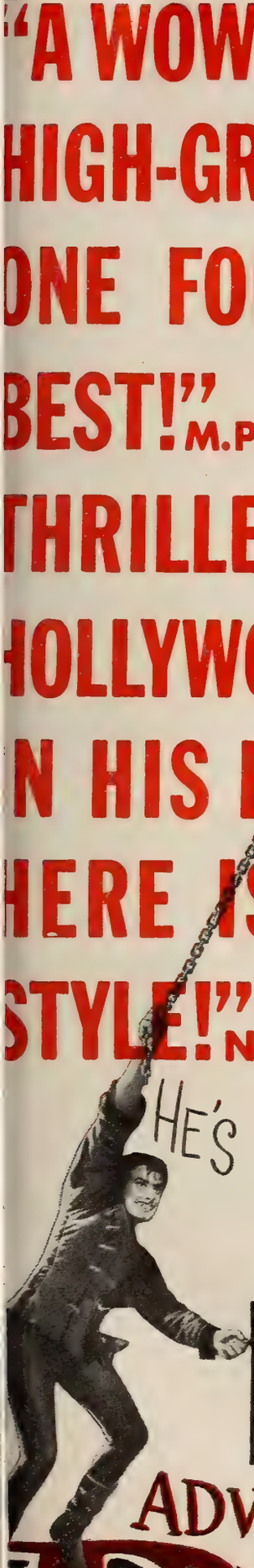
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Canada's Ban on Equipment to End

TORONTO, Jan. 5.—Canada's foreign-exchange emergency is now considered over and is expected to be formally concluded during the 1949 session of Parliament which will open on Jan. 26, according to political intimations in authoritative quarters.

The move will lift the ban on imports of projection machines and theatre equipment generally.

Provisions of the foreign-exchange conservation order, invoked in Nov., 1947, are scheduled to be terminated by amendment of the Transitional Measures Act before March 31, the close of the government's fiscal year, and remaining barriers and controls will cease 60 days later. The only import restrictions to be continued are those controlling the buying of steel from the United States.

Import permits or embargoes on goods from the United States will be generally dropped next spring, it is promised, because the conservation of dollars is no longer considered primarily essential.

Due to the intervention of the Motion Picture Association of America there has not been any restriction on film imports from the U. S. nor a freezing of Canadian film-rental revenue. The abandonment of Canada's austerity program will ease the threat of film-import controls.

French Films Rated Tops in the U. S.

Survey of the preferences of foreign film fans, just completed by *Foreign Films News*, reveals that French, Italian, British and Swedish-made pictures are preferred in that order. The report brought out that the favorite all-time foreign film was "The Baker's Wife," with "The Lower Depths," "The Eternal Mask" and "Lucrezia Borgia" as the three foreign films which most would like to see again.

Advance Mexican Meet

MEXICO CITY, Jan. 5. — Annual meeting here of the Mexican Exhibitors Association will be held Jan. 12 to 14 instead of Jan. 19 to 21, as was announced originally, in order to accommodate President Miguel Aleman, who has accepted Association president Francisco Sumohane's invitation to open the convention.

Plan 'Mounties' Series

OTTAWA, Jan. 5.— Max M. King Film Productions of Hollywood will produce the first of a series of films, entitled "Scarlet and Gold," on the Royal Canadian Mounted Police. To be written by Art Arthur, a native of Canada, it will be filmed here in part, starting next spring.

Exhibitors Protest

(*Continued from page* 1)

an American feature in support of a British picture on double bills.

Seeking elucidation of numerous practical difficulties, the exhibitors' delegation was assured that MPAA desires complete amicability in the operation of the plan and was promised that any valid exhibitor grievances would be remedied. W. R. Fuller, who headed the exhibitor delegation, will so inform the CEA's general council at its next meeting.

Review

"The Fighting O'Flynn"

(*Universal-International*)

ACCORDING to this swashbuckling tale of adventure, romance and intrigue starring Douglas Fairbanks, Jr., it was a hearty, shillelagh-toting Irishman by the name of *The* O'Flynn of O'Flynn who saved England in 1797 from being invaded by Napoleon's armies. But he didn't do it for the love of England. No, it was really for love of a pretty English maiden, the daughter of the Viceroy of Ireland (Helena Carter) whom he set about wooing with loyalty, blarney, and Irish humor immediately upon meeting her. She was in the thick of a plot to defeat another plot to make Napoleon's invasion possible. The Emperor had picked Ireland for his base of operations against England.

Action fans will find "The Fighting O'Flynn" right up their alley, what with all the roughing, swordplay and chasing that is involved before O'Flynn wins the lady's heart and hand. Matter of fact, anybody who is looking for an hour-and-a-half of first-rate escapist entertainment should find it here. Good business appears to be in the offing for this Fairbanks Company production which Arthur Pierson directed from a script by Fairbanks and Robert Thoeren.

Fairbanks, although not too handy with a brogue, turns out a winning portrayal of the title role in terms of action and bounce; Miss Carter makes a desirable object of his affection; Richard Greene is appropriately dastardly as a traitorous English commander and Patricia Medina lends touches of broad farce to a whimsical yarn with her portrayal of a superstitious colleen who spend much of her acting time on Greene's lap.

Running time, 94 minutes. General audience classification. For February release.

CHARLES L. FRANKE

Losses Abroad

(*Continued from page* 1)

president of the Society of Independent Motion Picture Producers, and James Mulvey, president of Samuel Goldwyn Productions, sought active representation by the State Department when they conferred with Washington officials. Arnall left the capital for his home in Atlanta yesterday, and will return there next week, probably Monday, for further discussions. Mulvey is back in New York.

Harmon Also a Visitor

Other recent visitors at the State Department were Francis Harmon, vice-president of the Motion Picture Association of America, whose intended trek to Johannesburg has been called off, and Robert J. Rubin, SIMPP counsel.

Meanwhile, it has become known that the new South African restrictions, if sustained, will mean the loss of $2,225,000 annually to American producers. Moreover, it means a virtually immediate halt to all dollar remittances for the balance of the 1948-'49 season.

The edict directs that South African importers may send out of the country exactly one-half the amount of dollars which they sent in 1947. The order became effective on July 1, 1948. Companies here already have received their dollar allotment for the current year.

$4,500,000 for U. S. Companies

South Africa normally produced dollar revenue of $4,500,000 for American companies.

The matter has further complications in that only four major film importers operate in South Africa, these being the Schlesinger company, Loew's, 20th Century-Fox and United Artists. Remittances heretofore were of course based on the earnings of each film. The new problems will present themselves in the selection of films by the four importers.

'Eternal Husband' Opens

American premiere of "The Eternal Husband," a French production based on a Dostoievsky story and starring the late Raimu, will be held Saturday at the Elysee Theatre here, Vog Film Co. has announced.

41 Monogram Films Produced in 1948

HOLLYWOOD, Jan. 5. — Forty-one Monogram films were produced during 1948, it was announced here by Steve Broidy, president.

The list included productions in the Bowery Boys, Charlie Chan, Joe Palooka, Jiggs and Maggie, Johnny Mack Brown and Jimmy Wakely series, and such individual pictures as "Tuna Clipper," "Kidnapped," "Riverboat Rhythm," "I Wouldn't Be in Your Shoes," "Bomba, the Jungle Boy," "Henry, the Rainmaker," and "Incident."

Rites Tomorrow for Thomas Namack, 80

A requiem Mass will be sung in Corpus Christi Church here tomorrow for Thomas Namack, former Warner publicist, who died Monday in Lenox Hill Hospital at the age of 80. Namack, a publicist for some 50 years, was also director of newspaper publicity for the Actors Fund of America and served as agent for leading theatrical personalities. Burial will take place in Ellenville, N. Y.

Former 'U' Aide Dies

Morris Joseph, formerly branch manager for Universal in New Haven until his retirement in 1941, died in Miami last Friday after a long illness, according to word received by U-I in New York yesterday. Joseph was with Universal for 28 years. He is survived by the widow and a daughter.

Hope on 28-City Tour

HOLLYWOOD, Jan. 5.—Bob Hope and a troupe of 40, including his radio show personnel, left Hollywood last night in a chartered plane for Fort Worth, Texas, on the first leg of a 25-day cross country tour which will include appearances in some 28 cities.

Cold Hits Grosses

SALT LAKE CITY, Jan. 5.—Theatre grosses have dropped in some smaller cities in the Utah exchange territory as a result of the record-breaking cold and heavy snow.

Theatre Popcorn Useage Increases

WASHINGTON, Jan. 5.—U. S. popcorn production last year was the second highest on record, almost three times as large as 1947 production, the U. S. Agriculture Department reports. This was due in large part to increased use by film theatres.

Department officials believe the near-record crop will mean a slump in prices of packaged popcorn in the spring. The Department said that growers in the 12 chief popcorn-producing states produced nearly 293,160,000 pounds last year, compared with 102,000,000 in 1947.

3 E-L Exploiteers Tie for 1st Prize

Three Eagle-Lion field exploiteers have tied for first place in the promotion contest held in connection with the company's William Heineman sales drive, it was announced here yesterday by Max E. Youngstein, advertising-publicity vice-president. The exploiteers involved and the films are: Max Miller, for "The Red Shoes"; Milt Overman, "Canon City" and "Mickey," and Bob Goodfried, for "He Walked by Night." Each will receive identical first place awards of $250.

Second and third prizes, $150 and $100, respectively, went to Joe Mansfield and Addie Addison, both for promoting "Canon City."

12 Co-ed Contests Set by 20th-Fox

A contest to determine the 12 institutions of higher learning which have the most beautiful and talented freshman co-eds is being sponsored by 20th Century-Fox in connection with its Technicolor film "Mother Is A Freshman." Some 257 college and university editors were asked to cast votes. The 12 contests will be conducted during simultaneous premiere festivities which will be held in the college towns selected.

The grand prize winner will be given a trip to Hollywood.

Studio Employment Off Slightly in Nov.

HOLLYWOOD, Jan. 5. — Studio employment slumped in November, according to the California Bureau of Labor Statistics, dropping to 74.2 per cent from October's 77.1 on the index maintained by the Bureau which regards the 1940 average as 100.

November a year ago indexed 86. Weekly earnings in November averaged $95.69, comparing with October's $98.67.

B'nai B'rith to Meet

Highlighting its 1948-49 membership drive, New York's Cinema Lodge of B'nai B'rith will hold a membership meeting at the Hotel Plaza here Sunday morning, S. Arthur Glixon, president of the lodge, has announced.

MOT 'Stage' Reception

March of Time will hold a trade press reception at the Time and Life Building here next Thursday on the occasion of a preview screening of its latest release, "On Stage."

YOU WERE RIGHT, BOB O'DONNELL...

"TERRIFIC!"

UNION

JOSEPH L EGAN
PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin.

WU MO28 LONG 148 DL COLLECT=BJ DALLAS TE[illegible] 23 [illegible]P=

JAMES R GRAINGER=REPUBLIC PICTURES STUDIO

WE JUST SCREENED WAKE OF THE RED WITCH AND [illegible] IT VERY DIFFICULT TO PUT INTO WORDS HOW DEEPLY AND TREMENDOUSLY WE WERE IMPRESSED WITH YOUR LATEST JOHN WAYNE PICTURE FIRST OF ALL IT IS THE FIRST FINE SEA STORY IN SEVERAL YEARS AND THE SPLENDID PRODUCTION COMES AT A TIME THAT WILL MAKE IT DOUBLY IMPORTANT BECAUSE OF ITS GREAT APPEAL AND THE FACT THAT IS SO DIFFERENT FROM ANY RECENT ATTRACTIONS TO ME WAYNE IS FINER IN THIS THAN IN HIS THREE LAST PICTURES WHICH WERE TOPS FOR US THE ENTIRE CAST PARTICULARLY GAIL RUSSELL WERE FINE AND WE WERE IMPRESSED WITH THE NEWCOMER LUTHER ADLER WHO WAS GREAT WE ARE VERY PROUD THAT WE HAVE THE WORLD PREMIERE NEW YEARS DAY IN HOUSTON AND HAVE DATED IT EVERYWHERE IMMEDIATELY FOLLOWING THAT AND ARE CONFIDENT OF TERRIFIC RESULTS=

BOB ODONNELL=

PREDICTION

CLASS OF SERVICE
This is a full-rate

WESTERN UNION

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

RESULT

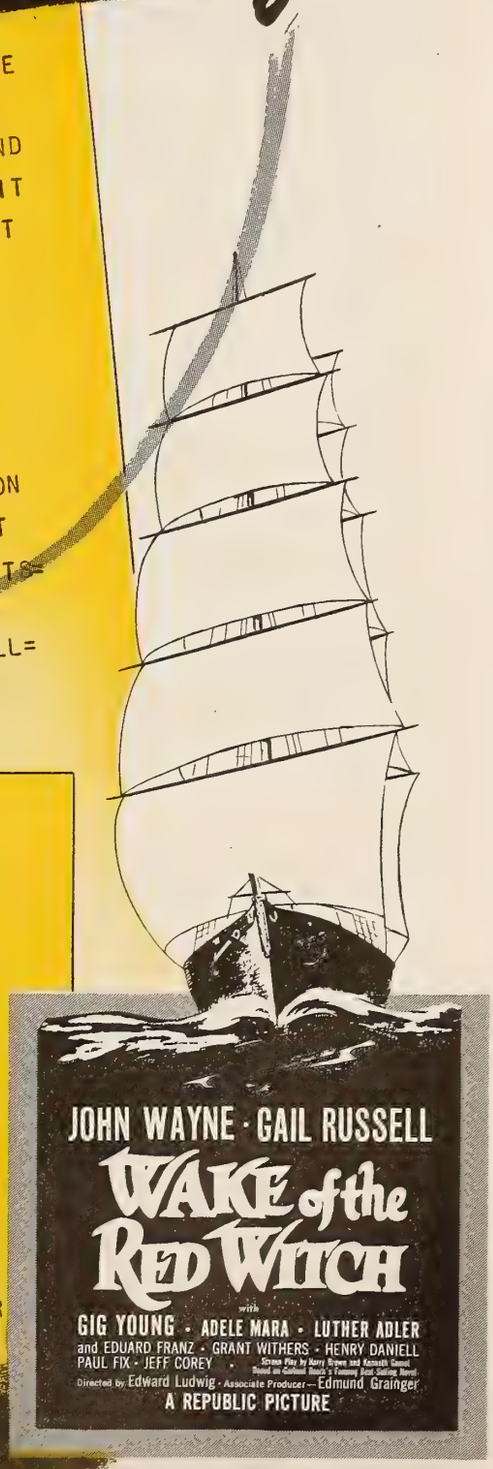
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NB060 LONG DL PD=HOUSTON TEX 31 132P=

JAMES R GRAINGER=

REPUBLIC PICTURES NYK=

BOB ODONNELLS PREDICTION THAT WAKE OF THE RED WITCH WAS A BIG BOX OFFICE ATTRACTION WAS CONFIRMED AT OPENING OF WORLD PREMIERE HERE AT METROPOLITAN THEATRE THURSDAY DECEMBER 30. WAKE OF RED WITCH EQUALLED AND EVEN EXCEEDED BOX OFFICE RECEIPTS OF MANY OF THE BEST ATTRACTIONS IN OUR INDUSTRY FOR PAST THREE YEARS. A GREAT BOX OFFICE ATTRACTION REGARDS=



BOOKED SOLID!!!
BOB O'DONNELL'S INTERSTATE CIRCUIT
FOLLOWING WORLD PREMIERE
MAJESTIC, HOUSTON.

Truman Message

(*Continued from page* 1)

vidual taxpayers. He did not urge any excise tax cuts. Nor was he specific in how the business taxes were to be increased. No mention was made of an excess profits tax. The Administration later will outline its specific tax plans. Congress will likely temporize on increasing taxes while it surveys the economy, then late in the session increase taxes some, although not as much as asked by the President. An excess profits tax finds little favor on Capitol Hill; most likely is a boost in the regular corporate tax rate, possibly some boosts in the higher individual tax brackets. If any excises are cut, they will likely be those on transportation and communications, not on levies like the admissions tax.

Labor: The Taft-Hartley law will be repealed and a new labor law enacted, probably after some months of hearings and debate. The new law will continue restrictions on jurisdictional strikes, but the present law's requirement for an NLRB election before a union shop can be certified will definitely go and its ban on the closed shop will probably be scrapped. Non-Communist affidavits may be kept on a voluntary basis. House Labor Committee chairman Lesinski promises to have his bill ready by the end of January.

Business Controls: The President asked for broader powers to channel key materials, including steel, and indicated these powers would be used to channel materials into housing and other key needs. There will be a big scrap in Congress on giving the President any more powers than he has already in this field. It is still too early for theatre owners and others planning expansion to worry that they may not be able to get steel or other materials as a result of such controls. The attitude of Congress on this will not be plain for many months.

Social Security: The President asked for the program to be expanded, both as to coverage and size of benefits. This will probably be done, although only a limited bill may be enacted during this session, and the more comprehensive bill will go over until next year. In the background of an expanded Social Security program is an almost certain boost in Social Security payroll taxes.

Minimum Wages: Congress will almost certainly lift the minimum wage from the present 40-cent level, though perhaps not as high as the 75 cents asked by Truman.

81st to Stay Clear Of Hollywood Labor

Washington, Jan. 5.—There will be nothing on the Hollywood studio labor picture from the 81st Congress. That is the word from Rep. John Lesinski, new Democratic chairman of the House Labor Committee.

"The Kearns report finishes it," he said. "That all died with the 80th Congress. I don't see anything more for us to do there" regarding Hollywood labor.

Truman Telecast

(*Continued from page* 1)

telecast continued the theatre's policy of bringing important news events to its screen as a feature of its regular entertainment program.

Although Truman began his speech at 1 P.M., it was not projected on the Paramount screen until 1:40, the theatre allowing the interlude to lapse in order to fit the telecast into its program. It is possible for the theatre to bring an event to its screen 20 seconds after it happens. The speech was transmitted from Washington by coaxial cable, and Paramount picked it up directly, using the same method as television stations in this area. Paramount then recorded the program on film.

The theatre pickup was a successful one in terms of reception and audience interest. The images were occasionally blurred and distorted, but this was not a sufficient shortcoming to overshadow the overall effect of the telecast.

Almost continuously throughout the telecast the cameras had the President focussed in one unchanged pattern, which led to a degree of visual monotony. It would suggest the need for the development of new techniques for theatre television. M. H.

Percentage Suits

(*Continued from page* 1)

pointing out that, separate and apart from the alleged flat rental damages and punitive damages, there was sufficient evidence in the supporting affidavit of Edward A. Sargoy, counsel for distributors, and not overcome by the mere denials of the exhibitors, to show that each suit was brought in good faith and that the claim for alleged withheld percentage fees would alone be sufficient to meet the jurisdictional requirements.

Judge Moore directed the distributor plaintiffs to file replies to the affirmative defense in defendants' answers that plaintiffs' claims are based on licensing agreements alleged to be "illegal and unenforceable." Upon the filing of the plaintiffs' reply, the court pointed out, it is probable that a further question will be presented as to whether or not recovery would be barred because of any alleged illegality of the licensing agreements. The jurist said: "I will therefore reserve decision upon plaintiff's pending motion (to inspect) until such time as it may appear that plaintiffs have the right to proceed with their actions, notwithstanding defendants' allegations with reference to the supposed illegality of the licensing agreements."

The suits involved eight actions by major distributors against Lloyd E. Rogers of Welch, W. Va., and associated corporations, and seven actions by the same distributors other than United Artists against Mannie Shore of War, W. Va. Judge Moore directed consolidation of the suits for the purpose of trial.

'Sarumba' Suit Motion

Defendants Mercury Film Laboratory, Eastern Sound Studios, and others, moved in New York Supreme Court yesterday for dismissal of the $150,000 damage action brought by George Quigley, Century Productions, and others, on charges that the film "Sarumba," produced by Century, was sold by Mercury to Eastern without having the right to do so. Mercury claims the film was sold to satisfy a lien. Court reserved decision.

Butterfield Files Loeks' Suit Denials

DETROIT, Jan. 5.—W. S. Butterfield Theatres, Inc., Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co., defendants in the suit brought by Jack Loeks Enterprises, Inc. of Grand Rapids involving runs and clearances in that city, filed their answer today in Federal District court here.

Their answer denies that they have in any way participated in a conspiracy or violated the Sherman and Clayton Anti-Trust Acts, upon which the plaintiff bases its cause of action. The defendants further denied the existence of any illegal agreements, conspiracy or desire to harm plaintiff's business.

Rules for Republic In Eastern Film Case

New York Supreme Court Justice Aaron Steuer yesterday denied from the bench the motion of Eastern Film Agency to enjoin Republic Pictures International Corp. from prosecuting legal proceedings which the latter had previously instituted against Eastern in Singapore.

Proceedings in Singapore will therefore be continued by Republic International to enjoin Eastern from distributing numerous pictures in the Straits Settlements, Federated Malay States, and North Borneo, in violation of Eastern contract, Republic stated here yesterday.

Goldman Asks

(*Continued from page* 1)

advertised Philadelphia first-run of the picture.

Among other allegations, he contends that the Erlanger's bids for M-G-M's "Homecoming" and "The Pirate" and Universal's "Letter from an Unknown Woman" were unqualifiedly rejected without reasons being given.

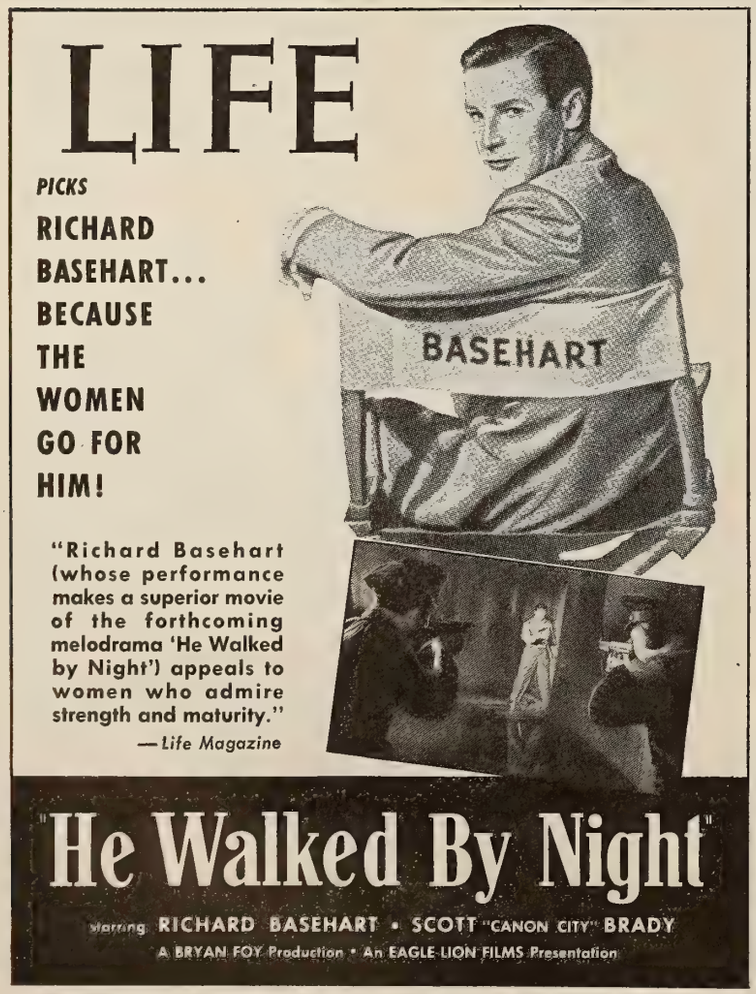
To Aid 'Brotherhood'

(*Continued from page* 1)

Willard Gamble, Bagdad Theatre, and M. W. Mattecheck, Lark Theatre; Detroit: Earl Hudson, United Detroit Theatres, and Joseph P. Uvick, Allied of Michigan; New Orleans: William A. Prewitt, Jr., Allied of Gulf States, and N. L. Carter, Para-Richards Theatres, Inc.; Albany: Harry Lamont, and Sol J. Ullman, Fabian Theatres.

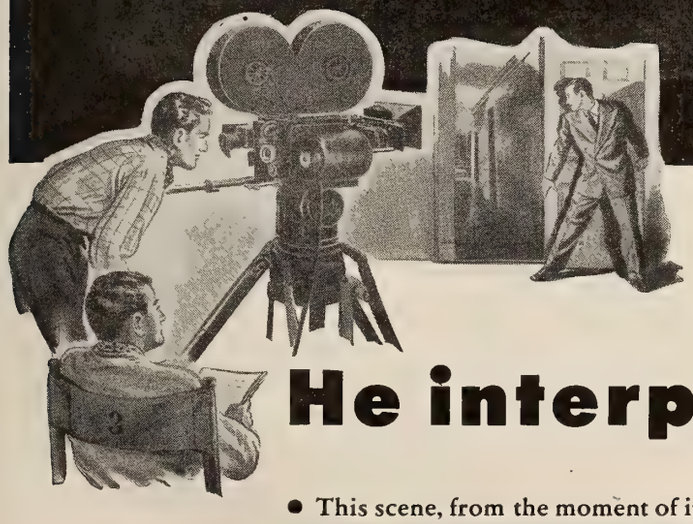
Astor Gets 'Doone'

Distribution rights, involving 35mm. and 16mm. as well as television, to A. T. P. Production's "Lorna Doone," have been acquired by Astor Pictures.









He interprets with light...

● This scene, from the moment of its conception, had dramatic *possibilities.* But it was the director of photography who made them more than possibilities.

His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping . . . his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use . . . and why he turns to Eastman Super-XX for use under adverse lighting conditions.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

AS EXPECTED!



In the first three openings since its sensational current World Premiere engagement in New York, "Joan of Arc" strides forth as the mightiest of all boxoffice attractions! In LOS ANGELES, standout crowds are straining the Palace (continuous performances) and the Beverly (reserved seats)! In NEW ORLEANS, a first week record that had stood for 27 years at the Orpheum was smashed to bits! In PHILADELPHIA, the Karlton is doing business that wasn't even believed possible! In NEW YORK, the terrific record-making pace continues at the Victoria (9th week, continuous performances) and at the Fulton (4th week, reserved seats)!

JOAN OF ARC *starring* INGRID BERGMAN

A VICTOR FLEMING PRODUCTION • COLOR BY TECHNICOLOR • *CAST OF THOUSANDS*

with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD
GENE LOCKHART • JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY • based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON • screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY
director of photography JOSEPH VALENTINE, A.S.C.

Produced by WALTER WANGER • Directed by VICTOR FLEMING

presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 5 NEW YORK, U.S.A., FRIDAY, JANUARY 7, 1949 TEN CENTS

Rathvon & Co. To Finance Independents

Has 'Unlimited Amount Of Eastern Capital'

HOLLYWOOD, Jan. 6.—Backed by what was described as "virtually an unlimited amount of Eastern capital," N. Peter Rathvon today launched N. P. Rathvon & Co., a California corporation, as an investment firm to provide financing for independent producers, both established and new.



N. Peter Rathvon

Announcement of the availability of new money for independent production comes at a most propitious time, since most financial channels are now closed to in-

(*Continued on page 4*)

W.A. Johnston, 'M.P. News' Founder, Dead

William A. Johnston, retired founder and publisher of the former *Motion Picture News,* industry weekly publication, died at his home in Monroe, N. Y., on Dec. 30 at the age of 72.

Johnston, whose early business years were spent in the advertising and magazine fields, founded the *Exhibitors' Times,* an early industry journal, in 1913. In the same year, he merged that paper with the *Moving Picture News* and published under the name of *Motion Picture News.* In

(*Continued on page 4*)

More Indorsements For Industry Shorts

Additional indorsements of the "All-Industry" series of institutional short subjects have been received by the MPAA here from the following in exhibition:

Hugh W. Bruen, Whittier, Cal., president of the Pacific Coast Conference of Independent Theatre Owners; Trueman T. Rembusch, Indianapolis,

(*Continued on page 4*)

Exhibitor Leaders Call Rally Here to Fight Adverse Bills

Metropolitan New York Motion Picture Theatres Association is rallying national and state industry leaders in exhibition to consider measures to combat a threatened onslaught of local admission taxes and other adverse legislation. A board of directors meeting called for Jan. 13 at the St. Moritz Hotel, New York, will start the legislative attack.

MMPTA has already directed an appeal to exhibitors through this state requesting them to be on the alert for the introduction of local admission tax legislation and to report any activity in this direction to the MMPTA or to any other association of which they are members.

MMPTA officials said they are hopeful that the meeting will result

(*Continued on page 4*)

NCCJ Leaders Make Progress Reports

Outstanding progress was reported by industry chairmen of "Brotherhood Week" at a luncheon-meeting at the Waldorf-Astoria Hotel here yesterday. The meeting was called to coordinate drive plans and review progress to date. Ned E. Depinet, national chairman of the industry, and

(*Continued on page 4*)

GOV'T WILL PROBE PERCENTAGE SUITS

MPAA Sales Chiefs Headed by Montague

A. Montague, Columbia's general sales manager, has been named chairman of the distributor's MPAA committee for 1949, headed in 1948 by Robert Mochrie, RKO Radio.

N. Y. State Board Approves Revised Theatre Bldg. Code

ALBANY, N. Y., Jan. 6.—The New York State Board of Standards and Appeals has approved the revised building code applying to theatres and other places of public assembly. The action followed two years of drafting, public hearings and extensive consultations in which many theatre construction experts and other representatives from the motion picture industry presented their recommendations.

To be effective on May 1, 1949, the new code will replace the one which has been in effect for more than 25

(*Continued on page 3*)

Orders Revenue Men to Look for Irregularities Of Ticket Tax Evasion

WASHINGTON, Jan. 6.—The U. S. Bureau of Internal Revenue has officially ordered its tax collectors in the field to look into all distributor percentage suits against exhibitors as possible leads for admission tax evasion.

This follows the forecast made by Internal Revenue spokesmen that such action might be taken, as reported in MOTION PICTURE DAILY on Dec. 21.

The theory finally adopted by the Bureau is that if some exhibitors understated their returns to distributors, they may also have underpaid Federal taxes.

A Bureau official said here today that local collectors would scrutinize trade and general newspapers for reports on distributor suits against exhibitors and would even check with local distributors. He said that the Bureau did not expect to have any

(*Continued on page 3*)

Bill Introduced to Control Mergers

WASHINGTON, Jan. 6.—Legislation to tighten government controls over mergers has been introduced in the Senate by Democrats O'Mahoney and Kefauver and in the House by Republican Philbin.

Solidly supported by the Administration, the measure is said to have excellent chances of passage this session. It would prevent one firm from acquiring the physical assets of another firm where the result be to lessen competition substantially. The anti-trust laws as present only bar acquisition of stock in such cases.

Zukor Hails Video as A Film Industry Boon

The contention that spreading enthusiasm for television eventually will spell disaster for the motion picture theatre business was described yesterday by Adolph Zukor, chairman of the board of Paramount as a mistaken belief. In Zukor's opinion, television will turn out actually to be a boon to theatre business in view of its capacity for increasing "appetites for worthwhile screen entertainment."



Adolph Zukor

Zukor, one of the "founding fathers" of the industry, who has an international reputation as "Hollywood's Ambassador of Good Will," will observe his 76th birthday today. For him it will be "just another day of work" in his office on the 11th floor of the Paramount Building here. A quiet celebration at his home, with members of his immediate family attending, will take place this evening.

The Paramount executive, who has "the same enthusiasm today for the film business" that he had when he started in it 37 years ago, warmed up yesterday to discussing films versus television. It was evident that he had been weighing this subject in his mind for some time.

"Just as headlines call attention to newspaper stories, so will television serve to create appetities for worthwhile screen entertainment rather than replace it," he declared. "But," he warned, "producers, exhibitors and publicists will have to get to work to

(*Continued on page 3*)

Wilcox Film Topped 1948 Grosses in UK

LONDON, Jan. 6.—Herbert Wilcox's "Spring in Park Lane" was the top-grossing picture at Britain's box offices in 1948, a check-up by Quigley Publications' London Bureau reveals.

A Wilcox picture, "The Courtneys of Curzon Street," also led the field here in 1947.

Samuel Goldwyn's "The Best Years

(*Continued on page 4*)

Personal Mention

WILLIAM A. SCULLY, Universal-International sales vice-president, will leave New York Sunday for the Coast.

•

IRVING BRECHER, Universal-International writer-director-producer, will arrive here today from Cincinnati. He will be accompanied by AL HORWITS, U-I Eastern publicity manager, and CHARLES SIMONELLI, Eastern expoitation manager.

•

EDWARD L. HYMAN, vice-president of Paramount Theatres Service Corp., and MAX FELLERMAN, Paramount Theatres executive, will leave here over the weekend for Cincinnati, Detroit, Buffalo and Rochester.

•

GLORIA HELLER, daughter of MICHAEL V. HELLER of the Eagle-Lion home office accounting department, and MRS. HELLER, has become engaged to CHARLES DEPHILLIPS of Paterson.

•

A. J. LAURIE, publicity director for the Odeon circuit, Toronto, is at the Essex House here with a broken foot. He is scheduled to fly back to Toronto today.

•

JOHN J. MALONEY, M-G-M Central sales manager, and SAAL GOTTLIEB, Pittsburgh manager, will leave here today for their Pittsburgh headquarters.

•

WALTER MIRISCH, Monogram producer, has returned to Hollywood from Milwaukee, St. Louis and other Eastern cities.

•

RUDY BERGER, M-G-M Southern sales manager, will return to Washington from New York over the weekend.

•

WILLIAM G. BRENNER, head of M-G-M's checking department, was in Kansas City yesterday from New York.

•

HOWARD LESIEUR, United Artists advertising-publicity director, will leave New York today for the Coast.

•

HENRY HATHAWAY, 20th Century-Fox director, is here from Hollywood en route to London.

•

LOUIS DEROCHEMONT is here from his home in New Hampshire.

Winston Named RKO Theatre City Chief

Sol A. Schwartz, general manager of RKO Theatres, has promoted Ansel Winston, present manager of the Coliseum, New York, to Chicago city manager under Jerry Shinbach, division manager for that territory. The appointment will become effective on Wednesday.

Winston started with RKO as an usher in 1931 and has managed several RKO theatres in Metropolitan New York.

See Impasse Break In Exchange Talks

A break in the national exchange-union contract negotiations deadlock was indicated yesterday with a report that the distributors labor committee and IATSE international representatives will meet here again on Monday for settlement talks. Meanwhile, the meeting which commissioner L. A. Stone of the Federal Mediation Service was scheduled to hold with the negotiators at Warner's home office today has been "held in abeyance" pending the outcome of Monday's conference.

Included on the distributors' committee are: chairman Clarence Hill, 20th-Fox; Bernard Goodman, Warner; Henry Kaufman, Columbia; C. J. (Pat) Scollard, Paramount; Charles O'Brien, Loew; A. A. Shubart, RKO Radio; Harry Buckley, United Artists; G. J. Malafronte, Universal; Al Schiller, Republic.

"IA" negotiators, selected by president Richard F. Walsh, are: chairman Thomas J. Shea, assistant international president; vice-president Louise Wright, and international representative Joseph D. Basson.

Wanger Files Against 'U' on Release Deals

Producer Walter Wanger filed four suits in U. S. District Court here yesterday against Universal charging violation of terms of releasing deals for four pictures. Accountings of profits are sought.

Pictures cited were "Arabian Nights," "Eagle Squadron," "Gung Ho" and "Salome." Wanger alleges that under the releasing deals he was to get 50 per cent of gross profits, and contends that he did not receive his full share. He claims also that the company made unauthorized reissue deals for the films.

Universal executives here were not available for comment yesterday on Wanger's court action.

Three Premieres Are Set for N. Y. Palace

Set for the inauguration of a new first-run policy with "The Boy with Green Hair," in Technicolor, on Wednesday, Jan. 12, the RKO Palace here has also scheduled its following two premieres.

At the conclusion of "The Boy with Green Hair," "Station West" will open. Then, Walt Disney's new Technicolor film, "So Dear to My Heart," will make its New York debut.

Realart Franchise Holders Meet Here

Realart franchise holders conferred here this week with home office executives on sales problems and new releases. Budd Rogers, executive vice-president and general sales manager, presided. Others in attendance were Lee Goldberg, Joe Levine, Manny Stutz, Sam Krellberg, Bernie Mills, Nelson Wax, Carroll Puciato, general manager, and Bill Schulman, advertising-publicity director.

U.A. Meetings Revert To Coast on Jan. 17

Election of a board of directors of United Artists will be held at the annual stockholders meeting on the Coast on Jan. 17, as originally scheduled, it was disclosed here yesterday. Earlier it had been indicated that the meeting would shift to New York. On the same date the board will offer proposals for securing new production capital to the company's owners, Mary Pickford and Charles Chaplin. Management's report to the owners will be given by Gradwell Sears, president; Arthur W. Kelly, executive vice-president, and George Bagnall, production vice-president.

Unlimited Loop Run Given to 'Hamlet'

CHICAGO, Jan. 6.—J. Arthur Rank's "Hamlet," released by Universal-International, has won an unlimited extension for its current run here at the downtown Balaban and Katz Apollo Theatre. Under the two-week Loop restriction imposed by the Jackson Park decree, the film was previously granted a six-week extension for an eight-week run.

In this instance, however, and because of the nature and special handling required for "Hamlet," Judge Michael Igoe of U. S. District Court here had previously told U-I attorney Miles Seeley to submit a report on the success of the film when it neared completion of the run in the event added weeks were believed necessary. The picture, which has proved successful here, has been averaging nearly $18,000 a week.

W.B. Said Dropping 9 Field Exploiteers

Warner has dismissed its nine exploitation representatives in the field, according to reports received here from key cities. Dismissals are to be effective on Jan. 22, it is said.

Warner home office executives could not be reached for verification yesterday.

TOA Meet 'Informal'

"Informal discussions" on television and the setting of a preliminary agenda for the Jan. 28-29 Theatre Owners of America executive board meeting in Washington were held at a meeting here yesterday of TOA executive committee and board members. Arthur H. Lockwood, TOA president, who presided, returned last night to Boston.

Johnston Due in D. C.

WASHINGTON, Jan. 6.—Eric Johnston, Motion Picture Association of America president, is tentatively scheduled to return here next Wednesday, an MPAA official said here today.

RADIO CITY MUSIC HALL
Rockefeller Center
"WORDS AND MUSIC"
JUNE ALLYSON • PERRY COMO
JUDY GARLAND • LENA HORNE
GENE KELLY • MICKEY ROONEY
ANN SOTHERN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cary Grant in Every Girl Should Be Married
IN PERSON BURT LANCASTER & Others
CAPITOL B'way & 51st Street

The Paleface
Color by Technicolor
Bob HOPE Jane RUSSELL
A Paramount Picture
IN PERSON BENNY GOODMAN And His Orchestra featuring BUDDY GRECO and PEIRO BROS BUDDY LESTER
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

TOO BIG FOR ONE THEATRE
JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR
CAST OF THOUSANDS with JOSE FERRER
FRANCIS L. SULLIVAN • J. CARROL NAISH
WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY • based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
Screen Play by MAXWELL ANDERSON and ANDREW SOLT • Art Direction by RICHARD DAY
Director of Photography, JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER
Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc.
released by RKO RADIO PICTURES
CONTINUOUS AT THE VICTORIA B'WAY at 46th ST. 7 SHOWS DAILY
RESERVED SEATS AT THE FULTON 46th ST. W. of B'WAY MATS. $1.80 EVES. $2.40

TYRONE POWER GENE TIERNEY
"THAT WONDERFUL URGE"
A Twentieth Century-Fox Picture
ON THE ICE STAGE
BARBARA ANN SCOTT
In Winter Carnival
ON STAGE—Ming & Ling—
Harold Barnes—Gordon Goodman
ROXY 7th Ave. & 50th St.

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Walbrook, Windsor In New Legal Action

WASHINGTON, Jan. 6.—Still another suit was filed today in the complicated tangle between the Walbrook and Windsor theatres of Baltimore when the Windsor asked Baltimore District Court to enjoin the Walbrook, its companion Hilton Theatre, and Walbrook-Hilton president Thomas Goldberg from allegedly monopolizing neighborhood first-run films.

More important, it asks the court to require Goldberg to give up the Hilton on grounds that it is used only to undercut the Windsor. The Windsor already has a $600,000 damage suit against the same defendants in Baltimore, and a $600,000 damage and injunction suit against four major distributors in Washington District Court. The Baltimore suits are being brought following the dismissal of the Baltimore firms as defendants in the Washington action because they do not conduct business here.

The suit filed today in Baltimore has several odd features: Mrs. Thomas Goldberg is named as a defendant; the court is asked to impound any money received from the forced sale of the Hilton to pay the Windsor in the damage action; and the Windsor claims that the Walbrook is trying to take away some of the films the Windsor now gets from Columbia, Eagle-Lion, Monogram, Republic and other smaller producers as one ground for the injunction.

The Windsor has reached out-of-court settlements with 20th Century-Fox and Paramount, and the Walbrook has countered with a breach of contract suit against Fox. The Windsor recently filed a motion here asking permission to examine any correspondence the Walbrook had with Fox which cast aspersions on the Windsor. A Fox legal representative said the firm would probably file a brief early next week opposing this motion.

New Video Unit Formed

ALBANY, N. Y., Jan. 6. — General Telefilm Network, Inc. has been chartered here. The new unit will have headquarters in New York and will produce and distribute programs for television. Incorporators are Adam J. Young, Jr., Samuel Cuff and Charlotta Gallup.

$1 Pathe Dividend

Board of directors of Pathe Industries yesterday announced payment of a $1 quarterly dividend on its preferred stock to holders of record on Dec. 20. This brought payment for 1948 to $4, the same amount paid in 1947.

RKO RADIO PICTURES, Inc.
CHICAGO
TRADE SHOW CORRECTION :
Samuel Goldwyn's
"ENCHANTMENT"
will be shown at the
SURF THEATRE
1204 No. Dearborn St., at 10:30 A. M., Tues., Jan. 11, and not at the RKO Screening Room, as previously advertised.

Zukor on Video

(*Continued from page* 1)

make that so." No longer can theatres depend solely on their marquees to do the job for them, Zukor said.

If television should emerge as more than ordinary competition for theatres, that would be no reason for discouragement in the industry, Zukor held. He said he has great faith in the spirit of competition. It "creates more business." Television will "create more business both for itself and for the motion picture industry," he predicted.

Zukor "loves baseball above all else." But, he reasoned in connection with his discussion of television competition, "I can't have baseball three times a day. I like a good prize fight, too." Thus, he concludes, people seeking entertainment will patronize both theatres and television.

The present "economic convulsion" in the industry Zukor described as "a natural consequence of an upset world." He reproached "those who sit around and wait for the industry's death." The industry has experienced business recessions before "and the storm always blows over," he said philosophically. As a "rational optimist" Zukor believes firmly that "faith, confidence and ability" will insure the motion picture industry's survival.

Wolfson - Meyer May Get Video Permit

WASHINGTON, Jan. 6.—Wolfson-Meyer Theatre Enterprises won a major victory today in its fight to get a Miami television station.

The Federal Communications Commission months ago revoked the construction permit for WTVJ, Miami, on the ground that Wolfson-Meyer was brought into the licensee corporation after the permit had been granted and without FCC approval. The circuit asked the FCC to reconsider this decision, and FCC Commissioner Walker today announced an initial decision—which still must be approved by the full Commission—to cancel the revocation order and grant the application to transfer control of the station to Wolfson-Meyer.

WASHINGTON, Jan. 6.—Paramount today asked the Federal Communications Commission for another extension—to Feb. 20—in the deadline for filing exceptions to the Commission's proposed decision that Paramount controls DuMont. The FCC recently extended the deadline from Jan. 5 to Jan. 19.

Percentage Suits

(*Continued from page* 1)

word on how well these leads paid off until June or July, since field collectors submit only two or three reports a year to Washington on such irregularities.

The Internal Revenue Bureau has a claim pending in U. S. Tax Court in Cleveland against Manos Amusements for $73,000 for alleged tax deficiencies and penalties, basing its claim on distributor suits over percentage payments.

Philco Plans Expansion

PHILADELPHIA, Jan. 6. — Philco Corp. is planning a plant expansion program which will entail expenditure of some $5,000,000, the major part of which will be aimed at increasing its output of television equipment.

SDG, NBC Join in Weekly Air Series

HOLLYWOOD, Jan. 6.—In cooperation with the Screen Directors Guild, the National Broadcasting Co. will introduce on Sunday evening a new half-hour program with a leading film director each week presenting a radio adaptation of one of his screen successes and starring the film's top star. The program, considered by NBC as a fitting answer to Columbia Broadcasting's "raid" on its talent, has been promised complete cooperation of the studios on clearances for players and properties.

Arrangements for the new show were completed this week. It will take to the air without sponsorship, but is intended to go to a commercial account shortly.

Sunday night's program will be "Stagecoach," starring John Wayne and presented by director John Ford.

When the Guild board meets next week it will determine the purpose for which the money it will receive for the show is to be earmarked. This is SGD's first venture in a field already featuring shows by the Screen Actors Guild and the Theatre Guild.

The new program will follow the Fred Allen spot.

To Seek Polio Drive Aid

LOS ANGELES, Jan. 6.—Charles P. Skouras, National Theatres president, will be host to Basil O'Connor, president of the Infantile Paralysis Foundation, at an exhibitor luncheon Monday at the Ambassador Hotel for the purpose of enlisting theatre owners' support for the forthcoming campaign on behalf of the fight against polio.

Theatre Bldg. Code

(*Continued from page* 1)

years. Printed copies are expected to be available next month.

Affecting theatres outside of New York City, since the latter has its own building code, the revised document embodies "no great changes" in terms of theatre construction and maintenance requirements, according to Standards and Appeals spokesmen here. Provisions apply to theatre stage fixtures, maintenance of projection booths, theatre seats, exits, guard railings, lighting facilities and other aspects of theatre construction.

The new code includes sections on drive-in theatres in which modifications were made some time ago following the registering by Fabian-Hellman Theatres and other drive-in circuits of protests against certain proposed changes.

In his message to the legislature yesterday, Gov. Dewey proposed a commission "to prepare state-wide building codes eventually covering all types of construction."

Acquires Film Rights

Distribution rights to three films, "One Third of a Nation," "Back Door to Heaven" and "Freaks," have been acquired by Excelsior Pictures Corp., according to Walter Bibo, president. The rights are for the entire world, excluding the United States and Canada.

E-K Appoints Mayne

ROCHESTER, N. Y., Jan. 6.—Daniel I. Mayne has been appointed director of Eastman Kodak's patent department, succeeding Newton M. Perrins, who will continue as counsel to the department.

VIRGINIA MAC PHERSON*



HAS SWITCHED TO "FAMILY HONEYMOON"

"My all-time favorite comedy was 'The Awful Truth'... until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

* Noted United Press Correspondent

Set Music Hall for Awards Ceremonies

The 1948 awards of the New York Film Critics will be presented to winners in a ceremony to be held on the stage of Radio City Music Hall Jan. 21, it was announced jointly by the critics and by Gus Eyssell, managing director of the Music Hall.

Olivia DeHavilland, named as best actress for her performance in "Snake Pit," and John Huston, named best director for "Treasure of Sierra Madre," have reported that they would be present to receive the awards personally. Roberto Rossellini, director of the award-winning Italian film, "Paisan," has also informed the unit that he expects to arrive here in time to accept the award.

Warner Brothers, producer of "Treasure," and Laurence Olivier, receiver of the best actor award for "Hamlet," will be represented at the ceremonies.

Thomas Pryor is chairman of the critic's unit.

Wilcox Film

(*Continued from page* 1)

of Our Lives" ran second for the year. It opened in 1947 and to date has grossed more in the over-all picture than "Spring," but ran behind the latter during the 1948 calendar year alone.

Four other British and four American pictures complete the list of 1948's 10 top-grossing pictures here. They are, in order, "My Brother Jonathan" (British), "Road to Rio" (Paramount); "Life with Father" (Warner), "It Always Rains on Sunday" (British), "Naked City" (Universal), "Oliver Twist" (British), "Unconquered" (Paramount), and "Red Shoes" (British).

In the previous year Britain scored six out of nine top grossers. J. Arthur Rank's top-grossing picture of the year here was the sixth-place picture, "It Always Rains on Sunday." The newly-reconstituted Associated British Picture Corp. produced the third-place film, "My Brother Jonathan."

Following the first 10 came "The Fallen Idol" (British), "The Weaker Sex" (British), "Sitting Pretty" (20th Century-Fox), "Green Dolphin Street" (M-G-M), "Miranda" (British), and "Forever Amber" (20th-Fox).

Board of Trade feature film registrations for 1948 were: British films, 157; "foreign" films, 285. The 1947 figures were: British, 109; "foreign," 355.

Film Publicists Form A Club in Boston

Boston, Jan. 6.—With the avowed purpose of barring any except recognized publicity and public relations men and women, with a minimum of two years experience in such work, the Publicity Club of Boston has been formed here.

Prominent in the formation of the club are Arthur Moger, Warner; Ken Pricker, M-G-M; Joe Mansfield, Eagle-Lion; Ralph Banghart, RKO Radio; and James Shannahan of Loew's State and Orpheum Theatres. Officers pro-tem are: John Mulloy, Boston Chamber of Commerce, president; Floyd Bell, vice-president and Daisy Weichel, secretary. Next dinner meeting will be held Feb. 1.

NCCJ Chairmen

(*Continued from page* 1)

J. Robert Rubin, amusement division chairman, presided.

Rubin paid tribute to "the fine work" being done by the co-chairmen. Depinet declared that this campaign "is the best organized of any to date." He thanked those working on the campaign and lauded the "virile and aggressive support of the trade papers."

Spyros P. Skouras, chairman of the newsreel and corporate gifts committee, said he expects this to be the "finest campaign the industry has ever had." He revealed that besides all the newsreels, March of Time and This Is America also are cooperating with the drive. It was disclosed that the newsreels will carry footage of President Truman citing the industry through Depinet.

Edward Lachman and Gael Sullivan, national exhibitor co-chairmen, reported heavy response from exhibitors. Gus Eyssell, chairman of the New York area, made a similar report and also read a letter which he is sending to showmen in this area outlining a four-point program for getting behind the drive.

Charles Reagan, national distribution chairman, and Herman Robbins, National Screen Service president, also reported. Gilbert Goldstein, advertising-publicity chairman, displayed various posters and cards which NSS will distribute to some 17,400 theatres.

Others in attendance at the luncheon included William J. German, Leon J. Bamberger, Martin Quigley, Sr., Martin Quigley, Jr., Don Mersereau, Mel Konecoff, Ernest Emerling, James M. Jerauld, David Bader, Si Fabian, Moe Wax, Chic Lewis, Sam Shain, Maxwell Alderman, C. J. Scollard, Jack Cohn, Al Picoult, William White, Sid Rechetnik, Jack Harrison, Charles Hacker, Everett R. Clinchy, president of the NCCJ, and S. L. Goldsmith, NCCJ finance director.

12 More Exhibitor Chairmen Named for 'Brotherhood'

Following 12 additional exhibitor territorial co-chairmen for the industry's participation in "Brotherhood Week" have been named by Ed Lachman and Gael Sullivan, national exhibitor co-chairmen:

Atlanta: Winfield Snelson, Buckhead Theatre, and Oscar C. Lam, DeSota Theatre Building; Buffalo: Vincent McFaul, Buffalo Theatres; Des Moines: Leo F. Wolcott and Myron Blank; Dallas: Col. H. A. Cole, Allied Theatre Owners; Memphis: J. C. Mohrstadt, Missouri Theatre, and M. A. Lightman, Jr.; Omaha: Leo F. Wolcott and Robert Livingston, Nebraska Theatre Association; St. Louis: Henry Halloway, Central AITO, and Tom Edwards, Edwards and Harrison Enterprises.

Rathvon & Co.

(*Continued from page* 1)

dependent producers. Independents producing for United Artists are especially in need of money for filming, a situation causing UA's management, board and a special committee on financing to huddle frequently to try to find a solution to the company's independent producers' financial requirements.

Rathvon, who resigned from the presidency of RKO recently, following the company's purchase by Howard Hughes, has many Wall Street and "big business" connections.

Rathvon made it clear here today that his investment firm will not produce motion pictures on its own, but will function in bringing money and production enterprises together. He said, "independent production is a vital part of our industry, and its continued success must be safeguarded by a sound financing program that will assure a fair return to both investor and producer. At the same time, Rathvon and Company will bring to the independent producer an understanding of his problem and assistance which he has never had before from his bankers."

Norman Freeman, who was Rathvon's assistant at RKO, will join Rathvon as executive in the new company, with other associates to be announced shortly.

Schine Ohio Pool Of Two Dissolved

Cleveland, Jan. 6.—Ownership of the Temple Theatre, Medina, O., has reverted to Meyer and P. E. Essick, while Schine Theatres and Mrs. Ben Udelevitz have re-acquired the Princess, in the same city, as a result of dissolution of the pooled operation of the two theatres.

Directorate of the partnership company, Medina Princess Corp., voted the split as a result of the U. S. Supreme Court's decision against pooled operations by Schine.

Fight Adverse Bills

(*Continued from page* 1)

in "a vigilant, vigorous and unified stand by New York State exhibitors in opposition to admission tax and other adverse legislation."

Among those invited to attend the Jan. 13 meeting are: Arthur H. Lockwood, president, TOA; Ted R. Gamble, chairman of the board; Herman M. Levy, general counsel; Leonard H. Goldenson and S. H. Fabian of the executive committee; Harry Brandt, president, ITOA; J. Joshua Goldberg and Morton Sunshine, both ITOA; George Skouras and William A. White of Skouras Theatres; Harry Lamont, president, Theatre Owners of Albany Exchange area; Leonard L. Rosenthal, general counsel, Albany TOA; Merritt A. Kyser, president, MPTO of New York State, and Saul J. Ullman, Samuel E. Rosenblatt, William C. Smalley, William Benton, Sid Dwore, George J. Gammel, Vincent R. McFaul, Charles Smakwitz and J. J. O'Leary.

The following directors of the MMPTA will also attend: Leo Brecher, Fred J. Schwartz, Oscar A. Doob, Russell V. Downing, Emanuel Frisch, Harry Goldberg, Julius Joelson, David T. Katz, Malcolm Kingsberg, Samuel Rinzler, Samuel Rosen, Edward N. Rugoff, Solomon M. Strausberg and Robert M. Weitman. Also in attendance will be Orrin G. Judd and Murray I. Gurfein, general counsel, and D. John Phillips, executive director of the association.

Le Sieur on Stand In 'Blimp' Hearing

Howard LeSieur, advertising-publicity director of United Artists, testified yesterday in the final Federal Trade Commission hearing on its citation against the company charging misrepresentation in advertising "Colonel Blimp." FTC claims that deletions in the film were not disclosed to the public. Attorney Edward Raftery has represented UA in the case.

W. A. Johnston Dead

(*Continued from page* 1)

1931 the *News* was sold to Quigley Publishing Co. and then merged with *Exhibitors' Herald-World* to become the present *Motion Picture Herald.*

Johnston some time previously had sold his interest in the *News* to the Angus Publishing Co., with which he became associated for a brief time prior to his retirement from business. Thereafter he resided in Beverly Hills, Cal., until 1945, when he returned to New York.

He is survived by a son, Paul A. Johnston of Monroe, N. Y.; a sister, Mrs. Arthur C. Sticht of Canajoharie, N. Y.; a daughter, Allene Johnston of Los Angeles, and a granddaughter.

Born at Palatine Bridge, N. Y., he was graduted in 1897 from Union College. He was a member of Phi Beta Kappa, Alpha Delta Phi, and Sons of the American Revolution. He became a copy writer for the Hampton Advertising Agency, New York, in 1902; he joined Butterick Publishing Co. in 1906, and the following year joined S. H. Benson Co., Ltd., London, as a copy writer.

He was a contributor to the old *New York Herald,* the *New York Herald-Tribune, Hampton's Magazine, Harper's Weekly,* the *American Magazine, Munsey's, Delineator, Century,* and *Saturday Evening Post.* In 1911-1913 he did publicity work for the National Citizen's League in behalf of a reform in banking laws.

Until his retirement he was a director of the DeForest Phonofilm Co., the F. M. Lupton Publishing Co., and *El Commercio,* South American export magazine. He was also a member of Danforth and Marshall, stock brokers.

Columbia Meeting In Buffalo, Albany

Rube Jackter, Columbia's assistant general sales manager, has scheduled meetings on the current playdate and liquidation drive for the Buffalo and Albany branches next week. Jackter, who is chairman of the drive, will attend both meetings, accompanied by George Josephs, assistant to A. Montague.

The two will spend Monday and Tuesday in Buffalo, going to Albany for a meeting on Wednesday. They will return to New York on Thursday.

Joseph H. McNabb, 61

Chicago, Jan. 6.—Joseph H. McNabb, 61, of Winnetka, Ill., president of Bell and Howell Co. of Chicago, died yesterday in Lutheran Deaconess Hospital here. When McNabb joined B. and H. as general manager in 1916, the company did an annual business of $163,000. He is credited in large part with expanding this total to some $22,000,000 annually. Survivors include the widow, a daughter and a son.

Industry Shorts

(*Continued from page* 1)

president of the Associated Theatre Owners of Indiana; Ben F. Shearer, Seattle, head of B. F. Shearer Theatres; Sam Switlow, of M. Switlow and Sons Enterprises, Louisville; Mitchell Wolfson, Miami circuit head and vice-president of the Theatre Owners of America.

All joined in pledging full screen time for the shorts in their own houses and urging all other theatremen also to participate.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 6 NEW YORK, U.S.A., MONDAY, JANUARY 10, 1949 TEN CENTS

Majors Devise Changes in Arbitration

All in Tentative Accord On Form It Will Take

Major companies late last week reached a tentative agreement on the form of a new arbitration system which constitutes a revised version of the one proposed in December, to which Paramount objected in part.

Conclusive action will not be taken until a new draft has been prepared but the indication is that a final accord is in prospect.

Upon being drafted the plan will be presented to the "Little Three" and others with the aim of bringing in as many participants as possible.

The system will be set down in the form of a proposed decree to be signed by the New York Federal Court within the framework of the Paramount case. The Department of Justice also will be asked to approve, probably at the end of this month when the companies submit to it their

(*Continued on page 4*)

Mills to Tender U.A. Resignation

Edwin Claude Mills will tender his resignation as a member of the United Artists board of directors at the company's annual meeting of stockholders in Hollywood next Monday.

Mills has been a Charles Chaplin nominee on the board for the past four years and is a member of the directors' special committee for planning new capitalization for U.A. The committee is scheduled to submit its report to Mary Pickford and Chaplin at the Coast meeting.

Mills, who has been an industrial

(*Continued on page 4*)

99 Share $65,000 U-I Drive Cash

Four Universal-International district managers, 17 branch managers, 34 salesmen, 44 bookers and four office managers are sharing $65,000 in cash in the company's "Presidential Sales Drive," according to the tally of final results released by William A. Scully, sales vice-president.

P. F. Rosian, district manager

(*Continued on page 4*)

U.K. Producers to Ask Subsidy from Ticket Tax Fund

LONDON, Jan. 9.—A proposal that a proportion of the entertainment tax yield from British films be allotted to subsidize film production here will be made to Chancellor of the Exchequer Sir Stafford Cripps by the British Film Producers Association at a meeting on Jan. 17.

From the present overall annual box-office gross, amounting to $432,000,000, taxes channel $152,000,000 directly to the Exchequer. It is estimated that British pictures' share of the total is only $68,000,000.

The BFPA claims the present tax incidence virtually prohibits any producer from making a reasonable profit.

Victor Fleming, 60, Succumbs in Ariz.

PHOENIX, Ariz., Jan. 9.—Victor Fleming, 60, Academy Award-winning director, and producer-director of "Joan of Arc," his last picture, died early Friday morning on his way to Cottonwood Hospital from a nearby guest ranch, where he was stricken with a heart attack.

He, his wife and two daughters, Victoria, 14, and Sally, 11, were guests at the Beaver Creek ranch. Fleming, exhausted following his work on "Joan of Arc," had gone to the ranch some time ago to recuperate, but never recovered his strength.

He started in 1912 as a cameraman with the American Film Co. in Santa Barbara, Cal., and worked for the late Douglas Fairbanks, Sr., for many years before undertaking a director's career in 1919.

For his direction of "Gone with the

(*Continued on page 4*)

ALLIED TO PUBLIC ON DISCIPLINE PLAN

Mass. Threatened With a 10% Tax

Boston, Jan. 9.—Reports in high legislative circles at the State House here indicate that there is a strong possibility of the enactment of a 10 per cent admission tax on motion picture theatres and all other amusement places, to produce additional revenue of some six million dollars annually.

Is Urging Welfare and Religious Groups to Act on Errant Stars

Allied States Association is trying to line up wide public support for its "Finneran Plan" for disciplining errant stars, it was learned here over the weekend.

The association is in the process of sending out letters seeking support from various national and regional welfare, educational, religious and women's groups. Some have gone out already; others are being sent out now, it is understood.

The letters outline the Finneran Plan, ask the associations to study the reasons given for the plan in the resolution adopted by the Allied convention in New Orleans, and declares that Allied "hopes you will agree that these conditions must be remedied." While the letters do not urge the associations in so many words to take the Finneran Plan as "the

(*Continued on page 4*)

$17-Million in Stock Acquired by Para.

Paramount has invested to date some $17,363,126 in its own common stock under the stock-purchasing program instituted in Nov., 1946 by company president Barney Balaban, it is estimated on the basis of the stock's 1948 average market price of $22 per share. This does not take into account the approximately 200,000 shares (another $4,400,000) also bought in the open market, which the company paid out meanwhile in acquiring Liberty Films and Rainbow Productions.

A total of 789,233 shares have accumulated in Paramount's treasury since the program got under way, 41,700 shares having been purchased in December. Other recent monthly purchases totaled as follows: November, 21,500; October, 40,500; September, 32,500; August, 22,200, and July, 31,000.

WB '48 Net: $11,837,253

Warner Brothers' net profit for the fiscal year ending Aug. 31 was $11,837,253, the company reported on Friday. Profit for the previous year was $22,094,979.

Financial report lists film rentals, theatre admissions, and other income for 1948 at $147,057,000 against $164,643,000 for the previous year. Last year's profit before taxes, contingent liabilities and elimination of equity in undistributed earnings of subsidiary companies operating in foreign territories was $21,064,000, compared with $39,509,000 in 1947. Pro-

(*Continued on page 4*)

U.S. Notes Growing Film Interest in Television

WASHINGTON, Jan. 9.—One of the more significant developments in television is the increasing interest of motion picture and theatre interests in that field, the Federal Communications Commission states in its annual report.

The report, released today, said that there were 109 television stations authorized, and applications for another 188 were pending. Forty-three stations were licensed during the year.

The report notes that there was "a

(*Continued on page 4*)

Rank Leaving for New York March 18

LONDON, Jan. 9.—J. Arthur Rank and Sir Henry French plan to sail for New York on March 18 for the scheduled first meeting of the Anglo-American Films Council. Sir Alexander Korda, the other British member of the council, has not made departure plans yet. The New York meeting is scheduled for March 23-25.

It is understood here that the Motion Picture Association of America

(*Continued on page 4*)

5 WB Directors Up For Re-election

Five Warner directors have been nominated by the board for re-election to two-year terms at a stockholders meeting scheduled for Feb. 15 in Wilmington, Del. Nominees are: Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, Samuel Schneider and Morris Wolf. Last February, stockholders elected John

(*Continued on page 4*)

Personal Mention

J. CHEEVER COWDIN, Universal-International board chairman, was scheduled to leave here for Hollywood over the weekend.

•

TINA SKOURAS, niece of the Skouras brothers, and WILLIAM OLDKNOW, drive-in theatre operator and son of OSCAR OLDKNOW, National Theatres Equipment executive, are to be married in Hollywood on Jan. 15.

•

W. R. FRANK, producer of United Artists' "The Great Dan Patch," is due to arrive in New York from Hollywood today.

•

HUGH OWEN, Paramount Eastern and Southern division sales manager, left here yesterday for conferences at his Southern branches.

•

BENN ROSENWALD, M-G-M branch manager in Boston, and MRS. ROSENWALD have returned to Boston from Charlotte.

•

E. C. QUALLS, JR. of the State Theatre, Burlington, N. C., and MRS. QUALLS have become the parents of a son.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave New York today for Toronto.

•

ROBERT LIPPERT, president of Screen Guild Prod., left Hollywood yesterday for Boston.

•

JOSEPH M. SCHENCK arrived in New York from Florida at the weekend.

•

EMERY WISTER, film critic of the *Charlotte News*, has been confined to his home by illness.

•

BOB PINSON, Astor Pictures manager in Charlotte, has returned to that city from Nashville.

•

WALTER L. TITUS, JR., Republic division manager, left here for Dallas over the weekend.

•

NORMAN JACKTER, Columbia salesman, and his family have returned to Charlotte from New York.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, left here at the weekend for the Coast.

Extend Wolf Itinerary

Several speaking engagements have been added to the list already announced for Maurice Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head. His itinerary now includes the following dates and cities: Jan. 13, Rotary Club at Asheville, N. C.; Jan. 14, joint meeting of business clubs at Hickory, N. C.; Jan. 17, Rotary Club at Columbia, S. C.; Jan. 20, Civitan Club, Raleigh, N. C.; Jan. 30-31, convention of North and South Carolina Theatre Owners, at Charlotte.

Tradewise . . .

By SHERWIN KANE

THE House Labor sub-committee report on the extended jurisdictional strife among Hollywood studio unions, issued by Chairman Carroll Kearns in Washington last week, should bring a great deal of satisfaction to Richard Walsh, Roy Brewer and the IATSE generally.

The Kearns' report cleared the industry of any charge of collusion or conspiracy with the IATSE and placed the entire blame for the studio jurisdictional dispute on the American Federation of Labor for its failure to act decisively on a settlement of the dispute.

The sub-committee found that the AFL's executive council, at its meeting in Cincinnati in October, 1945, appointed its three-man investigating committee to decide the Hollywood jurisdictional issues with the clear understanding and agreement by all concerned that the committee's decision would be final and binding.

That was the IATSE position throughout the subsequent strife, and is its position today.

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The AFL, however, subsequently acquiesced (at the alleged insistence of William Hutcheson of the Carpenters International) in the issuance, first, of an "interpretation" of its three-man committee's decision in favor of the IATSE and, second, of a "clarification" of the "interpretation" of the original decision, both of which served mainly to becloud and cast doubt upon that decision with the inevitable consequence that new fuel was added to the flames which the committee had been appointed to extinguish.

As the Kearns' report said, the Hollywood jurisdictional dispute "stands out as a sore thumb on the records of the AFL."

It is significant also that Kearns found no collusion between the industry and the IA in the Hollywood dispute. Midway in his investigation, Kearns had let it be known publicly that he believed there had been collusion, but his further study of the situation convinced him there was none.

There is pending in the courts a $67,000,000 suit against the IATSE and producers, growing out of the Hollywood labor controversy, which alleges collusion and conspiracy on the part of the defendants.

While the Kearns' report does not resolve that action nor have any connection with it, nevertheless it is not improbable that a court or jury, destined to rely upon much of the same records, testimony and evidence as did the House sub-committee in the event of trial of the long-pending action, would come to the same conclusion.

The Kearns' report, in any event, is proper defense ammunition and, were it anything but what it is, most certainly would be used by the plaintiffs.

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For well over a year now, the Hollywood labor scene has been serene. Much of the credit for that beneficent circumstance is due the AFL Film Council in Hollywood, headed by Brewer. It has done much to remove causes of new studio labor eruptions and has dealt promptly and wisely with grievances as they arose. It is a stalwart, constructive force in the brittle Hollywood labor arena.

It has proved that jurisdictional disputes can be settled by agreement of the parties concerned without violent disruptions.

It is helping to establish a pattern for the future. The pattern is recognizable even now in the manner in which IATSE is proceeding on jurisdictional questions as they arise in the new labor field in television. The questions are being worked out amicably by those concerned. There is no intrusion or arbitrary interference by the AFL.

It is to be hoped, if not assumed, however, that the agreements reached will be given their complete, official standing by later AFL sanction.

In that way the AFL can help to achieve the first recommendation of the Kearns' report, the continuance "of its voluntary program of settlement of its jurisdictional conflicts which it has initiated in the past year."

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Was it, as MPAA said, a desire to discuss South African problems further with State Department officials that resulted in calling off the Francis Harmon and/or MPAA committee trip to Johannesburg? Or was it Loew's insistence on non-interference, RKO's insistence on no-compromise and U.A. and SIMPP's veto of the whole idea? A divsion in the ranks, in other words.

Newsreel Parade

PRESIDENT TRUMAN's message to Congress marks a newsreel highlight in all the current newsreels. Blizzards, tornadoes and sports are among other items in the reels. Complete contents follow:

MOVIETONE NEWS, No. 3—President Truman asks Congress for new laws. News flashes: Colorado blizzard; Arkansas tornado. Eisenhower launches Boy Scout drive. Two former kings vacation in France. Golden Gloves bouts.

NEWS OF THE DAY, No. 237—President Truman reports to 81st Congress. Puerto Rico installs governor. Yale men killed in plane crash. Tornado rips Arkansas town. Golden Gloves. Ski fever.

PARAMOUNT NEWS, No. 40—Blizzard and tornado. President Truman reports to Congress. Sports highlights.

UNIVERSAL NEWSREEL, No. 211—President Truman reports to Congress. Gen. Doolittle missionary returns to Japan. Tornado. Plane crash. Winterized swimming. Golden Gloves.

WARNER PATHE NEWS, No. 42—President Truman reports to 81st Congress. Ships in the news: *Queen Mary*. Tornado levels Arkansas town. Royalty on Riviera. German asks world citizenship. Golden Gloves. Great Americans: Alexander Hamilton.

'Brotherhood' Meets In Field on Jan. 14

Ned Depinet, national chairman for the motion picture division for "Brotherhood Week," and Charles R. Reagan, distribution chairman, have set simultaneous "Brotherhood Week" meetings to be held in every exchange center in the U.S. on Jan. 14. The meetings will be conducted by the distribution chairmen in each territory. Purpose of the conclaves is to put into action the now fully-outlined plans for the drive and will be attended by all branch and district managers and exhibitor co-chairmen.

This year's "Brotherhood Week" drive will be the biggest all-out industry effort since the War Bond campaigns, according to the committee.

Golding Plans Int'l Publicity Service

David Golding, former publicity manager in Britain for Samuel Goldwyn Prod., and later associated with Sir Alexander Korda there, is forming an international publicity organization to handle motion picture and other industry accounts.

Golding left here for the Coast by plane on Saturday for four weeks of conferences with prospective associates and accounts. He plans to establish headquarters in New York and will leave for London about March 1 to set up an office there to serve Britain and the Continent.

Rubin Heads Drive For Salvation Army

J. Robert Rubin, vice-president of Loew's, will head the Manhattan solicitation division canvassing firms in the motion picture field in behalf of The Salvation Army 1949 appeal which is seeking $1,100,000 throughout Greater New York.

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KEEP POSTING!
Startling 3-SHEETS
NOW
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on Paramount's
The Accused
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Denies Miner Pleas For Separate Trials

WAUSAU, Wis., Jan 9.—In a decision affecting percentage cases, U. S. Judge Patrick T. Stone in Federal court here denied the exhibitor defendants' motions for separate trials on the defense of illegality and each of three other issues, and granted the distributor plaintiffs' motions for an audit inspection of theatre records of the Miner Circuit houses. When distributors had moved for their inspection, exhibitors countered with motions for separate trial on the four issues of illegality, the distributor charge of a conspiracy by the exhibitors to defraud, the distributors' right to combine the damage claims against the various theatres for Federal jurisdiction, and on distributor claims for flat rental damages.

In so ruling, Judge Stone did not follow the step taken by U. S. Judge Campbell in the Alger cases in Illinois of referring the issue of unenforceability to a master for separate trial and leaving to the master the decision as to the right to audit, although Judge Campbell's ruling was cited by counsel for the defendant exhibitors in opposing the distributors' inspection motion.

Montiel, Theatre 'Vet', Dies in Mobile, Ala.

NEW ORLEANS, Jan. 9.—Ricardo Montiel, veteran theatre operator, died suddenly at his home in Mobile, Ala., on Jan. 4, it was learned here yesterday. He was 55 years old.

Montiel was formerly district manager of Saenger-Paramount-Richards circuit, and at the time of his death he had been general manager of the three Giddens and Rester theatres in Mobile for a number of years. Surviving are his widow, Mrs. Eleanor Fitch Montiel, two daughters, three sons, and nine grandchildren.

Victor Fleming

(*Continued from page* 1)

Wind," Fleming was given a trophy in 1940 by the Academy of Motion Picture Arts and Sciences. Among other outstanding pictures which he directed were "The Virginian," "Captains Courageous," "Test Pilot" and "The Wizard of Oz."

Fleming was associated with David W. Griffith, John Emerson, Fine Arts and Artcraft, as well as with M-G-M and 20th Century-Fox studios.

During the first World War he served as a first lieutenant with the photographic section of the Signal Corps, making educational films for the Army and developing speed cameras for analytical photography. He was a member of the staff of the late President Woodrow Wilson during the European Peace Conference.

Fleming was born in Pasadena, Cal.

J. W. Bohn Joins Realart

Joseph W. Bohn, former owner of the Eagle-Lion exchange in Indianapolis, has acquired a substantial interest in the Realart exchange which will open in that city about Feb. 1, it has been announced by Lee L. Goldberg, Realart franchise holder for Cincinnati and Indianapolis. In the Realart set-up, Bohn will head the sales staff and act as general manager while Mrs. Bohn will take care of bookings and office management.

5 WB Directors

(*Continued from page* 1)

E. Bierwirth, Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner directors for two years.

A notice to stockholders lists the following officers' salaries for the year ended Aug. 31, 1948: Harry M. Warner, president, $182,300; Jack Warner, vice-president, $182,100; Benjamin Kalmenson, vice-president, $117,000; Harry M. Kalmine, vice-president, $117,000; Albert Warner, vice-president and treasurer, $104,700; Carlisle, controller and assistant treasurer, $50,670; Friedman, vice-president, $65,750; Robert W. Perkins, vice-president and general counsel, $91,850; Schneider, vice-president, $91,850.

WB '48 Net

(*Continued from page* 1)

vision for taxes in 1948 totalled $8,300,000, while in 1947 some $15,300,000 was set aside. Some $200,000 was provided for contingent liabilities last year, against $500,000 in the previous year. Elimination-of-equity figures for 1948 and 1947, respectively, were $727,000 and $1,615,000.

Profit for 1948 was equivalent to $1.62 per share on the 7,295,000 shares of outstanding common stock, while the profit for 1947 was equivalent to $3.02 per share.

Cash on hand in 1948 was $16,094,947, compared to $16,592,321 in 1947. Total current and working assets for the respective years were $69,470,361 and $74,354,370, while fixed assets, less reserves for depreciation and amortization are listed as $96,184,821 for 1948 and $99,390,063 for 1947. Other assets, such as goodwill, trademarks, etc., are indicated as $10,629,575 for last year and $12,113,459 for the previous year. Total current liabilities for 1948 amounted to $26,859,474 against $34,417,975 in 1947. A total of $127,686,972 in capital and surplus was listed for 1948 compared to $124,948,485 in 1947.

Lockwood Dinner in Boston Draws Crowd

BOSTON, Jan. 9.—Among numerous out-of-towners who will attend the dinner Tuesday evening for Arthur Lockwood, president of the Theatre Owners of America, at the Copley Plaza are: Norman Elson, Si Fabian, Sam Shain, Walter Reade, Jr., Bill McCraw, Gael Sullivan, Dave Palfreyman, Edward Morey, Morey Goldstein, Steve Broidy, Herman Levy, Capt. Ross Urquhardt, Robert Lippert, D. John Phillips, Edward Fay, A. A. Spitz, Ed Grainger, Arthur Greenblatt, Jack Byrne, J. J. O'Leary, T. F. Friday, Sam Lefkowitz and Harry Brandt.

Arbitration

(*Continued from page* 1)

proposed findings and judgment in the suit.

Paramount objected to the previous proposals on the grounds that they were "impractical." Some reports that the company dissented because the previous system embodied a penalty of $5,000 for arbitrary refusal of a run and subsequent non-compliance with the arbitrator's award have been denied by company officials.

Neither the specific nature of Paramount's original objections nor the changes to be incorporated in the new draft were disclosed.

Loew Executives to Coast En Masse

Led by sales vice-president William F. Rodgers, some 21 Loew and M-G-M home office executives will attend the companies' "Preview-of-Product" at the Culver City studios Feb. 6 to 12. This is said to be the largest aggregation of Loew home office executives to attend such a display of new pictures months ahead of general release.

From the theatre department will go Joseph R. Vogel, John J. Murphy, Eugene Picker and Ernest Emerling.

Arthur M. Loew, president of Loew's International, will be on hand.

From the domestic sales department will go Edward M. Saunders, Henderson M. Richey, John P. Byrne, Joel Bezahler, Alan F. Cummings, Richard A. Harper, William B. Zoellner, Irving Helfont, George A. Hickey, Ben Malniker, Jay Eisenberg and M. L. Simons.

From advertising-publicity will be Howard Dietz, Silas F. Seadler, Herbert Crooker, William R. Ferguson and William Ornstein.

Films in Television

(*Continued from page* 1)

sudden surge of television applications and a leveling off of FM requests in the last half of the year," ending last July 1.

The Commission's order freezing all television action is mentioned in a special section on late developments. The order was issued Sept. 29.

Other gleanings from the report:

As of November, Chicago had more authorized AM, FM, and TV stations collectively—33—than any other city in the world. New York followed with a total of 32, Los Angeles had 29, Philadelphia, 23, Washington, 21, San Francisco, 19, and Boston, 16.

Of the 109 television stations authorized, 102 had construction permits.

In addition to those licensed, 21 stations were operating on an interim basis. Seventeen cities and metropolitan districts were being served by the operating stations, compared with eight cities in the previous year.

The motion picture industry has shown "renewed interest" in the use of radio for on-location work "now that improved equipment is available at moderate cost," said the FCC.

WBKB, 'Sun-Times' In Television Pact

CHICAGO, Jan. 9.—Balaban and Katz television station WBKB and the Chicago *Sun-Times,* which cooperated in coverage of the Presidential elections in November, have entered a "public service" agreement under which WBKB will supply the newspaper with television facilities and the *Sun-Times* will provide the station with late news and features daily. The two will work hand in hand with promotions and special events.

Coincident with the new agreement, John Balaban, director of WBKB, announced the appointment of Ulmer Turner, veteran Chicago reporter, as news editor of the station.

Cove City House Burns

CHARLOTTE, Jan. 9.—Acme Theatre, Cove City, was destroyed by fire this week and preparations are being made to rebuild as soon as possible.

99 Share $65,000

(*Continued from page* 1)

whose territory includes Atlanta, Charlotte, Cincinnati and Indianapolis, took top money of $5,000 in the division managers group. Other winners in this group were J. E. Garrison, M. M. Gottlieb and Dave Miller.

Charles Ost took first prize of $2,500 in the branch managers group. Other winners were: L. R. Berman, Jack Bannan, R. P. Dawson, Eugene Vogel, J. V. Frew, F. J. Guehl, T. L. Mendelssohn, James Greenleaf, Lou Levy, Irving Sochin, J. A. Prichard, H. H. Martin, G. E. Schwartz, Arthur Greenfield, C. R. Wade.

Leading salesman in the East was Arthur Rose of Buffalo; in the South, Frank Schreiber, Cincinnati; and Jack Zamsky, Salt Lake City, in the West, each of whom won $1,250.

Other prize-winning salesmen were: Jere Spandau, Carl Reardon, Maurice Silverberg, Joseph Kelly, Bill Doyle, Alex Schimel, Leo Gottlieb, Phil Winnick, Walt Davis, Herman Morgan, Hugh Nesbitt, William Blum, John Fagan, Buford Styles, T. T. Miller, R. C. Settoon, Fred C. Wolff, Harold Saltz, W. A. McClure, R. Good, Ted Reisch, Bob Funk, Harry Blatt, Bob Helmerson, Howard Greenstein, Lon Hoss, Al Bowman, Paul A. Schmuck, Dave Goldman, Norman Silver, Shirl Thayne.

Bookers of the Chicago exchange led in the West; Buffalo in the East, and Charlotte in the South, each dividing $900. Atlanta, Cincinnati, Dallas and Philadelphia office managers shared prizes in this group.

Mills' Resignation

(*Continued from page* 1)

counselor in New York since resigning as general manager of Ascap a number of years ago, plans to reside in California and is submitting his resignation from the U.A. board for that reason. If the resignation is not accepted, it is understood that Mills will make regular trips East to attend the monthly board meetings which are held here.

An election of directors is scheduled at next Monday's stockholders' meeting, which will be attended by Miss Pickford and Chaplin, sole stock owners; Gradwell L. Sears, U.A. president; Arthur W. Kelly, executive vice-president; George Bagnall, production vice-president, and the other members of the directors' special committee, Charles Schwartz, Vitalis Chalif and Harold Weill.

Rank to N. Y.

(*Continued from page* 1)

still feels that the presence of Sir Alexander King at the meeting as an Exhibitors Association representative is highly desirable, but the British Film Producers Association disagrees.

American members of the council are Eric Johnston, Barney Balaban and Nicholas M. Schenck.

Allied Plan

(*Continued from page* 1)

remedy," that is the clear implication.

The associations are told to make their wishes known to the producers, to the Motion Picture Association of America and MPAA president Eric Johnston.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 7 NEW YORK, U.S.A., TUESDAY, JANUARY 11, 1949 TEN CENTS

New Practices AlterMonopoly Status: Schine

Will Seek to Introduce New Evidence in Court

WASHINGTON, Jan. 10. — The Schine theatre circuit will seek to introduce new evidence in the further proceedings ordered by the U. S. Supreme Court in the government's anti-trust case, according to word received here by the Justice Department.

Schine notified the Department that on Jan. 18 it would ask Judge Knight in Buffalo District Court to allow it to introduce evidence to show "a change in trade practices and monopoly status." Justice Department officials interpret this as meaning Schine will not seek to reopen the old record or introduce new material on illegal acquisitions and other old issues, but rather will concentrate on proving that the industry's trade practices are now different and that the circuit no longer has the monopoly status found by the Supreme Court.

Justice will oppose Schine's at-

(*Continued on page 4*)

Johnston Is Target For Soviet Attack

Industry officials were wondering yesterday whether Moscow is getting ready to repudiate the deal it made last October to purchase American films in blocks of 20 for an estimated $50,000 each, after reading an Associated Press Moscow dispatch which

(*Continued on page 3*)

Asks Company Heads To Confer in Miami

Eric A. Johnston, president of the Motion Picture Association of America, yesterday invited the presidents of member companies of the organization to a meeting in Miami on Jan. 18-19. According to the MPAA here, the "foreign situation" will be discussed at the conference which presumably will be held instead of the Coast parleys which were originally scheduled for this month but were called off.

Industry Tells Own Story In Series of 12 Subjects

Prints of the first four subjects of the all-industry series, "The Movies and You," are being shipped to exchanges this week and will be available for screenings in all key cities soon after.

The first subject is "Let's Go to the Movies." It was produced, and will be distributed, by RKO Radio, to be released on or about March 1.

Succeeding subjects in the series will be released at two-month intervals thereafter. There will be a total of 12 subjects in the complete series, their release extending over a two-year period.

"The Movies and You" series is the industry's first organized effort to tell its own story to the public on the screen. All branches of the industry have assisted in the undertaking and the story of all branches of the industry will be presented in the series.

The project is designed to enhance the industry's standing and prestige, and to improve public relations of all of its segments, by giving to the public an understanding and appreciation of

(*Continued on page 4*)

To Speed Extension Of Reciprocal Act

WASHINGTON, Jan. 10.—Both House and Senate leaders today promised quick action on President Truman's request for a two-year extension of the Reciprocal Trade Agreements Act, and without the restrictions imposed by the Republican 80th Congress.

Truman, in a message sent to Congress, said speed is necessary because negotiations will begin in April to extend to 13 more nations the 1947 tariff agreements executed with 22 nations. The present law expires June

(*Continued on page 3*)

Seek Pay Hike for 1,900 'Lab' Workers

A committee of five negotiators was elected at a weekend membership meeting here of IATSE Laboratory Technicians Local No. 702 as the first step in the local's program for securing wage increases for 1,900 workers in New York, New Jersey and Long Island film "labs," it was disclosed by John Francavilla, president of Local 702. Even though the present contract does not expire until June, Francavilla

(*Continued on page 3*)

Capital Sees No Tax Cut Through 1951

Washington, Jan. 10.—Not only does President Truman's budget message contemplate no reduction in the 20 per cent U.S. admission tax through June 30, 1950, but it does not hold out much hope for a tax cut in the following fiscal year either.

"It must be recognized that expenditures in the fiscal year 1951 are likely to be larger than those for 1950," the President told Congress, adding that revenues must remain high to take care of the heavy expenditures.

Tribute To TOA'S Lockwood Tonight

BOSTON, Jan. 10. — Variety Clubs of America executive director and coordinator William McCraw of Dallas will be the chief speaker at the dinner-meeting of the Variety Club of New England honoring Arthur Lockwood, newly-elected TOA president, at the Copley Plaza Hotel tomorrow evening.



Arthur Lockwood

The dinner was arranged by Harold Stoneman, new chief barker of Variety of New England, and will be attended by members of Tent No. 23 and guests from many sections of the United States.

McCraw's appearance in Boston is

(*Continued on page 4*)

New York First-Runs Aided by the Weather

New York's first-runs had a helpful ally in the weather, which was mild at the weekend and brought a multitude of customers to the Times Square area. Income for the current week is for the most part at a healthy level and not too much under the take for the previous week, which included the holiday weekend.

"Wake of the Red Witch" got off

(*Continued on page 3*)

US Foresees Slight Rise At Box-office

Expects Increase Over Next Eighteen Months

WASHINGTON, Jan. 10. — The government apparently expects theatre business to go up slightly during the next 18 months, according to estimates of admissions tax collections contained in the President's budget for the year ending June 30, 1950, submitted to Congress today.

The budget estimates general admissions tax collections—excluding roof garden and cabaret taxes and taxes on various overcharges—as $390,000,000 for the year ending June 30, 1949 and $400,000,000 for the year ending June 30, 1950, compared with actual receipts of $385,100,699 for the 12-months ending June 30, 1948.

Of course, the budget estimates are at best very rough guesses in which

(*Continued on page 4*)

New Taxes Threaten Minnesota, Dakotas

MINNEAPOLIS, Jan. 10.—North Central Allied's board today voted to vigorously oppose all admission tax legislation in Minnesota and the Dakotas and instructed president Ben Berger to appoint legislative committees for each state to work with NCA executive counsel Stan Kane.

NCA will not oppose Senate Bill No. 1 in South Dakota which would increase sales tax from three cents

(*Continued on page 4*)

SRO Canadian Offices Shut Down on Friday

Toronto, Jan. 10.—Selznick Releasing Organization will close its Canadian branch offices Jan. 14, with the exception of the Canadian headquarters here under the direction of Joseph Marks, with Mervyn Goldstone as assistant.

Negotiations are said to be proceeding for Canadian distribution through International Film Distributors, Ltd., which handles Eagle-Lion Hollywood product.

Personal Mention

ERIC A. JOHNSTON, Motion Picture Association of America president, is due to arrive here today by plane from Spokane.

HARRY MANDEL, national director of advertising for RKO Theatres, became a grandfather last Friday when his daughter, MRS. STANLEY S. UNGER, gave birth to a daughter at Madison Park Hospital here.

B. BERNARD KREISLER will discuss his recent survey of European motion picture industries on WENDIE BARRIE's television program on WABD on Thursday.

ROBERT GILLHAM, Selznick Releasing Organization executive here, and MRS. GILLHAM, are parents of a son, born Jan. 2 at Doctor's Hospital.

ROBERT ARNOLD, former traveling auditor for Warner, has been named office manager of the company's Charlotte exchange.

WILLIAM J. KUPPER, managing director for 20th-Fox International in England, is scheduled to arrive here today from London.

PAUL GRAETZ, French producer under contract to 20th Century-Fox, will leave New York today by plane for Paris.

DAN MICHALOVE, vice-president of National Theatres, will leave here for a Coast visit this week.

ROBERT L. LIPPERT, Screen Guild Productions president, is en route to New York from Hollywood.

JULES B. WEILL, president of Masterpiece Productions, has left here for Chicago and points West.

HENDERSON RICHEY, M-G-M exhibitor relations chief, will leave here today for a Bermuda vacation.

TED GOULD, sales manager for M-G-M of Canada, Ltd., is due here on Thursday from Toronto.

RUDY BERGER, M-G-M Southern sales manager, is back in Washington from New York.

NICK KOUNARIS, Newington Thetre executive, Newington, Conn., is in Florida vacationing.

CHARLES LAUGHTON is due here today from England.

LOUIS NIZER, film attorney, is back in town from Florida.

Testimonial for Mooney

CLEVELAND, Jan. 10.—Nat Wolf and Nate Schultz are co-chairmen of a committee in charge of a testimonial dinner to be held in the Statler ballroom on Monday, Jan. 24, honoring Milton A. Mooney, outgoing chief barker of the Variety Club.

Maitles to Assume Presidency of SPG

Sigmund Maitles of M-G-M has been nominated to succeed Jeff Livingston of Universal-International, as president of the Screen Publicists Guild (CIO). Nomination is tantamount to election since Maitles is unopposed for the office.

However, in the election which has been scheduled for tomorrow, balloting for first vice-president will determine whether that office will go to Ray Murray of Columbia or Ray Malone of RKO Service Corp. Also, there will be a contest for the second vice-presidency, candidates being Murray Goldstein, Columbia, and Herb Haines, RKO Radio. Unopposed are Maria Van Slyke for secretary, and Leo Israel for treasurer.

Elmwood Clearance Action Is Delayed

HARTFORD, Jan. 10.—The hearings on a motion for a preliminary injunction asked by Elmwood Theatre Corp., New Britain, and Susan Frouge Properties, Inc., Bridgeport, against Loew's, Marcus Loew Booking Agency, Warner Theatres, and major distributors, concerning clearance of the Elmwood Theatre Corp.'s newly-opened Hy-Way Theatre, at Stratford, has been postponed to Jan. 20 by the U. S. District Court at New Haven.

The Elmwood-Frouge interests request that the defendants be required to grant equal clearance to the Hy-Way except for first-run theatres in Bridgeport, in which case the clearance shall not be more than 14 days.

Goldwyn Buys Ashley Share in His Studio

HOLLYWOOD, Jan. 10.—Samuel Goldwyn has purchased Lady Ashley's interest in the Goldwyn studio.

Lady Ashley, the widow of Douglas Fairbanks, Sr., had held the interest since the death of her husband in 1939. The sale transfers to the producer 25 per cent of the ground on which the studio stands. Goldwyn bought the rights of other Fairbanks heirs, including those of Douglas Fairbanks, Jr., after the senior Fairbanks' death. Goldwyn and Mary Pickford are now sole owners of the studio.

Two to United Artists From Kings, del Ruth

HOLLYWOOD, Jan. 10.—United Artists has contracted with King Brothers to release their "Gun Crazy" and with Roy del Ruth for his "Red Light."

Million for 'Cabin'

HOLLYWOOD, Jan. 10.—Lloyd Bacon has pegged "Cabin on the Hill" for a $1,000,000 budget and plans the Douglas Fremont story, for independent production late this year. Film will be given semi-documentary treatment and Bacon will shoot most of it in the Alabama cotton belt, producer-director disclosed. He is currently directing at 20th Century-Fox.

Peacetime Censors Unwanted: Forrestal

WASHINGTON, Jan. 10.—Secretary of Defense Forrestal now admits that no form of peacetime national censorship is "workable or desirable."

Early last year, Forrestal set up a committee of film, press, radio and magazine representatives to advise him on whether or not there should be some voluntary censorship in peacetime on top defense secrets. The media representatives, including Warner-Pathe's Walton Ament, newsreel and film industry liaison, rejected any censorship.

In his first annual report on the Department of Defense, Secretary Forrestal agreed that it is the responsibility of film, press, radio and other agencies which gather and disseminate news not to publish information which would violate the national security. "I agree that in peacetime no type of censorship is workable or desirable," he said.

Tent No. 11 Honors TOA's Sullivan

WASHINGTON, Jan. 10.—Gael Sullivan, executive director of the Theatre Owners of America, was guest speaker here tonight as Variety Tent No. 11 installed new officers and a board of governors.

New officers and the Board are: Jake Flax, chief barker; R. Wade Pearson, first assistant; Morton Gerber, second assistant; Sam Galanty, dough guy; Jerry Adams, property master, and Carter T. Barron, Frank M. Boucher, George A. Crouch, J. Edward Fontaine, Nathan D. Golden, Fred S. Kogod, Fred Klein, Sidney Lust, Leon Makover, C. Glenn Norris and Sam Wheeler, all governors. Alvin L. Newmeyer is counsel and Milford F. Schwartz, associate counsel.

Six past chief barkers were honored with plaques: Boucher, Golden, Fontaine, Kogod, John Allen and Wheeler.

Kentucky Conference On Tax Legislation

LOUISVILLE, Jan. 10.—Kentucky Association of Theatre Owners president Guthrie F. Crowe, general counselor Henry J. Stites, and exhibitors Willis Vance, Nelson Ward, Harold Sliter, William Gabhardt and Andy Anderson are to attend a meeting on Thursday at Frankfort with Clyde Reeves and others of the state revenue department to discuss present and possible future tax legislation pertaining to theatres in the state.

Reception for Schlaifer

The publicity directors and the advertising advisory committees of the Motion Picture Association of America will give a reception this afternoon in the St. Moritz Hotel for Charles Schlaifer for his work in helping to revise the MPAA's advertising code. Schlaifer will leave his advertising-publicity post at 20th Century-Fox on Feb. 1.

RADIO CITY MUSIC HALL
Rockefeller Center
"WORDS AND MUSIC"
JUNE ALLYSON • PERRY COMO
JUDY GARLAND • LENA HORNE
GENE KELLY • MICKEY ROONEY
ANN SOTHERN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT HOLIDAY STAGE SHOW

Cary Grant in Every Girl Should Be Married
IN PERSON BURT LANCASTER & Others
CAPITOL B'way & 51st Street

LORETTA YOUNG • ROBERT CUMMINGS
in HAL WALLIS' production "The Accused"
A Paramount Picture
In Person The MILLS BROS. and JEAN CARROLL THE VANDERBILT BOYS Extra RAY McKINLEY And His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
10th WEEK! VICTORIA BROADWAY & 46th ST.

JOHN WAYNE
GAIL RUSSELL
'WAKE OF THE RED WITCH'
A Republic Picture
BRANDT'S MAYFAIR
7th AVE. & 47th ST.

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E-L Joins Exchange Talks Now Underway

William C. MacMillen, Jr., Eagle-Lion vice-president, yesterday attended as an "observer" the meeting between IATSE and distributor negotiators which was called at 20th Century-Fox's home office with a view toward breaking the deadlock which was reached last week on a new contract for the country's 6,300 exchange workers. At the close of yesterday's meeting, it was announced that another parley will be held today. Active in the talks are Paramount, Columbia, Loew's, RKO Radio, Republic, 20th-Fox, United Artists, Universal-International and Warner.

Under a policy which was established by its predecessor company, PRC, Eagle-Lion heretofore had no connection with the drafting of a master contract for exchange workers. It was customary for PRC and E-L to sign a separate agreement with the "IA" based on the terms reached by the union and other distributors.

Seek Pay Hike

(Continued from page 1)

said, arrangements will be made to begin negotiations shortly in order to avoid a dispute later over retroactive pay.

Francavilla reported additionally that his local has succeeded in organizing the laboratory technicians in the new Polacolor Division of the Polaroid Corp. in Cambridge, Mass. Paramount and other companies have contracted for filming in Polacolor. Francavilla said negotiations have begun with Polacolor to secure for its technicians wages "comparable to those paid for the same work in the New York area."

Back 'Dimes' on Coast

HOLLYWOOD, Jan. 10.—Southern California exhibitors today pledged complete cooperation in the March of Dimes campaign, which starts Friday and runs through Jan. 31, at an Ambassador Hotel luncheon hosted by Charles Skouras.

Don't Jump!



Get a new lease on living with a TWA Quickie Vacation in the Great Southwest. A few days off are all you need for a wonderful rest in this invigorating climate. Phoenix and Las Vegas are only hours away when you fly TWA. *Big fare savings on family travel and round trips.* Call the local TWA office or your travel agent.

N. Y. First-Runs

(Continued from page 1)

to a roaring start at the Mayfair, where the first week's revenue might hit $45,000, which is plenty strong. "Belle Starr's Daughter" is less impressive at the Globe, where $20,000 is apparent for the first stanza; this is moderate business. The Rialto had a good weekend with another newcomer, "Unknown Island," and the management claims the first week's gross will be in the neighborhood of $25,000, which would be exceptional for the house.

Fulton Run Ends

"Joan of Arc" closed last night at the Fulton, where the fourth and final week grossed a fair $9,400. It is still running at a good clip at the Victoria, where $43,000 is indicated for a ninth week. Third week of "Enchantment" should provide the Astor with $35,000, which is good.

"Every Girl Should Be Married," with Burt Lancaster and Skitch Henderson's orchestra on stage, is continuing a very prosperous run at the Capitol, with $75,000 likely for a third week; the show grossed a big $88,000 in the second.

The Strand also is drawing heavy returns, with the third week of "Adventures of Don Juan," with Tommy Dorsey on stage, winding up with $65,000. "Hamlet" still is paying off big at the Park, where $16,000 is looked for in a 15th week. "Red Shoes" should give the Bijou a substantial 13th week's gross of $13,500. "Rogues' Regiment" drew a mediocre $8,000 in its final three days (fourth week) at the Criterion and will be replaced today by "Mexican Hayride."

Hall Bill Holds

"Words and Music," with a stage show, at the Music Hall is headed for a good figth week's gross of $115,000 and will stay. "Letter to Three Wives" is next at the Hall, but the opening date has not been set.

"Paleface" and Benny Goodman's orchestra on stage continues as a winning combination at the Paramount, where the fourth week's income is estimated at $60,000. At the Roxy, "That Wonderful Urge," with an ice show and Barbara Ann Scott on stage, looks good for $75,000 in a third week and will continue to Jan. 18, when "Chicken Every Sunday" bows in. "Force of Evil" should give the State a fairly substantial $28,000 in a third week.

Reciprocal Act

(Continued from page 1)

30, 1949 and places several restrictions on the President's power to negotiate new agreements.

Film industry leaders have favored a long-term extension of the act, with a free hand for the President.

Senate Finance Committee Chairman George and House Ways and Means Committee head Doughton, who will handle the legislation, said they hoped a bill could be at the White House by the end of February.

Rep. Doughton today introduced a bill to remove Republican restrictions on the President's powers to make new treaties and to extend the act through June 30, 1951. He said his House Ways and Means Committee would begin hearings on the measure on Jan. 24 and that he hoped to have his bill through the House early in February.

Johnston Target

(Continued from page 1)

quoted an editorial attack on Eric Johnston published in *Soviet Art*.

Johnston, Motion Picture Association of America president, closed the film deal while in Moscow last fall.

The Soviet publication, the AP reports, calls Johnston an imperialist agent with the face of a model and the smile of a toothpaste advertisement. It charges the bosses picked Johnston to turn the American film industry into a weapon of imperialistic expansion and accused Johnston of dumping American films on the European market at losses he hoped to make up at home.

MPAA headquarters in Washington declined comment on the article.

Although a list of 100 Hollywood film titles has been prepared for the Soviet to make its first choice of 20 from, no American films have been selected by Moscow yet under the Johnston deal, it was reported here.

W. B. Withdraws Run Petition for Loop

CHICAGO, Jan. 10.—Warner, represented by attorney Vincent O'Brien, withdrew its petition today from the U. S. District court which asked a two-week Loop extension for "Adventures of Don Juan." The petition, presented before Judge Michael Igoe last Friday, was opposed by Jackson Park Theatre attorney Tom McConnell, who said he would take the matter before the Circuit Court of Appeals if further modifications were granted.

Warner withdrawal of the petition was understood to have been based on Judge Igoe's apparent disfavor on Friday in granting the latest extension. "Don Juan" was recently placed in an "Adults only" censor class.

Crosby Acknowledges 'Fame' Awards Jan. 19

HOLLYWOOD, Jan. 10.—Bing Crosby will conclude his Jan. 19 broadcast with an acknowledgment to the radio editors and columnists who voted him three first places in MOTION PICTURE DAILY's 1948 Radio Poll for *Fame*.

Crosby was voted Best Popular Male Vocalist, Best Master of Ceremonies and Film Personality Most Effective in Radio, more "firsts" than were voted any other individual in the 1948 poll.

SIMPP's Ellis Arnall In Capital Again

WASHINGTON, Jan. 10.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, said today he plans to spend most of next week here, participating in inauguration ceremonies and events and conferring with Justice, State Department and other government officials. Arnall talked on the phone to State Department officials during a brief visit here today. He left late in the afternoon for Charlotte, where he plans to remain until the weekend, attending to personal affairs.

Eastman To Manage FC Boston Branch

Clayton Eastman, with Paramount Pictures for 15 years and more recently district manager for United Artists with supervision over New England, has joined Film Classics as Boston branch manager, with supervision over New Haven.

Eastman replaces Nat Beier, who will be given a new assignment within the next week, according to B. G. Kranze, FC sales vice-president.

ELIZABETH WILSON*



HAS SWITCHED TO "FAMILY HONEYMOON"

"I thought the most hilarious comedy of all time was 'It Happened One Night' ...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

* Pacific Coast Editor
Liberty Magazine

SWG To Merge with Eastern Film Unit

Pending merger between the Screen Writers' Guild and the Associated Film Writers, East Coast film writers' organization, is expected to be formally ratified at an SWG meeting in Hollywood tomorrow night, according to George Seaton, SWG president. Under the affiliation, the AFW will become the Eastern unit of the SWG and will continue to represent writers here. Many members are now working in television, according to AFW president Harold Mantell, and television representation will be the major item on both East and West Coast units in the coming year.

In addition to Mantell, who succeeds Dudley Hale as president, new officers for 1949-50 are: Newton Meltzer and John Davenport, vice-presidents; Sumner Lyon, secretary; Sue Platt, treasurer.

U.S. Foresees

(*Continued from page* 1)

Treasury officials apply an increase in taxes resulting from an increase in consumers' disposable personal income to the actual past tax collections. They admit that a rise in disposable income may not actually bring an increase in every type of excise tax—including the admissions—but they assume it will, and that's how the 1949 and 1950 estimates are computed.

There were these other highlights in the President's budget that are of interest to the motion picture industry:

A further slight increase in funds for anti-trust work, keeping these appropriations at record high levels.

A whopping increase in funds for the State Department's overseas information program, though practically all of the increase will go for radio activities.

Continued high appropriations for the Federal Communications Commission in recognition of this agency's heavy responsibilities as a regulatory agency.

Repetition of many of the requests in the earlier "State of the Union" and Economic messages, including those for $4,000,000,000 in nex taxes, mostly from corporations, and expansion of the Social Security System, along with higher Social Security payroll taxes. Again, the President did not spell out his proposals for new corporation and income taxes, but did suggest that the social security tax increase from one per cent to one and one-half per cent go into effect July 1, 1949 rather than Jan. 1, 1950, and that the tax be paid on more of annual earnings than the present $3,000 maximum. Further tax increases will be necessary later, he added.

The Justice Department's anti-trust division, in the proposed budget, would get $3,650,000 for the 12 months ending June 30, 1950, compared with $3,569,500 for the 1949 fiscal year and a mere $2,400,000 in fiscal 1948. A similar small increase was earmarked for the Federal Trade Commission.

Fitzgibbons Re-elected

TORONTO, Jan. 10.—President J. J. Fitzgibbons of Famous Players has been returned to the office of chief barker for the Toronto Variety for 1949. First assistant chief barker is Morris Stein, also of Famous Players, and second assistant is Jack Chisholm of Associated Screen News.

New Taxes Threaten

(*Continued from page* 1)

to four cents to pay a bonus because it is not considered discriminatory.

Board also ratified national Allied's resolution opposing forced percentage playing time and approved Trueman Rembusch's appointment to represent Allied if an all-industry meeting with Eric Johnston is held.

Berger was granted a three months' leave to tour Europe with Mrs. Berger, and the board named vice-president Ernie Peaslee to act as president and attend the Allied board meeting in Washington, on Feb. 14-15 with Kane and Peaslee voting on board matters.

Board ordered officers to "put forth" every effort to land the 1949 national Allied convention for Minneapolis.

Berger will leave here for Europe on Jan. 25.

Lockwood Testimonial

(*Continued from page* 1)

one of the 43 he is making on a cross-country tour in connection with "Bad Boy," a Paul Short production for Allied Artists. All proceeds from local premieres will be donated to local Variety Clubs and to Variety Clubs International, which sponsored the film.

The citation on a scroll to be presented to Lockwood reads, in part, as follows:

"In recognition of your election to president of the Theatre Owners of America and for your sustained and unselfish support in all matters pertaining to the welfare of the industry, we, your friends and co-workers, hereby express our pride in your achievement and our feeling of satisfaction that your talents have been recognized and awarded. Lawyer turned theatre owner, forward-looking interpreter of the problems of the industry, he has applied his judicial temperament to the technique of business so that he has become an independent and forceful representative of all who love fair play both in and out of his chosen field."

General chairman of the Lockwood dinner is Samuel Pinanski, E. Harold Stoneman is treasurer, Abraham Yarchin is assistant treasurer, and William S. Koster is executive director. Committee co-chairmen follow:

Steve Broidy, Walter A. Brown, Harry Browning, Joseph S. Cifre, Albert Clark, John J. Dervin, Theodore Fleisher, John Ford, Louis M. Gordon, Theodore Jacocks, Albert M. Kane, Arnold Van Leer, Max L. Levenson, Herman M. Levy, Elias M. Loew, Philip J. Marget, S. James Marshall, Martin J. Mullin, Michael Redstone, Louis W. Richmond, Stanley D. Rothenberg, Philip Smith, Ralph E. Snider, Irving Wallens, M. Murray Weiss, Benjamin Williams.

Memphis Censor Ban Of 'Curley' Upheld

MEMPHIS, Jan. 10. — Judge Floyd Henderson has upheld the Memphis Board of Censors in its refusal to permit the showing of Hal Roach's "Curley." The court held that United Artists and Hal Roach who brought the suit, have no legal grounds to challenge the censoring of the film in state courts since they are out-of-state corporations.

Lloyd T. Binford, chairman of the Memphis board, said the film was banned because it showed white and Negro children playing together.

Industry Series

(*Continued from page* 1)

its complex and varied operations in bringing entertainment to the public.

"Let's Go to the Movies," first of the series, suggests the many facets of industry activities in briefest outline. It is the "teaser" subject for the series which follows.

Exhibition is the subject of "This Theatre and You," second in the series. It was produced and will be distributed by Warner.

The third subject continues the theme of what the theatre offers. "Movies Are Adventure," produced and to be distributed by Universal, depicts the wide and rare varieties of entertainment, experience and information afforded the typical theatre-going family by the motion picture.

From there, the series goes to Hollywood, taking the film patron on a studio tour which begins with the subject titled "The Art Director," produced and to be distributed by 20th Century-Fox. That will be followed by "The Screen Actor," produced by M-G-M, and other subjects on production and direction of motion pictures. Later subjects in the series will cover distribution and other phases of industry operations.

Non-profit Distribution

Distribution of the subjects will be on a non-profit basis, with rentals corresponding to the standard prices of single reel subjects of the company distributing. Should any profit accrue, it will be applied to production costs of subsequent subjects in the series.

The Motion Picture Association of America provided a revolving fund of $75,000 to get production of the series started. More than that amount already has been expended, despite the fact that all studio guilds and unions, as well as the companies which produced the first of the series, cooperated to the extent that many normal production costs were eliminated or held to an absolute minimum.

All 12 subjects comprising the series will be under 1,000 feet in length, with an approximate running time of nine minutes each. At the outset, about 225 prints of each subject will be available, but the aim is to have every theatre in the country show the subjects. If the aim is realized, adequate print supplies, up to 500 for each subject, will be provided.

Press Books Available

Press books, ads and accessories for the subjects will be available.

In addition to theatre showings, it is planned to provide 16mm. prints later for clubs and organizations throughout the country and possibly abroad.

The series is sponsored by the Industry Film Project Committee, of which N. Peter Rathvon is chairman, and Grant Leenhouts, coordinator.

Advisory Committee

The exhibition advisory committee consists of Ray Branch, Hugh Bruen, Oscar Doob, Rotus Harvey, Trueman Rembusch, Thornton Sargent, Homer Strowig, Sam Switow, R. B. Wilby and Mitchell Wolfson. Hollywood guilds, the Academy of Motion Picture Arts and Sciences, and the several producers' associations are represented on the production advisory committee.

A review of the first subject, "Let's Go to the Movies," is published in an adjoining column.

Short Subject

"Let's Go to the Movies"

(RKO Radio)

NO. 1 in a series of public relations films in which the industry will tell its own story to the public, "Let's Go to the Movies" is designed as the "teaser" for the 11 other subjects in the series.

It sketches in swift, entertaining style the beginning of the entertainment motion picture "less than 60 years ago," through the various phases of silent films, the introduction of sound, up to present day production.

Moving on to Hollywood production stages, the subject shows numerous craftsmen at their work, all with the single aim of putting a story on film. The manufacture of raw stock is touched upon as are the numerous other products, sciences, skills and researchings which are required to keep studios in operation, to produce films, to distribute them, to construct theatres and to put the show on the screen. The promise is made to tell in greater detail in the subsequent subjects of the series the stories of each of those processes.

The subject has its say in interesting fashion. It suggests the magnitude and complexity of the industry. It creates interest in those key operations about which the public knows so little. It achieves its aim of arousing in the theatre patron the desire to see the ensuing 11 subjects in "The Movies and You" series. Running time, 9 min., 3⅓ sec. Release, March 1.

Schine Evidence

(*Continued from page* 1)

tempt to introduce new evidence. Justice Attorney Philip Marcus and possibly one or two aides will leave here for Buffalo late this week to represent the government. Judge Knight has said that if Schine should ask to introduce new evidence, and if he should grant the request, Schine must be ready to go ahead with the case on the 18th.

The Schine memorandum to the Justice Department said the circuit's attorneys would refer to the Paramount case and the RKO consent decree to show a change in competitive conditions. Justice officials expect Schine to claim that the high court's decision in the Paramount case has done away with many of the trade practices complained of in the Schine case. It may also claim that so far in the Paramount case only jointly-held theatres have been divested, that they are already under order to get rid of such theatres, and that they should not be penalized any more than the majors. Finally, Justice believes, Schine may seek to introduce evidence that new competition has developed in certain areas, stripping Schine's monopoly.

Whether Justice introduces any new evidence—should Schine be allowed to —depends on the type of evidence the theatre circuit puts in, a Justice official said.

No Canada Film Quota

TORONTO, June 10.—Unqualified denial has been given by government officials in Ottawa to reports that the Dominion planned quota restrictions against film imports from the United States.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 8 NEW YORK, U.S.A., WEDNESDAY, JANUARY 12, 1949 TEN CENTS

Predict U. K. Divorcement To Be Urged

Lord Portal Committee To Hear Tax Attack, Too

LONDON, Jan. 11.—It is being predicted here that the governmental committee of which Lord Portal is chairman will recommend the complete divorce of production from distribution and exhibition.

The committee was appointed to inquire into the whole field of industry operations. It held its first meeting Jan. 5 and will meet again on Thursday to hear J. Arthur Rank on behalf of the Producers' Association, Reginald Baker of Ealing Studios and British Lion's Sir Arthur Jarratt. Others will be heard later. The committee's report is not expected for another two months.

Those forecasting a divorcement

(*Continued on page 4*)

Another U.K. Studio May Close Soon

LONDON, Jan. 11.—Latest victim of the production slump here is Ernest Roy's Nettlefold Studios.

Two minor films are being completed this week at the Walton-on Thames plant, Britain's oldest studios still in operation. Unless new production is forthcoming, Nettlefold will close within a week. Around 100 employes would be laid off. Some have been there for 25 years.

It is also understood that 74-year old Lady Annie Henrietta Yule is

(*Continued on page 4*)

Gell, Grierson to Make Video Films

LONDON, Jan. 11.—William Gell, head of Monarch Films, distributor of American second-features here, has formed Kingsby Television Films, "to acquire films for television purposes in Britain, America and elsewhere, and to produce and distribute television and cinematograph films."

In addition, John Grierson, film chief of the government's Central Office of Information, is now preparing a film series for the exclusive use of British Broadcasting Co. The COI put 76 documentaries on the air in 1948.

These new sources of films for tele-

(*Continued on page 4*)

Lockwood In Strong Plea For Film Unity

BOSTON, Jan. 11. — Admitting that differences among various factions in the motion picture industry are healthy to a point, Theatre Owners of America president Arthur H. Lockwood told scores attending a testimonial dinner for him tonight that he wondered whether "some of us," in expressing those differences are "going too far."

The dinner was given by the New England Variety Club at the Copley Plaza Hotel here and was attended by industry, civic and business representatives from all over New England and from many other states.

In calling for unity of all in-

(*Continued on page 4*)

Glenside to File $546,000 Action

PHILADELPHIA, Jan. 11.—A triple damage suit for $546,000 will be filed in U. S. District court here tomorrow by Dante Iacampo, former owner of the Glenside, Glenside, Pa., who will charge that he was forced to sell the theatre in March, 1948, because of inability to obtain product on a run 28 days after Philadelphia, William A. Gray, counsel for Iacampo, revealed here today.

The suit will name national distributors and an affiliated circuit as defendants. The Glenside is now operated by Melvin Koff, an independent.

Western Pa. Allied To Meet Feb. 21-22

Pittsburgh, Jan. 11.—Annual convention of Allied of Western Pennsylvania has been set for Feb. 21-22 at the William Penn Hotel here.

Mike Manos, independent exhibitor of Greenburg, Pa., has been named a director of the organization.

To Seek New Trial In 'Curley' Case

MEMPHIS, Jan. 11.—United Artists and Hal Roach will move in the next few days for a new trial of their action challenging the right of the Memphis board of censors to prohibit exhibition here of Roach's "Curley." If the motion is denied, the case will be appealed to a higher court.

Judge Floyd Henderson upheld the

(*Continued on page 4*)

Para.-Richards Said Near an Agreement

NEW ORLEANS, Jan. 11.—An early settlement of Paramount's differences with its theatre affiliate here, Paramount-Richards Theatres, over film rental terms is expected by the local trade.

However, no agreement has been reached yet and Paramount is still offering its product to independents, although on terms which lead some to believe that it is not too anxious to sell. Only two pictures have been sold away from Richards on Canal Street to date. They are "A Foreign Affair" and "Sorry, Wrong Number."

Video Networks Link 15 Cities in East, Midwest

East met Midwest on television last night as 15 cities were linked by the coaxial cable facilities of American Telephone and Telegraph in an hour-and-a-half inaugural program televised over 30 stations in the greatest pooled video operation to date.

The networks will become available for regularly scheduled service today.

The opening program consisted of ceremonies marking the new development in the industry, which has been looked upon by leaders of video as being as important to the medium as the advent of sound was to the motion picture.

Participants in the first phase of

(*Continued on page 4*)

Monogram Workers Here Vote SOPEG

Home office employes of Monogram Pictures chose the Screen Office and Professional Employes Guild, Local No. 109, as their collective bargaining agent in a National Labor Relations Board election held here yesterday. The IATSE, which has been conducting "invasion" activities against Local 109, was not on the ballot, according to SOPEG.

The Monogram home office has hitherto been unorganized, but SOPEG has represented front office employes at the Monogram New York exchange.

Paramount in New Decree Talks with US

Plan to Separate Its Theatres Is Discussed

Paramount officials and the Department of Justice have entered into new discussions on terms of a consent decree in the industry anti-trust suit based on a separation of exhibition from production-distribution, according to responsible sources here.

Further meetings are planned and the belief expressed here is that an actual settlement stands only slightly less than an even chance of materializing.

Although short of the final drafting stage, the plan entails a surrender of stock in the parent company by holders who in turn would be given

(*Continued on page 4*)

Two Plans Set for New U. A. Capital

Two proposals for providing new capital for United Artists will be presented by the special committee of the company's board of directors at the meeting with Mary Pickford and Charles Chaplin in Hollywood next Monday.

Members of the committee, revealing that their report and recommendations have been completed, declined to divulge details in advance of the meeting.

Charles Schwartz and E. C. Mills,

(*Continued on page 4*)

Schenck Starts to Split Partnerships

Joseph M. Schenck, principal owner of United Artists Theatre Circuit, has begun negotiations here for the dissolution of theatre partnerships with Loew's and Paramount in the East. Schenck expects to remain here about two weeks, after which he will return to the Coast to terminate the UA Theatres-Fox West Coast pool. A 20th Century-Fox studio executive, he is maintaining headquarters while here at that company's home office.

UA Theatres is a partner with Loew's in four houses in Baltimore, two in Columbus and one in Pittsburgh, and is a partner with Paramount in the Rivoli, New York.

Personal Mention

LEWEN PIZOR, president of United Motion Picture Theatre Owners of Eastern Pennsylvania, is convalescing in Miami.

•

KAY HARRISON, Technicolor vice-president; LOUIS LIGHTON, 20th-Fox producer, and HENRY HATHAWAY, 20th-Fox director, are aboard the *S.S. Queen Mary* which left New York yesterday for England.

•

SOL A. SCHWARTZ, vice-president and general manager of RKO Theatres, is due back here today from Los Angeles and San Francisco with Mrs. Schwartz.

•

ROBERT J. ENGLER, London recording manager for Western Electric, returned to England yesterday from New York.

•

SID HYAMS, managing director of Eros Films, and MAX THORPE, Columbia director, arrived here yesterday from Europe.

•

BARNEY BALABAN, president of Paramount, is planning to leave for Palm Beach at the end of this week.

•

WILLIAM PINE and WILLIAM THOMAS will leave Hollywood on Saturday for New York.

Schlaifer Cited at MPAA Unit Reception

The publicity directors and the advertising advisory committees of the Motion Picture Association of America held a reception here yesterday in the St. Moritz Hotel here for Charles Schlaifer for his work in helping to revise the MPAA's advertising code.

Among those invited were: Arthur Schmidt, Maurice Bergman, Ulric Bell, Mort Blumenstock, Gilbert Golden, Kenneth Clark, Tom Waller, Howard Dietz, Steve Edwards, Howard Le Sieur, S. Barret McCormick, Si Seadler, Stanley Shuford, Charles Simonelli, Madeleine White.

5 More 'Brotherhood' Co-chairmen Named

Five more exhibitor co-chairmen for "Brotherhood Week" have been named by Edward Lachman and Gael Sullivan, national exhibitor co-chairmen. They are: Dallas, Col. H. A. Cole, Allied States, and Robert J. O'Donnell, Interstate Theatre Circuit; Charlotte, William Hendrix, Rockingham Theatre and Hank Hern, Exhibitor Booking Service; Buffalo, George MacKenna, Lafayette Theatre.

Testimonial for Onie

CINCINNATI, Jan. 11. — The local Variety Club, Tent No. 3, will give a testimonial in the club quarters on Jan. 24, honoring William Onie, who recently relinquished his Monogram franchise to George West, to enter the local independent distribution field.

Insider's Outlook

By RED KANN

Hollywood, Jan. 11

IN a discussion of current conditions here—the low curve of production, unemployment and the exaggerated, but always dire, stories of bigger and better holocausts and the many different approaches to a solution to high costs in a shrinking market—someone got around to that oldie in physics: What happens when an unstoppable force meets an impenetrable body? The Harvard *Lampoon* some years ago made a now classic retort which was:

"There'll be some interesting remains."

To make it apply to Hollywood in 1949, consider the unstoppable force to be the directives for sharper and sharper economies and the impenetrable body to be the Hollywood segment which refuses to believe the need is so great.

In a number of ways, this may be said to sum up the situation on the West Coast.

■ ■

Now that Hollywood players, assigned to the recent Royal Command performance in London, are on native heath again, evaluations of the results of their trip are under scrutiny. The impression is that the group, including Virginia Mayo, Joan Caulfield, Michael O'Shea, Alan Ladd and Sue Carol, reflected Hollywood and U. S. films with modesty, discreetness and behavior normally expected of visitors in a foreign land.

They got a good and generous press, but more particularly did Ladd and Miss Carol who once was a player of prominence with Fox Film. They were normal, at ease and at home. They spoke about their children, the quiet of their personal lives and an assortment of subjects which are commonly regarded as "schmaltzy" and corny in ultra sophisticated circles. The English public practically loved it and, evidently, so too did many of the newspaper reporters and special writers like the one on the *Daily Express*—who remarked:

"They have sent us no Bob Hope to make cracks [about ruffled Anglo-Hollywood relations], no Rita Hayworth to start people arguing, no Lana Turner to have tantrums."

Public relations may be fostered in an assortment of ways. This was one. The impasse with Arthur Rank was not dissolved. The British quota continued on the statutes. But another inning, nevertheless, appears to have been scored for American films by American film people, this time from Hollywood where it is customary to fasten the blame.

■ ■

In Hollywood, it is not usual to run across the man who peers beyond the circle encompassing production into the great beyond. Roy Rowland, who directs for Metro, is one. He has very pronounced ideas about television and how exhibition will meet it in the next approximate decade. He believes theatres of the future will incorporate video for direct telecasts of topical events, mostly sports. He thinks candy counters and popcorn machines in lobbies are a mere beginning and foresees the day when full-scale dining rooms will be part and parcel of theatre operation.

The already evident tendency to develop community centers with a theatre as the core will spread, Rowland is confident. "There will be a tendency to build on the outer fringes of cities due partly to land values and partly to the use of autos," he asserts. His example: A project now under way in Seattle, complete with bank, grocery, department store, cafe, nursery and, obviously, a theatre. Plus parking facilities for 3,500 cars.

■ ■

Here's another approach. It's Maxwell Shane's. This producer-director thinks theatremen are losing a bet when they neglect to foster cooperation of civic officials on films bearing contemporary themes. Mayors attending the American Municipal Association convention in Washington told him so. Bob Wilby might want to know Mayor W. B. Hartsfield of Atlanta is one who volunteered to do something about it if approached. He was approached on "City Across the River" with its underlying theme of the effect of slum housing projects in reducing juvenile delinquency.

You've guessed it. Shane made the film.

■ ■

Joe Skeptic, slightly startled by the reception of "Rachel and the Stranger" at the box-office, paraphrases:

"There is nothing wrong with a picture that a good marijuana raid won't cure."

Newsreel Parade

THE resignation of Secretary Marshall is a featured highlight in all current newsreels. Other items include the rites for Premier Pasha, Miami air show, sports, and a beauty contest. Complete contents follow:

MOVIETONE NEWS, No. 4—Secretary Marshall resigns; Acheson heads U. S. State Department. Record rain in Birmingham, England. Western U. S. blizzard. Women in politics. Miami air show. Boxing. New York photographers pick Florida girl as queen.

NEWS OF THE DAY, No. 238—Hawaiian volcano erupts. Acheson named Secretary of State. Report on China. London Chelsea Arts Ball. English Coast gales. New York Press Photographers' queen. Philadelphia Mummers' parade. Cairo: funeral of Prime Minister Pasha. Miami air show.

PARAMOUNT NEWS, No. 41—Unusual snow films. Last rites for slain Egyptian premier. Secretary Marshall steps down.

UNIVERSAL NEWSREEL, No. 212—Secretary of State Marshall turns post over to Acheson. Assassinated premier of Egypt buried. Four-year-old minister. Chelsea Arts Ball. "Miss Press Queen." Miami air show.

WARNER PATHE NEWS, No. 43—Premier Pasha rites. Kuzu, former Blackhand leader, freed. Acheson replaces Marshall as Secretary of State. Miami air show. Photographers pick queen. Strange news from abroad.

Promote 5 on M-G-M Field Sales Roster

Five promotions in the M-G-M field sales organization have been made by William F. Rodgers, distribution vice-president.

Lou Marks, formerly salesman at the Cleveland branch, has been advanced to salesman at Detroit. Dorsey Brown, office manager and head booker at Cleveland, has been promoted to fill the post vacated by Marks. In turn, George Bailey, booker at Cleveland, now is office manager and head booker. Spencer Leroy Wyatt, formerly in the checking department in Oklahoma City, has been elevated to salesman working out of Los Angeles. Jerry Banta, who was head booker at Denver, has taken over as salesman in the same office.

Questions Griffith Control

OKLAHOMA CITY, Jan. 11. — Mary Kathryn Castle Steinway, of New York City, a minority stockholder in the Majestic and Orpheum theatres here, has charged in a Federal Court suit filed at Tulsa that the Griffith Amusement Co. gained control of the two houses without her consent. The plaintiff's petition declares that the circuit's control of the houses is damaging to the interests of smaller stockholders.

Johnston in Capital

WASHINGTON, Jan. 11.—Motion Picture Association of America president Eric Johnston returned here today after more than a month on the West Coast. Johnston was slated to fly into New York from Spokane, but changed his plans at the last minute. He will remain here for the rest of the week, conferring with his staff and will be in New York for the early part of next week.

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Millions of gals will agree that Clark is their favorite HE!

M-G-M presents
CLARK GABLE
WALTER PIDGEON
VAN JOHNSON
BRIAN DONLEVY
CHARLES BICKFORD
JOHN HODIAK
EDWARD ARNOLD
in
"COMMAND DECISION"
with MARSHALL THOMPSON
RICHARD QUINE • CAMERON MITCHELL
CLINTON SUNDBERG • RAY COLLINS
A SAM WOOD PRODUCTION
Screen Play by William R. Laidlaw and George Froeschel • Based on the Play by William Wister Haines
Directed by SAM WOOD
Produced by SIDNEY FRANKLIN
In Association with GOTTFRIED REINHARDT

"COMMAND DECISION" IS THE FIRST BIG PICTURE OF 1949!

DECISION IN LOS ANGELES: "TERRIFIC!" World Premiere sets new all-time record for first two days! 3rd week at press time. Running neck-and-neck with record-breaking "Cass Timberlane" and "Green Dolphin Street."

DECISION IN SAN DIEGO: "SENSATIONAL!" First three days are new all-time high with continuing business beating the biggest, "Green Dolphin Street," "Cass Timberlane," "Easter Parade" and "Three Musketeers."

DECISION FOR YOU: "WATCH M-G-M IN '49!" While "Words and Music" delights the nation and "Command Decision" starts its history-making career, M-G-M is ready with the greatest line-up of completed pictures it has ever had in its entire career.

CIO Asks Repeal of 20% Admission Tax

WASHINGTON, Jan. 11.—The Congress of Industrial Organizations today, in a study entitled "A Federal Tax Program to Promote Full Employment," called for repeal of the Federal admission tax and all other excise taxes "not regulatory in character" and said it was "unequivocally opposed" to sales taxes "that are now spreading in certain cities and localities."

The CIO said the first immediate step in overhauling the excise structure should be restoration of the pre-war rates. Complete elimination of all excises but the regulatory ones should follow relatively soon, with taxes being removed "according to the apparent wide application of the tax. Thus, the tax on theatre admissions should be repealed before the tax on safe deposit boxes, and the tax on safe deposit boxes before the tax applicable to membership fees in excess of $25."

New U. A. Capital

(*Continued from page* 1)

Chaplin's representatives on the committee, left here for the Coast by train last night. Vitalis Chalif and Harold Weill, Miss Pickford's representatives, plan to leave by plane at the end of the week. Gradwell Sears, UA president, and Arthur W. Kelly, executive vice-president, who will attend the Hollywood meeting also, are scheduled to leave here by plane on Thursday.

Annual meeting of UA stockholders and election of directors is scheduled to be held concurrently with the financial conference. Mills will submit his resignation from the board at the meeting.

It is understood that the report of the board committee will stress the urgency of providing new capital for UA primarily to insure a continuous supply of product for the company by its own financing of approved producers. UA's current product supply is sufficient for approximately another six months.

Video Networks

(*Continued from page* 1)

the show included Mayor O'Dwyer of New York and Mayor Kennelly of Chicago, then leaders of the television networks; FCC chairman Wayne Coy and Leroy A. Wilson, president of A. T. & T. Figures in the entertainment world took over in the last, full-hour, portion as arranged by American Broadcasting, Columbia Broadcasting, Dumont, National Broadcasting and Station WPIX, New York. The program originated in Washington, New York and Chicago.

The Midwest loop comprises Chicago, Milwaukee, St. Louis, Toronto, Cleveland, Detroit and Buffalo. The Eastern cities are New York, Philadelphia, Washington, Baltimore, Richmond, Boston, Pittsburgh and Schenectady. The Eastern network swung into operation two years ago and was followed last year by the Midwest combination. Closing of the gap between Cleveland and Philadelphia joined both webs.

Films in Fiction Group

The 25 fiction magazines of The Popular Fiction group will inaugurate monthly motion picture columns beginning with May issues, according to Henry Steeger, editorial director.

Lockwood

(*Continued from page* 1)

dustry factions, Lockwood declared: "It seems to me that now is the time for all responsible industry leaders to sit down and have a talk; and for one I am willing to recommend such a meeting to the board of directors of the TOA at any time."

"This industry is in the laps of the courts," he continued. "It is a target in Federal and state legislatures, and attempts are soon to be made to bring many of its important functions under complete Federal regulations"—presumably referring to that which may arise from final disposition of the government's anti-trust suit in the Paramount case.

"I do not want to criticize any element or any association of exhibitors for trying to obtain by all legitimate means the relief they believe they are entitled to, provided, that they are certain that in pressing for alleged reforms, they are fully conscious of the impact on their business and on mine, of the relief sought; and that they will not undermine the structure of the entire industry by the methods they pursue," Lockwood declared.

"Hardly anyone in the industry approves of what anyone else in the industry in doing. Governor Arnall objects to the methods and policies of Eric Johnston and vice versa. In distribution, the little three are miles apart from the big five in the anti-trust case, and in other matters. And in exhibition, our two national trade associations seldom see eye to eye on anything.

"Everybody seems to want the industry as a whole to win, but the other fellow to lose.

"Isn't it logical that there should be, at least under the heading of 'good and welfare for the entire industry,' some unity?"

'Curley' Case

(*Continued from page* 1)

censor board on the technical ground that the plaintiffs are out-of-state corporations and are not entitled to challenge the censoring of the film in state courts. The film was banned because it showed white and Negro children playing together.

Indications are that the case ultimately will be taken to the U. S. Supreme Court, as the industry appears inclined to employ it as a test of the application of the First Amendment to motion pictures. The present Supreme Court already has indicated that it regards motion pictures as being covered by the freedom of speech section of the First Amendment and, therefore, are entitled to the same freedom from censorship as newspapers and other communications.

Eight New Pictures Rated by Legion

Two films have been given a "B" classification by the Legion of Decency in the latest rating of eight pictures. In Class B are 20th Century-Fox's "The Man About the House," and M-G-M's "Three Godfathers."

Rated Class A-1 are RKO's "Boy with Green Hair" and "Gun Smugglers" and M-G-M's "The Sun Comes Up." Rated A-II are Universal-International's "Family Honeymoon," Columbia's "Manhattan Angel" and SRO's "Portrait of Jennie."

U.K. Divorce

(*Continued from page* 1)

recommendation point out that Socialist members of Parliament never have liked the vertically-integrated combines in the industry and certain members of the committee itself are on record with objections to the so-called monopolistic combines.

Segments of the industry, for their part, will launch an attack on the government's severe entertainment tax, an investigation of which is being made by Lord Portal on his own account. Lord Portal was the late C. M. Woolf's principal backer in the formation of General Film Distributors and not unacquainted with the industry.

He has been studying experience with Herbert Wilcox's "Spring in Park Lane," which grossed $5,600,000 and was listed in *Motion Picture Herald's* recent box office survey as Britains' leading grosser in 1948; $2,240,000 of the total gross went to the Exchequer in entertainment tax.

However, there is little prospect of unity in the industry attack on the tax. Producers-distributors will be wanting a larger share of the gross at the expense of both the Exchequer and the exhibitor. The latter, no less opposed to the high tax, will attack it because he wants more for himself, rather than for the producer-distributor.

Gell, Grierson

(*Continued from page* 1)

vision are welcomed by BBC, which is still waiting for an agreement to be concluded with the film industry here which would make older films available for its television programs.

Reginald Baker, director of Ealing Studios and head of the company which handles Ealing's reissues, conducted unilateral negotiations with the BBC before the current deadlock developed between the film industry and BBC. Now the latter is holding Baker to his agreement and will secure rights to 12 old Ealing films, for which BBC is understood to have paid $12,000. It is entitled to broadcast the films up to three times each.

Chicago Bans New State St. Marquees

CHICAGO, Jan. 11.—The City Council has approved an ordinance to prohibit future placement of overhanging signs along State Street in the Loop as part of its beautification plan. The ordinance, which also affects theatres, was not made retroactive, and present overhanging signs may be repaired and reused.

New signs, the ordinance decrees, may not be of the flashing or variable illumination type. Officials believe that eventually all signs along State Street will be discarded.

Disney Aids Cancer Fund

CINCINNATI, Jan. 11.—Walt Disney will be guest of honor at a dinner-dance at the Netherland Plaza Hotel here on Jan. 20, concurrently with the world premiere here of his picture, "So Dear To My Heart." Proceeds from the $10-per-person reservations will go to the Cincinnati Cancer Hospital fund to apply on the construction of a new hospital. The affair is to be sponsored jointly by RKO Radio and the *Cincinnati Post*.

50 Detroit Houses Turn to Giveaways

Detroit, Jan. 11.—A revival of a plan for simultaneous cash giveaways by 50 local theatres, in a tie-in with radio station WJLB here, is announced by Sam Carver, vice-president of the Independent Theatre Owners of Michigan and also president of Detroit Consolidated Theaters.

The program, which was in effect in 1935 and 1936, was banned by the Detroit police because it was considered a lottery. It now has the approval of the Detroit Police and the FCC, it is said. A radio quiz of patrons is the basis of the program, which will become effective Jan. 31.

Paramount, Decree

(*Continued from page* 1)

shares of equal value in two separate companies, one for production-distribution, the other for exhibition, which would be formed.

Discussions by Paramount executives among themselves and recent talks with Justice Department officials have centered largely on the extent of holdings which would be permitted the separate theatre company which would emerge. Paramount recently announced in New York Federal Court that it is "prepared" to break with its partners in the operation of over 500 houses.

An overall agreement with the government in large part would be contingent upon a determination of which of Paramount's vast other exhibition properties the theatre company could retain. The company has holdings with outside interests in about 900 theatres in all. There are also, of course, its wholly-owned houses which number about 400.

Under the terms of RKO's settlement with the government, that company's theatre unit will have title to 80 wholly-owned RKO theatres and may acquire up to 30 of the 271 others in which RKO shares interests with others. However, the holdings in the divided ownerships which RKO will relinquish represent only 10 per cent in a substantial number of situations. Paramount has 50 per cent interest or close to that amount in most of its joint operations and greatly outdistances RKO in terms of corporate entanglements.

Paramount has virtually abandoned the hope of coming to terms with the government in a manner which would mean the continued integration of production-distribution and exhibition with, of course, some divestiture.

U. K. Studio

(*Continued from page* 1)

quitting film production. Negotiations are in progress for the disposal of the 796,000 ordinary shares in British National Films held jointly by Lady Yule and her daughter Gladys.

Richest woman in Britain, Lady Yule long has been regarded as the fairy-godmother of production here. She founded British National in 1934. J. Arthur Rank was associated with her at the time. Her studio is now rented to British Lion.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 9 NEW YORK, U. S. A., THURSDAY, JANUARY 13, 1949 TEN CENTS

SRO–E-L Deal Closed; Retain Own Identities

To Collaborate Toward 'Mutual Efficiencies'

David O. Selznick Enterprises and Eagle-Lion have concluded what was described as the first phase of an association between the two companies, "which both hope will develop into a broader relationship as exploratory conversations continue," it was disclosed yesterday in a statement issued by Selznick executive Daniel T. O'Shea, on behalf of Selznick and Arthur B. Krim, Eagle-Lion president.

Continued Shea: "It was emphasized that the Selznick Releasing Organization and Eagle-Lion will both continue as sep-

(*Continued on page 4*)

Many Film Names on Inauguration Unit

WASHINGTON, Jan. 12.—Many amusement industry executives and others are in the production and talent division of the Presidential Inaugural parade and special events committee, as disclosed here by Loew theatre executive Carter Barron, chairman of the committee. Members of the division were listed as follows:

James Sauter, chairman; Allan Zee, co-chairman; Lester Isaac and Sidney

(*Continued on page 2*)

Storms Costly to Midwest Theatres

KANSAS CITY, Jan. 12.—Theatre attendance, which had been good in this area, is down now as low as it was during the first week in 1948 when snow, sleet and rain storms such as those which have been raging in the Midwest since last week similarly affected theatre business.

The storms reached Kansas City Sunday afternoon and continued with sleet, rain freezing when it fell and temperatures very low, breaking telephone and power wires, and isolating a dozen or more towns in Southeastern Kansas and Southwestern Missouri. Some towns are entirely without power and their stores are closed. Film deliveries have not been interrupted so far, but are slow.

In Kansas City, the storm reduced theatre attendance to very small numbers starting Sunday night.

RKO Asks for More Time on 'Divorce'

RKO has applied to the U. S. District court here for a 60-day extension of the time set for obtaining stockholders' approval of the reorganization plan under which its theatre operations will be separated from production-distribution.

Present deadline for obtaining stockholders' approval is Feb. 6. Volume of paper work and technical routine involved in preparation of the plan for the stockholders has necessitated the move for additional time, RKO officials say. Indications are that the plan will not be completed until about four weeks from now and a 30-day notice of a meeting to act on the plan will have to be given to stockholders thereafter.

Paramount Group in D. C. Decree Talks

Leonard Goldenson, Paramount vice-president in charge of theatre operations; Robert O'Brien, corporate secretary, and other company executives were in Washington yesterday pursuing plans for a settlement of its part in the industry trust suit by way of separating exhibition from production-distribution, details of which were reported yesterday in *Motion Picture Daily*. The group conferred with Herbert Bergson, head of the anti-trust division of the Department of Justice, and Robert Wright, government prosecutor in the case.

Maitles and Murray Elected by S.P.G.

Ray Murray and Murray Goldstein, both of Columbia, yesterday were elected first and second vice-presidents, respectively, of Screen Publicists Guild (CIO). Running against Murray was Ray Malone of RKO Service Corp., while Goldstein's opponent on the ballot was Herbert Haines, RKO Radio.

As expected, Sigmund Maitles of M-G-M was elected president. He was the sole nominee for that office. Maitles succeeds Jeff Livingston of Universal-International.

Also elected without opposition were Maria Van Slyke of Eagle-Lion, secretary, and Leo Israel of 20th Century-Fox, treasurer.

Inductions will be held tonight.

All Scophony Video Patents Are Released

Para., General Precision And U. S. in Settlement

Paramount Television Productions, Inc., and General Precision Equipment have divested themselves of their entire holdings in Scophony Corp. of America and have surrendered their exclusive Western Hemisphere rights to Scophony television patents under the terms of a consent decree entered in New York Federal Court yesterday in the anti-trust suit filed against the three companies by the Department of Justice on Dec. 18, 1945. Federal Judge Edward A. Conger approved the settlement.

The complaint had charged the three corporations with conspiring with another defendant, Scophony, Ltd., a British firm, with monopoliz-

(*Continued on page 4*)

Break In Exchange Pact Impasse Fails

IATSE's bid for a 10 to 15 per cent wage boost for the country's 6,300 exchange workers was rejected here yesterday by the distributors for the second time, making certain the entry into the negotiations of commissioner L. A. Stone of Federal Mediation whose services were "held in abeyance" by the negotiating committees pending a final try at reaching an agreement between themselves.

A union spokesman described the

(*Continued on page 2*)

Ontario Rates Five Adult Films Monthly

Toronto, Jan. 12.—Since the adoption of regulations on June 1, 1946, for the grading of films, the Ontario censor board has classified 157 features as adult entertainment, an average of slightly more than five per month, none of which can be played at Saturday afternoon or other performances where the audience is predominantly juvenile.

The latest to be added to the adult list are "Kiss the Blood Off My Hands," "Creeper," "Out of the Storm," "Crime Incorporated" and "Road House."

Theatres Mobilizing for Tax Fight; Florida Joins

The move by exhibitors, both organized and unorganized, to band together to oppose adverse or discriminatory local and regional legislation gains impetus with the calling of a meeting for Jan. 18 in Jacksonville, Fla., for the exhibitors of that state to prepare a broad, protective program on behalf of all Florida exhibitors.

Metropolitan New York and Upstate exhibitor leaders meet at the St. Moritz Hotel here today to prepare an opposition program to state and local tax and other adverse legislation against theatres. The meeting was called by the Metropolitan M. P. Theatres Association and is being joined in by Theatre Owners of America, Independent Theatre Owners Association of New York and Up-state exhibitor organizations.

Exhibitors in the Midwest and Far West are taking similar action.

The Florida meeting was called by Bolivar F. Hyde of the Talgar Theatres there following the recent passage of a 10 per cent tax on theatres' gross receipts in St. Petersburg.

L. A. Stein of Jacksonville is in charge of the meeting which will be attended by Mitchell Wolfson, Mark Chartrand, Roy Schechter, Lee Ruwitch and others from all over the state.

CEA To Ask Lower U. K. Film Quota

London, Jan. 12.—The Cinematograph Exhibitors Association is sending a delegation to the Board of Trade in the near future to urge a lowering of the present 45 per cent quota for the next quota year.

Exhibitors generally maintain that the 45 per cent quota now has been demonstrated to be unrealistic and advocate a new quota more closely related to the potential output of British studios than the present one.

'IA' Wins 10% Pay Hike at U. A. Here

AFL's IATSE Motion Picture Home Office Employes Local No. H-63 yesterday won for United Artists' home office "white collarites" a 10 per cent general pay increase or a $4-a-week raise, whichever is higher, it was disclosed by H-63 business agent Russell Moss who reached the agreement with UA vice-president Harry Buckley.

Contract, due to be signed around Feb. 1, will be for one year, with the wage increase to be retroactive to Oct. 6, the date the National Labor Relations Board certified H-63's taking over the UA shop from CIO's Screen Office and Professional Employes Guild following a long-standing struggle for jurisdictional control. Moss estimated that the 150 employes involved will receive retroactive pay totalling approximately $15,000.

Exchange Impasse

(*Continued from page* 1)

companies' counter offer as "infinitesimal." He declined to say what it actually was, however.

Stone has indicated that he will set a date soon for the first mediation meeting. It is expected to be held here next week.

Rich'd F. Walsh's Mother

Funeral services will be held Saturday morning at Good Shepherd Church, Brooklyn, for Mrs. William H. Walsh, mother of IATSE international president Richard F. Walsh. Mrs. Walsh died Tuesday after a year's illness. Survivors include also three other sons, three daughters and a sister.

Josef Rosenthal, 50

Josef Rosenthal, 50, executive board member of IATSE Local No. B-51 here, and a long-time employee of National Screen, died at Roosevelt Hospital here yesterday following a heart attack.

Louise Harris, 7

Louise Harris, 7, only child of Jack Harris, Walter Reade Circuit executive, and Mrs. Harris, died yesterday at a school she was attending in Atlantic City. Funeral services will be held today at the Riverside Memorial Chapel here.

Harry Hirsh, Exhibitor

PHILADELPHIA, Jan. 12. — Harry Hirsch, head of Hirsch Amusement Co., here, died Monday in Atlantic City Hospital. He was 63. Surviving are a son, two daughters, two brothers and four sisters.

$1.06 Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here yesterday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable Feb. 15 to stockholders of record on Feb. 1.

Personal Mention

MONTAGUE SALMON, managing director of the Rivoli here, will be honor guest on the "Dinner at Dunn's" radio program tomorrow evening over Station WGYN--FM.

•

JEROME BAKER, manager of RKO's Hamilton Theatre here, has become manager of the RKO Coliseum, replacing ANSEL WINSTON who has been named Chicago city manager. PHILIP NEMIROW, manager of the Regent, will succeed BAKER at the Hamilton, while ROCQUE CASAMASSINE, assistant at the Coliseum, becomes manager of the Regent.

•

SAM ROSEN, owner of Rosen's Film Delivery Service, New Haven, and a partner in Lockwood-Gordon-Rosen Connecticut Theatres, is vacationing in Florida.

•

TED BIRNBAUM, assistant to Film Classics vice-president B. G. KRANZE, was married last Saturday to JOAN WELKER. Couple is honeymooning in Florida.

•

FRED H. FIDLER, Pacific Coast manager for J. Walter Thompson Co., has been elected a vice-president of the agency.

•

MIKE HAVAS, RKO Radio Latin-American supervisor, will return to his Buenos Aires headquarters Saturday by plane.

•

WILLIAM CLARK, vice-president of National Film Service, has been admitted to University Hospital, Philadelphia.

B. G. KRANZE, Film Classics vice-president and general sales manager, left here yesterday for Cincinnati.

•

MURIEL LANAHAN, former secretary to MILTON S. KUSELL at Selznick Releasing Organization, has been appointed executive secretary to TED BALDWIN, who heads a new public relations firm which carries his name.

•

LEE COKAN, head of concessions for RKO Theatres, returned here yesterday from an inspection of theatres in Boston and Providence.

•

RED KANN, a vice-president of Quigley Publishing Co., returned to New York yesterday from Hollywood.

•

JERRY PICKMAN, Eagle-Lion's assistant director of advertising-publicity, is recovering from an illness at his home in Brooklyn.

•

J. D. TROP, president of Este Productions, has left New York for Connecticut from where he will proceed to Florida.

•

HARRY M. KALMINE, president of Warner Theatres, is in Chicago from New York.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, is here from Albany.

•

JACK ALICOATE, Eagle-Lion trade press contact, has returned here from Florida.

Moss and Dow Leave Hughes on Feb. 1

Resignations of Alec Moss as advertising-publicity director of Howard Hughes Productions here, and Phil Dow, financial executive, will become effective on Feb. 1. Meanwhile, Harry Gold will continue in the top sales post; his contract has another year to run. The Hughes offices here will not be closed, at least for a while.

Inaugural Committee

(*Continued from page* 1)

Piermont, Loew's; Hal Leyshon, public relations counsel; Clarence Derwent, Actors Equity Association; George Heller, American Federation of Radio Artists; Ronald Reagan, Screen Actors Guild; Lawrence Tibbett, American Federation of Musical Artists; Noble Sissle, Negro Actors Guild; Henry Jaffe, American Federation of Radio Artists; Richard Walsh, IATSE; Dewey Barto, American Guild of Variety Artists; Alan Corelli, Theatre Authority; Robert Weitman, N. Y. Paramount Theatre; Arthur Knorr, N. Y. Roxy Theatre; Joel Margolis, Loew's Capitol Theatre; William E. Bennett, Capitol Stage Lighting Co.; Fred McMillan, Warner Theatre, Washington.

Fire Destroys Eastwood

DETROIT, Jan. 12. — Fire has destroyed the Eastwood Theatre here.

Video May Win New Audiences: Terry

Paul Terry, producer of Terrytoons, yesterday told a gathering of representatives of 17 national organizations and community groups that television may be the means of introducing vast new audiences to film theatres.

The group, composed of 85 members of the MPAA's East Coast Previewing Committees, heard Terry express his belief that many people would be lured back into the theatre as a result of seeing motion pictures in the home. In his opinion, television will not reduce present theatre audiences in the 15-to-28 age range.

Mayer, Schary Hosts At M-G-M Confabs

HOLLYWOOD, Jan. 12.—Plans are proceeding for the forthcoming M-G-M sales conferences at the Culver City studio, Feb. 7-12, with studio hosts to be Louis B. Mayer, executive in charge of production; Dore Schary, production vice-president, and E. J. Mannix, vice-president. Howard Strickling, studio publicity head, and Ralph Wheelwright, assistant, are in charge of details, working with William F. Rodgers, sales vice-president.

Chicago Doorman Dies

CHICAGO, Jan. 12. — William Cook, 61, stage doorman at the B. and K. Chicago Theatre, died Sunday.

K-S Drops 20th-Fox Ad Account June 15

The Kayton-Spiero agency here will relinquish the 20th Century-Fox advertising account on June 15, when it will be taken over by Charles Schlaifer, who will set up his own company around April 1.

Morris Kinzler, who has been the 20th-Fox and Roxy Theatre account executive with K-S for the past 12 years, will leave the agency in mid-June. His future plans have not been decided yet.

Schlaifer will leave 20th-Fox on Feb. 1, where he has been advertising-publicity director. He will take an extended vacation before organizing his own company. Charles Einfeld, newly named vice-president of 20th-Fox in charge of advertising-publicity, is expected in New York from the Coast next week to establish his headquarters here.

Four To Aid Eyssell On 'Brotherhood'

Gene Picker of Loew's Theatres, Louis Gold of the Rivoli Theatre in Newark, Maury Miller of Passaic and Harry Brandt, have agreed to serve as assistants to the Music Hall's Gus Eyssell, exhibitor chairman of the Greater New York area, for the forthcoming "Brotherhood Week" drive.

Columbia Foreign Heads To Meet Here

Foreign sales directors of Columbia will attend the first international sales meeting of that company in the U. S. since before World War II, in New York, all next week. Principal item on the agenda will be a review of the company's position abroad.

Among those who will attend are Joseph Friedman and Max Thorpe, from London; Lacey Kastner, Paris; Sig Kusiel, Latin American supervisor; Nick Pery, Australia; Roy Brauer, Near East, and others. Joseph McConville, foreign manager, will preside.

Paramount Adds Five To Product Lineup

Henry Ginsberg, Paramount studio head, has added five pictures to the studio's early 1949 schedule, making a total of 13, the home office reported here yesterday. Of the 13, 10 will be Paramount's, while three will be Hal Wallis productions. In addition, Pine and Thomas will have two.

Ascap Convention Jan. 31

Convention of field representatives of the American Society of Composers, Authors and Publishers to acquaint them with the operations of the organization's headquarters has been scheduled for the week of Jan. 31 here.

Ascap announced here yesterday that it has granted clearance for the use of all music at the Presidential Inaugural ceremonies and festivities in Washington next week.

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NOW READY TO WRITE NEW WARNER GLORY INTO THE NEW YEAR RECORDS!

'40

ADVENTURES OF DON JUAN

IN COLOR BY TECHNICOLOR



NEW YORK, PHILLY, WASHINGTON
NOW RUNNING UP THE BIGGEST
ERROL FLYNN GROSSES OF ALL TIME!
OH BROTHER, WATCH IT GO FROM HERE!

and NEXT!!!

JOHN LOVES MARY

WHIPLASH



JUST OPENED
HIPPODROME, CLEVELAND
VERY, VERY, SENSATIONAL!

FLAXY MARTIN





Production on the Coast Rises to 26

HOLLYWOOD, Jan. 12. — The production tally rose to 26 from last week's index of 21. Shooting started on seven films while two were sent to cutting rooms.

Shooting started on "Tokyo Joe" (Santana), Columbia; "Any Number Can Play" and "That Midnight Kiss," Metro-Goldwyn-Mayer; "Dear Wife," Paramount; "Prince of the Plains," Republic; "The Big Steal," RKO-Radio; "Take One False Step," Universal-International.

Shooting finished on "Hard Bargain," 20th Century-Fox; and "The Daring Caballero," United Artists.

Essaness To Drop One

CHICAGO, Jan. 12. — The Essanes circuit will relinquish operation of the West End Theatre here next June upon expiration of its lease. House, seating 1,140, will be operated by the building's owners, Fadam Kaplan, Corp., which also operates the Avenue, Bel and Savoy. The West End has been under Essaness management for about 15 years. The circuit recently lost its lease on the North Center Theatre.

FWC Books 'Paisan'

Joseph Burstyn and Arthur Mayer, foreign film distributors, have completed a deal for the booking of "Paisan" in the entire Fox West Coast circuit, Burstyn announced here. Deal includes first-run showings in 80 Fox Southern California houses, it was said. The Italian film is now in its 43rd week at the World Theatre here.

Purdue University To Honor Disney

INDIANAPOLIS, Jan. 12.—Walt Disney and a group from Hollywood wil attend a double premiere of his "So Dear to My Heart" in Indianapolis on Saturday. Disney will be presented with an "Award of Merit" in connection with a showing of the film at Purdue University at Lafayette on Saturday, Jan. 15. He also will be made an honorary alumnus of Purdue in recognition of his "contribution to American life and art through films and his understanding treatment of Indiana life" in "So Dear to My Heart." The party then will come to Indianapolis for a series of events culminating in the public premiere at the Indiana Theatre on Jan. 19.

Proceeds of the showing at Purdue will go to a Walt Disney scholarship fund for the University.

Fabian Heads MPA Group

Si Fabian, head of Fabian Theatres, will serve as chairman of the arrangements committee for the installation-luncheon of the Motion Picture Associates to be held at the Hotel Astor here on Jan. 25. Max A. Cohen, head of Cinema Circuit, will be inducted as president of the MPA at the luncheon. Organization's board will meet here today to plan the affair.

N. E. Owners Name Five

BOSTON, Jan. 12.—Lesley Bendsley, Leonard Goldberg, Walter Mitchell, Francis Perry and Francis Lydon have been appointed to the nominating committee which will select a new slate of officers for the Independent Exhibitors of New England whose annual election will be held on Feb. 8.

FEG MURRAY*



HAS SWITCHED TO "FAMILY HONEYMOON"

"I considered 'Theodora Goes Wild' the funniest picture of all time...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

* Noted cartoonist of "Seein' Stars" for King Features Service

Scophony Decree

(*Continued from page* 1)

ing the manufacture and sale of television equipment embodying patents and processes developed by the British corporation. The patents and processes cover what is known as the "supersonic" and "skiatron" systems of video transmission and involve reception in homes, motion picture theatres and elsewhere.

Settled also was a cross-claims action in which Scophony of America asked damages of $1,500,000 from its co-defendants and in which Arthur Levey, president of U. S. Scophony, claimed personal damages of $270,000 allegedly due him under a five-year employment agreement.

Stock to Levey

Paramount Television, which had 340 'B' shares of Scophony Corp., and General Precision, which had 660 shares of 'B,' have indorsed the stock over to Levey. Paramount and General Precision have obtained non-exclusive Scophony patent licenses on a credit basis against earned royalties of $130,000 which is the amount both companies originally had in Scophony.

General Precision had invested about $86,000 in Scophony for which it obtained exclusive use of Scophony patents for motion picture television systems and others employing use of receiver image screens of five feet in width and over. Paramount shared with General Precision patents involving any smaller screens, through its investment of about $43,000.

Levey said yesterday that General Precision and Paramount have agreed to pay $10,000 each toward his legal fees. He estimated that legal costs incurred by all parties to the suit were in the neighborhood of $600,000.

Czechoslovakian Syndicate

Of the 1,000 'A' shares of Scophony of America, Levey said that he owns 125, that Scophony, Ltd., owns 625 and the remaining 250 are held by a Czechoslovakian syndicate which was formed in England. Levey said that he is now negotiating the purchase of these outstanding shares.

Scophony, Ltd., holding Eastern Hemisphere rights, which has refused to file answers to the Government's cartel charges in the case, will continue as a defendant. Government attorneys here yesterday said that they will endeavor to have that company bound by provisions of the decree. Levey said that he will continue to press his action for alleged damages against Scophony, Ltd.

The complaint in the overall action further charged that General Precision and Paramount Television refused to exploit the Scophony patents and processes themselves and kept Scophony of America from exploiting them. These charges were denied on all counts by the defendants.

Scophony of America is now directed to license to any applicant all of the patents in the television field which it now owns.

SDG in Relief Fund Hike

HOLLYWOOD, Jan. 12.—Screen Directors Guild Board today unanimously voted to recommend to the membership that each member individually increase his salary deduction for the Motion Picture Relief Fund from one-half to one per cent. Similar action was taken recently by Screen Actors Guild. It is believed that all guilds and unions here will do likewise.

Argentina, Spain Swap 25 Yearly

WASHINGTON, Jan. 12.—Argentina and Spain have agreed to exchange 25 features annually and Spanish pictures in Argentina will be exempt from all taxes and other burdens to which other foreign pictures are subject, the U. S. Commerce Department reports. Argentine films will get the same treatment in Spain that Argentina will give Spanish films.

The fact that Argentina and Spain had signed a film agreement had been known, but the details had not been divulged.

Commerce also reports that a regulation issued recently by the Argentine Secretariat of Commerce and Industry requires that all importers, producers and other branches of the film industry register their raw stock. "This regulation seems to indicate a severe shortage of raw stock film in Argentina as a result of exchange controls," the Department notes.

SRO - E-L Deal

(*Continued from page* 1)

arate entities along the lines of their previous operations, the idea behind further conversations being the hope that the two distributing companies may collaborate toward mutual efficiencies and greater volume of selling."

Eagle-Lion will immediately re-release nine Selznick pictures: "Since You Went Away," "Spellbound," "I'll Be Seeing You," "Rebecca," "Intermezzo," "The Prisoner of Zenda," "Garden of Allah," "Adventures of Tom Sawyer" and "A Bill of Divorcement."

Eagle-Lion will also take over the selling of additional accounts and rebookings on two Selznick pictures: "Duel in the Sun" and "The Paradine Case."

The Selznick Organization will continue to function as heretofore, proceeding with the distribution of the new Selznick production, "Portrait of Jennie," as well as "The Fallen Idol," British.

Selznick releases to follow will include "The Third Man," produced and directed by Carol Reed, and the Powell and Pressburger production of "Gone to Earth."

Participants in the discussions to date have include Serge Semenenko of the First National Bank of Boston, Krim, Robert S. Benjamin and Robert Purcell for Eagle-Lion, and in addition to Selznick, O'Shea and Ernest L. Scanlon for the Selznick companies.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 10 NEW YORK, U.S.A., FRIDAY, JANUARY 14, 1949 TEN CENTS

See Para.-U.S. Agreement on Decree Near

More Home Office Men Join in D.C. Talks

WASHINGTON, Jan. 13. — Paramount officials and the Department of Justice went into their third consecutive day of negotiations here today with indications that the company is near an agreement on a consent decree settlement of its part in the industry anti-trust suit.

Under the decree, Paramount would be divided into two separate companies, independent of each other, one to operate theatres and the other to engage in production and distribution.

On Tuesday, Leonard Goldenson,

(*Continued on page 4*)

US Wants Griffith Records Since 1939

WASHINGTON, Jan. 13.—Government has subpoenaed the Griffith defendants in the U. S. anti-trust action to produce all contracts between them and distributors since 1939, indicating the government's intention of bringing all records in the case up to date. Subpoenas are returnable on Jan. 18.

Meanwhile government attorneys are moving from here to Oklahoma City for the Griffith case and to Buffalo for further proceedings in the suit against Schine Theatres.

Harold Larsen will leave tonight and Allan Coker and Philip Marcus will leave tomorrow, all for Buffalo,

(*Continued on page 4*)

Loew's, Moss Near Deal for Criterion

Loew's will sell its 50 per cent interest in the Criterion, Broadway first-run here, to B. S. Moss, circuit operator, who now holds the other 50 per cent, under a deal believed to be in the final stages of negotiation. Sale of its stock in the Criterion will leave Loew's with two New York "show-cases," the Capitol, the ownership of which it shares with Messmore Kendall, and Loew's State. Lease on the Criterion has 29 years to run. Until last year, Loew's had four houses in the Times Square area, the fourth being the Mayfair, which is now operated by the Brandt Theatres.

(*Continued on page 4*)

N.Y. Theatres Plan Fight On Legislation

A four-point program to combat the imposition of local amusement taxes and other adverse legislation in New York State was urged yesterday at a meeting of exhibitors and exhibitor organizations at the St. Moritz Hotel.

Called by the Metropolitan Motion Picture Theatres Association and attended by circuit operators and executives, and representatives of the Theatre Owners of America, the Independent Theatre Owners Association, and up-state exhibitor representatives, the discussed program, upon which no final action was taken, would have:

(*Continued on page 4*)

Furst Named Head of NY Film Trade Board

Nat Furst, Monogram branch manager here, has been installed as president of the New York Film Board, succeeding Clarence Eiseman, Warner district manager, who has become sergeant-at-arms. Jack Ellis originally had been slated for the top post but became disqualified when he left United Artists to enter distribution on his own.

Other new officers are: William Murphy, Republic, first vice-president; Myron Satler, Paramount, second vice-president; Saul Trauner, Columbia, treasurer, and Robert J. Fannon, Republic, secretary. Installations were held at the home of Louis Nizer, counsel for the board.

Ascap Legislation Not Needed: Celler

WASHINGTON, Jan. 13.—Rep. Emanuel Celler, long-time foe of Ascap and new chairman of the House Judiciary Committee which handles Ascap legislation, said that he can see no reason for any anti-Ascap legislation "so long as Judge Leibell's decision remains on the books."

The Brooklyn Democrat said that the decision in the action sought by members of the New York Independent Theatre Owners Association was "so sweeping it doesn't leave us anything to do here." He indicated that another look might be required at the situation if the Leibell decision should be weakened on appeal.

INCOME OF 7 FIRMS OFF ONLY 6½%: U.S.

Third Quarter Gross Was $137 Million, Against $147 Million a Year Ago

WASHINGTON, Jan. 13.—Despite "bad business" talk in and out of the industry sales of seven companies during the third quarter of 1948 dropped only six-and-a-half per cent below the same quarter of 1947.

The Securities and Exchange Commission reported today a total of $137,390,000 in sales for the seven companies for the third quarter, compared with $145,253,000 for the second quarter of 1948 and $147,436,000 for the third quarter of 1947.

The seven companies listed in the Commission's report were: Columbia, Monogram, RKO, Republic, 20th Century-Fox, Universal and Warner. Loew's was not included in the total

(*Continued on page 4*)

Alice Gorham Wins QP Quarterly Award

Alice Gorham, director of advertising-publicity for United Detroit Theatres, is named the winner in the fourth quarter of the Quigley Awards for 1948, for displaying the best examples of showmanship.

Scrolls of Honor went to the following seven runners-up: W. T. Hastings, Orpheum Theatre, Denver; Mildred FitzGibbons, Roosevelt Theatre, Flushing, L. I.; Rudy Koutnik, Palace, Milwaukee; Harry Wiener, Smalley's Johnstown, N. Y.; Robert W. Case, Walter Reade Theatres, Kingston, N. Y.; Bill Brown, Loew's Poli, New Haven; Delmar Sherrill, Playhouse, Statesville, N. C.

D. of J. to Move in On Scophony, Ltd.

WASHINGTON, Jan. 13.—Justice Department officials indicated today they plan to move quickly to get a default judgment against British Scophony, Ltd., thus tying up the only loose end remaining in the government's anti-trust suit against the various Scophony interests.

Consent judgments were entered yesterday against Paramount Television Productions, Inc., General Precision Equipment Corp., and Scophony Corp. of America.

An anti-trust division spokesman said the British firm would be given a "very brief time" to indicate whether it was finally willing to agree to a similar consent judgment, and if nothing were heard very soon, Justice

(*Continued on page 4*)

U.K. Inquiry Hears Rank, Baker, Jarratt

LONDON, Jan. 13.—Lord Portal's government committee to inquire into industry operations held its first meeting here today for the purpose of hearing testimony.

J. Arthur Rank, representing the Producers Association; Reginald

(*Continued on page 4*)

Newbery Head of Republic in Europe

Charles Bruce Newbery has been named vice-president and sales supervisor of the United Kingdom and Continental Europe by Richard W. Altschuler, president of Republic Pictures International Corp. Newbery was formerly supervisor of Australia, New Zealand, Africa, the Middle East and Far East territories.

Republic has not had a sales supervisor in Europe since before the war.

John Clement, previously at the New York office, will be Newbery's assistant.

L. B. Mayer Leads '48 Salary Roster

Washington, Jan. 13.—Louis B. Mayer, film producer, heads the industry's high-salary list for 1948 so far, with earnings of $733,074 from Loew's, according to the Securities and Exchange Commission today.

Bette Davis tops all screen stars to date with a 1948 pay check of $364,000 from Warner Brothers. Frank Sinatra, leads male actors with $325,833 from Loew's.

Personal Mention

ARTHUR H. LOCKWOOD, president of Theatre Owners of America, will be in New York from Boston on Monday and Tuesday.

•

EDWARD L. HYMAN, vice-president of Paramount Theatres Service Corp., and MAX FELLERMAN, Paramount Theatres executive, have returned here from Ohio.

•

BARBARA DANZIGER, daughter of HENRY DANZIGER, New York Film Board of Trade executive, and MARVIN SCHWARTZ, will be married in Brooklyn on Jan. 22.

•

SYD GROSS, assistant director of advertising-publicity for Film Classics, will leave here by plane today for Denver and points West.

•

FRANK STANG, manager of the Mayfair Theatre, Baltimore, will celebrate his 12th wedding anniversary tomorrow.

•

WILLIAM DIETERLE, Paramount director, arrived in New York yesterday from Lisbon.

•

MOREY GOLDSTEIN, vice-president of Monogram-Allied Artists, is in New Haven today from New York.

Sen. Capehart Pays Tribute to Disney

WASHINGTON, Jan. 13.—Sen. Homer Capehart, Indiana Republican, today paid tribute to Walt Disney on the Senate floor.

Pointing out that Disney will receive on Saturday Purdue University's "Distinguished Service Award" and be named an honorary member of its Alumni Association, Capehart said that Disney "epitomizes the creative spirit which has made America great."

Lawson in UK Films Pitch

TORONTO, Jan. 13.—Canada must support British films to help Britain out of her economic difficulties, J. Earl Lawson, president of the J. Arthur Rank Canadian Organization, said here today in an address before a shoe manufacturers' association gathering. Plenty of British product is already here for showing, he reminded his audience.

It Is a Bit Smudged

Hollywood, Jan. 13.—Director George Sidney insists he knows an Indian bit player who saw the smoke from the orange groves the other day, lit a fire, got a blanket and broke his arm trying to answer the smudge pots.

Citrus growers, faced with millions in losses because of the record low temperatures in Southern California, fail to recognize the humor.

Women Leader Urges Boycott of Hayworth

CHICAGO, Jan. 13.—A boycott of future Rita Hayworth films has been threatened by Mrs. Joseph R. Chesser, president of the Better Films Council of Chicago and motion picture chairman of the General Federation of Women's Clubs, who, in a statement today, criticized the star's travels around the world with Ali Khan, wealthy Indian potentate.

Mrs. Chesser added, however, that she did not think any of Miss Hayworth's previous films should be boycotted because "it wouldn't be fair to her studio, Columbia." The Federation has a membership of 5,000,000 women in the U. S.

Shartin Wins F.C.'s Bernhard Drive

B. G. Kranze, sales vice-president of Film Classics, Inc., yesterday reported the following winners in the recent 18-week "Joseph Bernhard Sales Drive":

First prize, $1,800, to the Seattle exchange, of which William Shartin is branch manager; other winners were: George Lefko, Detroit, $1,300; Portland, $1,100; Milton Dureau, New Orleans, $900; B. A. Slaughter, Jr., Charlotte, $700; Norman Colquohon, Dallas, $500; Leavitt Bugie, Cincinnati, $400; R. M. Hammond, Jr., Memphis, $300, and a special division manager's award of $500, to Jake Lutzer, head of the Southern division.

MTOA To Host TOA

WASHINGTON, Jan. 13.—The Washington Metropolitan Theatre Owners Association will be host to officers and directors of the Theatre Owners of America at a cocktail party on Jan. 28, first day of TOA's two-day board meet, according to A. Julian Brylawski, president of the local MTOA.

Wells Quits CMPDA Post

TORONTO, Jan. 13.—E. H. Wells has resigned as secretary-treasurer of the Canadian Motion Picture Distributors Association, effective March 1. Immediately thereafter he will make a vacation tour of the U. S. and England.

WB Cameras To Roll

HOLLYWOOD, Jan. 13.—Warner production hiatus, now in the third month, will end the first week in February with the start of shooting on "Octopus and Miss Smith," Jack Warner has announced.

Howard Services Today

Funeral services will be held this afternoon at Riverside Memorial Chapel here for Willie Howard, 65, stage and onetime film comedian, who died on Wednesday at New York Polyclinic Hospital.

Jack Gross' Mother

HOLLYWOOD, Jan. 13.—Funeral services were held here today for Mrs. Pauline Gross, 64, mother of producer Jack Gross, who died yesterday of a heart ailment following a week's illness.

'Realistic' Films Are Wanted: Brecher

The public may no longer have the "wallet-hysteria" of the war days, but they will respond to pictures that are realistic and about believable people, Irving Brecher, independent producer with Universal-International, observed here yesterday. Brecher has just produced "Life of Riley" for U-I. He set up Brecher Productions, Inc., to make the picture, which he said was financed by U-I.

Brecher disclosed that under his "deferred-fee" arrangement with U-I, he will not get his salary until after U-I gets back its costs. Brecher, who wrote, directed and produced the picture, "Life of Riley," which stars William Bendix, said the picture will open March 4 in Cincinnati and will be followed by 100 day-and-date openings.

Brecher asserted that if independent units have a proper set-up and a good picture prospect, they can get loans from the banks. A major problem facing producers today, he said, is to "reduce costs without reducing quality."

Brecher bemoaned the fact that exhibitors do not take advantage of trade screenings.

Talent Unions Start New TV Talks Here

Screen Actors Guild officials John Dales, Jr., and Kenneth Thomson are due to arrive in New York today from Hollywood for a series of conferences with leaders of Eastern talent unions, looking toward an agreement on the joint administration of talent in the television field, it was disclosed yesterday by Florence Marsten, SAG's Eastern representative.

Conferences will run through next week.

To Reissue 'Yankees'

RKO will reissue in April Samuel Goldwyn's "Pride of the Yankees," a 1942 production starring Gary Cooper and Teresa Wright. It has not been decided whether it will be released with another picture as a double feature program.

McCraw to Albany

ALBANY, N. Y., Jan. 13.—Col. William McCraw, executive secretary of National Variety Clubs, will arrive here Monday in the interest of "Bad Boy," Monogram film dramatizing the the work of the Dallas tent.

MOT 'On Stage' Preview

A special screening and reception was held by March of Time at the Time & Life Building here yesterday for its latest release, "On Stage." Attending were representatives of press, screen and radio. Marjorie Harker, MOT publicist, was in charge of arrangements.

'Blimp' Up Again in Feb.

WASHINGTON, Jan. 13.—Hearing of Federal Trade Commission charges against United Artists of misleading advertising in connection with the picture "Colonel Blimp" will be resumed here in mid-February, the date to be set whenever Edward C. Raftery, U.A. counsel, is available.

RADIO CITY MUSIC HALL
Rockefeller Center
"WORDS AND MUSIC"
JUNE ALLYSON • PERRY COMO
JUDY GARLAND • LENA HORNE
GENE KELLY • MICKEY ROONEY
ANN SOTHERN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT HOLIDAY STAGE SHOW

LORETTA YOUNG - ROBERT CUMMINGS
in HAL WALLIS' production
"THE ACCUSED"
A Paramount Picture
In Person The MILLS BROS. and JEAN CARROLL THE VANDERBILT BOYS Extra RAY McKINLEY And His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
10th WEEK! VICTORIA BROADWAY & 46th ST.

JOHN WAYNE
GAIL RUSSELL
'WAKE OF THE RED WITCH'
A Republic Picture
BRANDT'S MAYFAIR
7th AVE. & 47th ST.

TYRONE POWER GENE TIERNEY
"THAT WONDERFUL URGE"
A Twentieth Century - Fox Picture
ON THE ICE STAGE
BARBARA ANN SCOTT
In Winter Carnival
ON STAGE—Ming & Ling—
Harold Barnes—Gordon Goodman
ROXY 7th Ave. & 50th St.

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Tell you what I'm Gonna Dooo!



Crack

"SITTING PRETTY" RECORDS.....

Scramble

"MOTHER WORE TIGHTS" FIGURES.....

Fly Right Over

"MIRACLE ON 34th STREET" BUSINESS.....

HURRY-HURRY FOR...

Chicken Every Sunday

Starring Dan DAILEY
That wonderful, lovable guy



Celeste HOLM
That Academy Award winning gal

with COLLEEN TOWNSEND · ALAN YOUNG
Natalie Wood · William Frawley · Connie Gilchrist · William Callahan · Veda Ann Borg · Porter Hall
Whit Bissell · Katherine Emery · Roy Roberts · Hal K. Dawson

Directed by GEORGE SEATON · Produced by WILLIAM PERLBERG

Written for the Screen by George Seaton and Valentine Davies
From the Stage Play by Julius J. and Philip G. Epstein And the Book by Rosemary Taylor

20th CENTURY-FOX

....and the whole Industry is crowing about.....

the Snake Pit



New York and Chicago success repeat in Los Angeles, Boston, San Francisco!

YELLOW SKY



Leading in drama, action and boxoffice thrills from coast-to-coast!

That Wonderful URGE



Obey that impulse . . . enjoy that wonderful boxoffice surge!

Income of 7

(*Continued from page* 1)

since 1947 figures for the company are not comparable to 1948 figures. No figures at all were given for Paramount.

Company - by - company figures for the third quarter of 1948, with comparable figures for the second quarter of 1948 and the third quarter of 1947:

Columbia: $8,668,000 (second quarter, for the period beginning March 28 and ending June 30, $9,046,000; third quarter 1947, $6,475,000).

Monogram: $2,491,000 (second quarter, 14 weeks ending July 31, $2,434,000; third quarter 1947, $2,176,000).

RKO: $26,500,000 (second quarter, $28,682,000; third quarter 1947, $28,907,000).

Republic: $6,427,000 (second quarter, $6,303,000; third quarter 1947, $7,524,000).

Twentieth Century-Fox: $42,218,000 (second quarter, $45,808,000; third quarter 1947, $44,689,000).

Universal: $12,086,000 (second quarter, $14,899,000; third quarter 1947, $16,634,000).

Warner: $39,000,000 (second quarter, $38,081,000; third quarter 1947, $41,031,000).

Columbia reported that the gross income of its foreign subsidiaries amounted to $3,990,000 in the second quarter of 1948 and $3,781,000 in the third quarter of 1947. No figure was given for the third quarter of 1948. RKO reported "net amount of film earnings of subsidiaries not consolidated operating in foreign territories" amounting to $3,379,000 in the third quarter of 1948, compared with $4,856,000 in the second quarter of 1948, and $3,606,000 in the third quarter of 1947.

The SEC noted that the Warner figure for the third quarter of 1948 was reported as "estimated gross income," while the figures for the two earlier quarters were reported as "film rentals, theatre admissions, sales, etc., and rents from tenants and royalties."

Loew's reported for itself and its "wholly owned subsidiaries consolidated" sales of $39,446,000 for the third quarter of 1948, compared with $38,249,000 for the 12 weeks ending June 3, 1948. No figure was given for 1947.

Eastman Kodak reported sales of $105,000,000 for the 12 weeks ending Sept. 4, 1948, compared with $100,000,000 for the 12 weeks ending June 12 of that year and $78,000,000 for the comparable 12 weeks in 1947. General Precision Equipment Corp. had sales of $7,162,000 for the 1948 third quarter, compared with $6,682.000 for the second quarter and $6,726,000 for the third quarter of 1947.

Loew's, Moss Deal

(*Continued from page* 1)

Moss also is negotiating for RKO's 50 per cent interest in the Alden, Jamaica. Here again Moss holds the remaining 50 per cent.

Indict Irwin Franklin

CHICAGO, Jan. 13.—Irwin Franklin, Midwest representative for Artkino Films, distributor of Russian pictures, has been indicted here by the Federal Grand Jury in Judge Philip Barnes' District Court, for failure to register as an alien during the war and for posing as a United States citizen.

Writers' Television Group Is Formed

HOLLYWOOD, Jan. 13. — Writers' group headed by Emmet Lavery, former president of the Screen Writers' Guild, has incorporated the Writers' Theatre for Television, promising authors a "long-range licensing program, with sliding-scale percentage payments, including maximum participation in the profits of WTT in addition to specific earnings of individual story properties."

Writers will receive an additional payment for every station using their material in addiiton to the primary station.

Lavery is president, John Larkin and Paul Radin are vice-presidents, Jerry Horwin is treasurer, and Allen Rivkin, secretary.

Para. - U. S.

(*Continued from page* 1)

vice-president in charge of theatres; Robert O'Brien, Paramount secretary, and Walter Gross, theatre department attorney, opened the new negotiations with Herbert Bergson, head of the Department's anti-trust division, and Robert Wright, trial counsel for the government in the case.

Louis Phillips, also a home office attorney active in the case, and Edwin L. Weisl, corporate director, came here yesterday from New York to join in the discussions. Phillips' presence here is seen as especially significant since he primarily concerns himself with distribution affairs. The inference is that theatre issues have been resolved to the extent that both sides have taken up distribution practices for treatment in the decree.

D. of J. to Move in

(*Continued from page* 1)

would ask the New York District Court to order the British firm to give up its holdings in American Scophony and to obey the same injunctive provisions contained in yesterday's consent judgment as regards division of world markets.

"British Scophony has had plenty of time to indicate whether it's going to play ball," this official said. "We're going to move pretty fast."

Griffith Records

(*Continued from page* 1)

where on Tuesday Federal Judge Knight will decide whether Schine will be allowed to introduce new evidence in its case.

Milton Kallis will leave tonight and George Wise will leave on Monday for Oklahoma City to continue the presentation of new evidence in the Griffith case.

Will Let Windsor Look

WASHINGTON, Jan. 13.—Twentieth Century-Fox and the Walbrook Theatre will not oppose the Windsor Theatre motion to examine papers in possession of 20th-Fox having a bearing on the current litigation involving the three.

Technicolor Suit Delay

LOS ANGELES, Jan. 13.—Pre-trial conference in the government's anti-trust suit against Technicolor has been postponed to April 22 to give the company more time to assemble defense data.

N. Y. Theatres

(*Continued from page* 1)

1. A full-time representative or committee in Albany to watch for any legislation harmful to theatres or to the industry.

2. An all-out promotional campaign to enlist the aid of the film-going public, primarily through the use of trailers explaining, first, the theatre's part in the community, and second, the effect of local amusement taxes on the public's pocketbook.

3. A drive to enlist every exhibitor in the state, whether affiliated with an exhibitor organization or not, in the fight against adverse legislation.

4. A plan for the immediate grooming of representatives to the State legislature who would fully understand exhibitor problems.

On this last point Gael Sullivan, executive director of the TOA, pointed out that in several states—Mississippi, Alabama, Virginia, Texas and New Mexico—legislators who know the problems of exhibition and the harmful effects of local amusement taxation have been extremely helpful in fighting adverse legislation and in turn have the full support of exhibitors in their states. These are the kind of legislators New York State needs, he said.

"The motion picture industry has done a very poor job in getting its importance across to municipal authorities," Sullivan added.

A temporary committee was appointed to consolidate the plans for action. The committee: Fred J. Schwartz and D. John Phillips for MMPTA; J. Joshua Goldberg and Morton Sunshine for the ITOA, and Harry Lamont and Leonard L. Rosenthal for the Theatre Owners of Albany exchange area. Another meeting is planned shortly.

Turning to the Binghamton, N. Y., tax proposal, which would have put a five per cent levy on all theatre admissions but which was vetoed December 21, representatives attending the meeting said that it was through no effort of exhibitors in that city that the proposed levy was killed. For the most part, it was pointed out, exhibitors and circuits operating theatres there refused to appear at tax hearings and fight the measure for fear of raising public ire. As a result the threat of similar taxation in cities near Binghamton is now more pronounced.

Leo Brecher, MMPTA president, was chairman of the meeting.

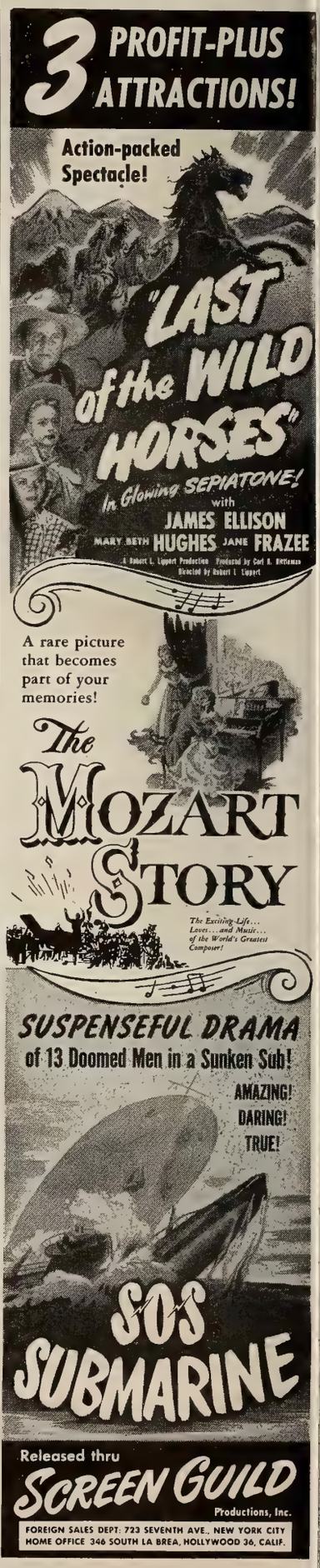
U. K. Inquiry

(*Continued from page* 1)

Baker of Ealing Studios, and Sir Arthur Jarratt of British Lion were the witnesses who appeared at the closed hearing.

The producers were intent upon telling their story at the outset of the hearings because of the known inclinations of both Socialist members of Parliament and members of Lord Portal's committee for divorcement of production from both distribution and exhibition.

It is understood that today's testimony was intended to counter that official attitude. In addition, it is known that the Producers' Association planned to take advantage of the opportunity afforded by the inquiry to protest the current entertainment tax in the hope of obtaining a reduction and a greater share of the box-office dollar.



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FIRST IN FILM NEWS

VOL. 65. NO. 11 NEW YORK, U. S. A., MONDAY, JANUARY 17, 1949 TEN CENTS

Justice Dept. Starts New Ascap Probe

Would Determine If '41 Decree Needs Altering

Department of Justice will begin an immediate investigation of the operations of the American Society of Composers, Authors and Publishers for the purpose of determining to what extent its decree with the society, entered into in 1941, should be changed, if at all, in view of Federal Court decisions against Ascap in New York and Minneapolis.

This was disclosed in New York Federal Court on Friday by Harold Lasser, government attorney, at a hearing of a motion by Ascap member Abner Greenberg who sought revision of the decree based on his objections to Ascap's method of allocating members' voting power.

Concurring with Lasser's argument that changes in any such decree should be the province of the U. S. Attorney

(*Continued on page 3*)

Prewitt Reelected Gulf States Head

NEW ORLEANS, Jan. 16—The board of directors of Gulf States Allied, in session here, unanimously reelected W. A. Prewitt, Jr., president, reelected Don George vice-president and elected F. G. Pratt, Jr., treasurer and Harold Bailey secretary. Maurice J. Artigues remains as general manager.

In a wire to national Allied general counsel Abram F. Myers sent immediately following the board meeting, Prewitt advised him that Gulf States Allied had unanimously approved the "Finneran Plan" for disciplining stars and in the same wire expressed agreement with Allied's condemnation of forced percentage pictures.

Joseph Resigns As U-I's Ad Director

John Joseph announced through the Universal-International home office on Saturday that he had resigned as the company's national advertising-publicity director, a post he has held for 11 years.

Joseph stated that he had no new affiliation in view and that he would "check off the lot" sometime within the next month.

Loew'sReports 1948 Profit Of $5,309,659

Net income of Loew's, Inc., after taxes and all other deductions for the year ended Aug. 31, 1948, amounted to $5,309,659, including $1,097,267 of Loew's portion of the net undistributed income of partly-owned corporations. Earnings are equivalent to $1.03 per share on 5,142,615 common shares outstanding.

Corresponding net income for the previous year was $11,626,427, including $1,093,736 of Loew's portion of the net undistributed income of partly-owned corporations. This was equivalent to $2.26 per share on the same

(*Continued on page 4*)

Brief Field Men on 'Brotherhood Week'

Motion pictures and theatres provide the best means of carrying to the public the program of the National Conference of Christians & Jews, sponsor of American Brotherhood Week, to be observed Feb. 20 to 27, distribution chairmen for the industry's "Brotherhood Week" campaign told branch and district managers of all companies and exhibitor co-chairmen at meetings held on Friday.

"We of the motion picture industry are fortunate that millions of peo-

(*Continued on page 4*)

DIVESTITURE IN PARA.-U.S. DECREE

$69,943,870, Loew Film Inventories

In its annual report to stockholders, Loew's lists film inventories amounting to $69,943,870, which covers productions in process, completed but not released and others released but less amortization. Company states that it expects the effect of lower cost-pictures will be reflected in the current fiscal year.

A total of $17,467,406 is listed for films completed but not released.

Fight on FCC Rules To Start Tomorrow

WASHINGTON, Jan. 16.—Paramount Pictures this week will strongly oppose rules proposed by the Federal Communications Commission to limit the number of television stations any one firm can be interested in or control.

Oral argument on the proposed rules will open tomorrow. Warner and 20th Century-Fox are not taking any stand.

The proposed rules would hold any one firm to a maximum of five stations controlled. If it controlled the maximum it could not have others.

New Theatre Company Would Have to Dispose Of About 500 Houses

Theatre divestiture, in addition to the separation of Paramount's production-distribution operations from theatre operations, will be provided for in any consent decree agreement which may be reached by the company with the government.

Substantial progress toward an agreement was reported here at the weekend following the return of home office executives from three days of conferences with Department of Justice officials in Washington.

Indications are that further meetings will be held this week and possibly next, with the talks reaching a final stage within 10 days.

Under the agreement being discussed, two new companies would be set up, one to operate Paramount's production and distribution, the second to take over theatre operation independently.

The new theatre company will be subject to divestiture agreements af-

(*Continued on page 4*)

OnlyCompanyHeads At Miami Meeting

All but the presidents of member companies of the Motion Picture Association of America, with two exceptions, are excluded from the Miami meeting with Eric A. Johnston, MPAA president, set for tomorrow and Wednesday. Foreign affairs and industry economies are tops on the agenda.

At least part of the two-day session probably will be held at the Miami

(*Continued on page 3*)

Johnston Due Here For MPEA Meeting

Eric Johnston, Motion Picture Association president, is due here today from Washington to attend a meeting of the M. P. Export Association. He will leave here tonight for Miami by plane to preside at the special meeting of MPAA directors there tomorrow and Wednesday.

The MPEA meeting today is scheduled to act on renewals or suspen-

(*Continued on page 4*)

Average Film Cost for Video Is $100 Per Hour

WASHINGTON, Jan. 16. — Per-hour costs of theatrical film for television begin somewhere slightly under $75 for older Hollywood product for use in smaller cities, and go up to several hundred dollars per hour in larger markets for newer features, according to a survey on television station operating costs compiled by the National Association of Broadcasters.

A good average figure is $100 per hour, the NAB says, declaring that the price of theatrical film is the firmest item in the field of program costs for television stations. The station costs survey, part of a continuing study being made by the NAB, indicated that a later separate survey will deal solely with the use of films for video.

20th - Fox 'Collarites' Reaffirm Sopeg Shop

In an NLRB election at 20th Century-Fox here at the weekend, the "white collar" employes reaffirmed CIO's Screen Office and Professional Employes Guild as their collective bargaining agent. The count was 267 for SOPEG and 46 for no union. At 20th Century-Fox International the vote was 33 for SOPEG and seven for no union.

SOPEG was the only union to appear on the ballot.

A few months ago there were indications that AFL's IATSE Motion Picture Home Office Employes Local No. H-63 had included the 20th-Fox

(*Continued on page 4*)

More Support for Ticket Tax Cut

WASHINGTON, Jan. 16. — Support continued to mount at the weekend for reduction of the 20 per cent admissions tax to the pre-war 10 per cent, along with removal of other wartime excise tax increases, but the chances still are that the fight would be a losing one.

Rep. Forand (D., R. I.) and a top member of the House Ways and Means Committee, which handles tax legislation, said he would press for removal of all wartime excise tax boosts. Another congressman, Rep. Hagen (R., Minn.), introduced a bill to cut the tax back to 10 per cent, making five such bills to date, and Rep. Havenner (D., Cal.) introduced a bill to remove the entire 20 per cent admission levy.

Ohio Among 1st with Statewide Video

Cincinnati, Jan. 16.—Television is expected to blanket Ohio by next July, when 12 stations, eight of which are presently under construction, are scheduled to beam programs to Ohio's estimated 50,000 receiving sets. Four stations are now in operation, two in Cleveland, one in Cincinnati and one in Toledo, and with completion of the others, Ohio will become one of the first states in the nation with a sufficient number of stations to provide statewide video reception.

There are 88 FM stations beaming programs to owners of an estimated 5,000,000 or 6,000,000 radios in the state.

Columbus Operators Win Wage Increases

COLUMBUS, O., Jan. 16.—A one-day walkout which closed 32 local neighborhood theatres here ended with an agreement under which operators in "A" theatres will receive a 20 per cent weekly wage boost (to $70, from $59.50), while those in the "B" bracket have been given a 10 per cent raise (to $54, from $47).

Downtown theatres and several neighborhoods, which have separate contracts with the union, were not affected by the walkout.

Omaha Colosseum Elects

OMAHA, Jan. 16.—Edward Rostermundt of United Artists has been elected chairman of the Omaha lodge of the Colosseum of Motion Picture Salesmen of America. Other new officers include Dave Arthur, vice-chairman; Leon Mendelson, secretary-treasurer; William Barker, sergeant-at-arms, and William Wink, Hymie Novitsky and Paul Back, directors.

Huge AA Print Order

HOLLYWOOD, Jan. 16.—The largest print order ever issued by Allied Artists calls for 525 prints of "Bad Boy" to service 43 openings on Feb. 22 and some 500 dates the following week.

Personal Mention

SAM DEMBOW, JR., will leave here on Tuesday for Texas and the Coast.

•

CHRISTY WILBERT, advertising manager for 20th Century-Fox, will leave New York today for a two-week vacation.

•

HARRY GOLDBERG, Warner advertising-publicity head, left here over the weekend for Pittsburgh, Cleveland and Albany.

•

NAT LEVY, RKO Radio Eastern division sales manager, will visit Indianapolis and Detroit this week.

•

ROBERTO ROSSELLINI, Italian producer-director, is due to arrive here today by plane from Rome.

•

JULES B. WEILL, Masterpiece Productions' president, is back in New York from the Midwest.

•

L. JACK SCHLAIFER, Eagle-Lion's general sales manager, left here over the weekend for Dallas.

TED R. GAMBLE, Theatre Owners of America board chairman, is scheduled to return to New York on Thursday from Portland, Ore.

•

JACQUES KOPFSTEIN, Astor Pictures' executive vice-president, and MRS. KOPFSTEIN left New York at the weekend for a Florida vacation.

•

FRED JACK, Southern district manager for United Artists, is visiting Florida with JOHN BACHMAN, UA's Atlanta branch manager.

•

GEORGE D. BURROWS, executive vice-president of Monogram and Allied Artists, returned to Hollywood at the weekend from here.

•

ED HINCHY, head of Warner's home office playdate department, has returned to New York from Washington.

•

JOHN P. BYRNE, M-G-M's Eastern sales manager, has returned to New York from Boston.

Special Short on N. Y. Critics Awards

A special five-minute short of excerpts from the prize-winning films will be shown at Radio City Music Hall Friday night at the ceremonies on stage attending the presentation of the 1948 awards of the New York Film Critics.

The film will contain highlights from "Treasure of Sierra Madre," judged best picture of the year and the film for which John Huston won the directorial award; "The Snake Pit," for which Olivia de Havilland won the award as best actress; "Hamlet," for which Laurence Olivier won the award as best actor, and "Paisan," judged the best foreign film.

Operator Union Fund Now Totals $100,000

CHICAGO, Jan. 16. — Since the new labor-management contract between the Chicago Motion Picture Operators Union, Local No. 110, and 372 theatres in Chicago went into effect last Sept. 1, the union-employer fund has reached nearly $100,000, Eugene Atkinson, union business manager, announces. Under the contract, the theatres pay an amount equal to 10 per cent of the operators' gross salaries to the operators' benefit.

Video Film Contract To Be Discussed

The uniform television-film-exhibition contract will be the main topic of discussion at the 1949 television film conference at the Biltmore Hotel here Jan. 24, Irwin A Shane, general chairman, has announced.

Melvin L. Gold, president of the National Television Film Council, which is sponsoring the contract, will introduce the topic with reports from the committees which have been at work in drafting the industry-wide film agreement since July.

Academy Awards Is Switched to Theatre

HOLLYWOOD, Jan. 16.—The board of governors of the Academy of Motion Picture Arts and Sciences has cancelled plans for staging the annual awards ceremonies on a sound stage at Warner's studio and has announced presentations will take place at the Academy Awards Theatre instead. The shift will limit attendance to the theatre's 950-seat capacity, but the board disclosed it will give the Academy greater net revenue than could have been realized from larger turnouts that might have been accommodated by staging the event at the studio with a banquet feature, or at the Shrine Auditorium as in the past two years.

Only award nominees, the press, and personnel conducting the ceremonies will be admitted to the theatre. The radio broadcast and entertainment program remain as previously announced.

Marked Increase in Canadian Imports

OTTAWA, Jan. 16. — Imports of films into Canada advanced to $331,000 in October compared with $273,000 in the same month of the preceding year and totalled $3,055,000 in the first 10 months of 1948 against $2,392,000 in the corresponding period of the previous year, according to the Canadian government.

Mayer Received $417,263

Published reports that the compensation received by Louis B. Mayer, executive head of M-G-M studios, for 1948 amounted to $733,074, are in error, the company said here on Friday. The total compensation received by Mayer for the year amounted to $417,263, including $156,857 salary and $260,406 representing his percentage compensation, the company said.

Newsreel Parade

SNOWFALL in Hollywood and sunshine in Miami highlight current newsreel. Other items include the Senate hearing Dean Acheson and the Gratitude Train from France. Complete contents follow:

MOVIETONE NEWS, No. 5—Senate hears Dean Acheson. California snowfall. Miami Beach bathing fashions. French Gratitude Train. Puppet show for German kids. Basketball. Golf. Silver Skates.

NEWS OF THE DAY, No. 239—Hollywood snowbound. Sunshine in Miami Beach. Reds celebrate 1917 revolution. Ghost fleet comes to life. French send Gratitude Train. Golf. Fashions.

PARAMOUNT NEWS, No. 42—Russians celebrate 1917 revolution. Snow in California. Dean Acheson testifies before Senate. U. S. tightens patrol on Mexican border. Punch and Judy show.

UNIVERSAL NEWSREEL, No. 213—California snowbound while Florida sizzles. Mercy train from France. Destroyers taken out of "mothballs." Golf. Ice skating. Puppet show.

WARNER PATHE NEWS, No. 44—Senate hears Dean Acheson. *S.S. Caronia* ends maiden voyage. French send U. S. Gratitude Train. Puppet show. Silver Skates. Basketball. Great Americans: John Hancock.

Screen Guild Board Meets Here Today

A special meeting of Screen Guild's board of directors will be held here today, Robert L. Lippert, president, has announced. On the agenda is the setting of sales policies for the handling of "I Shot Jesse James," which Lippert produced. The meeting climaxes a tour of Chicago, Boston and New York for Lippert who has been conducting trade showings of the film.

Other items on the agenda today are future productions, expansion plans and review of the results of the recently enlarged sales force. Attending the meeting will be Bert Stearn of Pittsburgh; Jack Engel, Philadelphia; Arthur Lockwood, Boston; J. Francis White, Jr., Charlotte; John Franconi, Dallas.

Hart, Others in New CBS Video Positions

Walter Hart, formerly producer-director for M-G-M and Paramount and scenario editor of Columbia, has joined CBS Television as a producer-director, effectively immediately. The appointments of Richard Linkroum as a director, and Roderick Mitchell, Robert L. Simpson, Herbert Hirschman and Ben Magnes as associate directors on the CBS Television staff, and the promotions of John Peyser and Kenneth Redford from associates to full directors, also were announced.

New High-Frequency Video Transmitter

CAMDEN, N. J., Jan.16.—A new 500-watt television transmitter for operation in the higher frequencies (channels 7 to 13), designed to provide adequate signal coverage to a city and its suburban areas and also as a stand-by transmitter, is under production by RCA, it is announced by the engineering products department. The transmitter is said to be able to cover a radius of 20 miles.

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Para. Luncheon for Meyer on Retiring

Paramount will give a luncheon at the Hotel Astor on Thursday for Fred Meyer, assistant secretary and general purchasing agent, who plans to retire at the end of January, after serving Paramount in various executive capacities for 37 years. He plans to rest at his home in Bronxville, and then travel extensively.

Meyer entered the banking business in 1898 and 10 years later became connected with the Cameraphone Co. in Denver, one of the first talking picture companies. In 1909, he went to St. Louis where he formed an association with the Western Film Exchange.

Met Zukor

Meyer came to New York to open a branch office for the company and became acquainted with Adolph Zukor who booked film from Western for his Comedy Theatre. Meyer and Zukor had numerous business dealings and in 1912, when Famous Players was organized, Meyer was taken into the new company. He served Famous Players in many capacities and when Paramount was formed, he took over an executive position with the new company, being general manager of Paramount's Laboratory for many years.

Miami Meeting

(*Continued from page* 1)

home of Nicholas M. Schenck and president of Loew's. Others to sit in with Johnston are Schenck and presidents Barney Balaban, Paramount; Spyros P. Skouras, 20th Century-Fox; Ned E. Depinet, RKO; Nate J. Blumberg, Universal. Harry Cohn and Harry Warner, both unable to attend, will be represented by Jack Cohn, vice-president of Columbia, and Albert Warner, vice-president of Warner.

Johnston will leave New York tonight for the meeting and his assistant, Joyce O'Hara, will leave Washington today.

SWG Votes Merger

HOLLYWOOD, Jan. 16.—Screen writers Guild membership voted last week to affiliate with New York's associated Film Writers, effective Feb. 11. Affairs of both guilds will be covered in a 17-point agreement to be administered by a national committee of 10 members representing each and headed in the first three years by SWG presidents. Merger had been approved previously by the AFW.



Roster of Columbia Conferees Lengthens

In addition to those previously reported as scheduled to attend the first international sales meeting here of Columbia since before World War II, the following will be on hand when the conference opens here tomorrow the first in a week-long series of sessions:

Home office executives A. Schneider, A. Montague, Nate B. Spingold, L. Barbano, L. Jaffe, Rube Jackter, Mort Wormser, and the following from the Columbia International home office: Jack Segal, Arnold Picker, Bernard Zeeman, Herman Golden and James Dodd. The international company's studio representative, Ely Levy, also will attend.

Ascap Probe

(*Continued from page* 1)

General, Judge Henry W. Goddard denied Greenberg's motion.

Lasser, following the hearing, said that any new decree could not basically change the effects of the decisions in New York and Minneapolis which held Ascap to be in violation of the anti-trust laws, and enjoined the organization from collecting theatre fees in behalf of its members.

However, the injunctions are to remain in effect for the period in which Ascap continues as it is presently constituted and so found illegal. It has been intimated by other sources that changes in Ascap's structure and system of operations could permit Ascap to resume theatre collections if only as an agency for individual composers and publishers.

Burke Services Held

WASHINGTON, Jan. 16. — Funeral services were held here Friday for Charles Burke, press relations director, who died suddenly on Wednesday. His last film assignment was handling Southern showings of Columbia's "La Traviata." He is survived by the widow, a daughter, a brother, James Francis, and a sister, Mrs. Harold Payson, all of New York. Burial was in Arlington National Cemetery.

Murphy Joins NSS

MINNEAPOLIS, Jan. 16.—Stuart M. Murphy, former Minneapolis projectionist, has joined the sales staff of the local National Screen Service branch, Jay McFarland, branch manager, announces. Murphy succeeds Jack Allender and will cover Southern Minnesota, Southern Wisconsin, South Dakota and independent theatres in St. Paul.

'Enchantment' Release

"Enchantment" may be generally released earlier than originally planned, possibly in February, because of the good business the film is doing in prerelease engagements, according to Arthur Sachson, general sales manager for Samuel Goldwyn Productions.

SDG Hears deRochemont

Louis deRochemont, president of Louis deRochemont Associates, addressed the fourth annual convention banquet of the Screen Directors Guild of New York at Longchamps' 57th St. Restaurant here Saturday night.

M-G-M Promotes Two In the Field Force

Under promotions announced in the M-G-M field force here at the weekend, Carl Gentzel has been made salesman and Lou Marks has been named assistant branch manager in Detroit, under Frank J. Downey, manager.

For the past five and a half years Gentzel was in the field auditing department under Alan F. Cummings. He takes over his new assignment in Cincinnati on Jan. 31. Marks joined the company in 1937.

Stars Set for the Inaugural Concert

WASHINGTON, Jan. 16.—Entertainment world stars set so far for the Jan. 19 Presidential Inaugural concert include Edgar Bergen, Margaret O'Brien, Lena Horne, Dick Haymes, Gene Autry, Phil Harris, Alice Faye, Jane Froman and Joan Davis, according to Loew Theatres executive Carter Barron, chairman of the Inauguration Parade and Special Events Committee.

May Ban Drive-ins

CHICAGO, Jan. 16.—A ban on drive-in theatres within Chicago city limits was recommended Friday by the City Council's building and zoning committee. Alderman Peter J. Lullerton, committee chairman, said the ban would stand until regulations governing outdoor theatres are worked out. The issue came to light when an application for a permit was made by theatre operators Fink and Gandell for a proposed outdoor at 76th and Sacramento.

Government Seeks Dissolution of WE

WASHINGTON, Jan. 16.—The Government on Friday filed its long-anticipated anti-trust suit to divorce Western Electric from the American Telephone and Telegraph Co.

The suit would require dissolution of Western Electric into three new independent and competing manufacturing concerns and require Western and A. T. and T. to license all of their patents to all applicants on a non-discriminatory and reasonable royalty basis, as well as to furnish these licensees with technical assistance and know-how in connection with the use of such patents.

Para. Gets Extension

WASHINGTON, Jan. 16.—The Federal Communications Commission has extended until Feb. 21 the deadline for Paramount and DuMont to file exceptions to the Commission's proposed order declaring that Paramount controls DuMont and that applications for five naw stations by DuMont and Paramount subsidiaries be dismissed. This is the second extension.

Change Agency Name

Stuart Bart, Inc., advertising agency here, has had its name changed to Stuart Bart and Getschal, Inc., in order to include the name of Budd Getschal, agency partner who joined the company two years ago after resigning as copy chief of Blaine-Thompson Co.

LOUIS SOBOL*
HAS SWITCHED
TO "FAMILY
HONEYMOON"



"My favorite comedy was 'Mr. Deeds Goes To Town' ...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

* Noted columnist of International News Service and Kings Features, Inc.

License Tariff Is Increased 17 Times

Mexico City, Jan. 16.—Another problem for distributors of American and other foreign pictures in Mexico is the 17 times increased official fees for inspecting films. The inspection charge for 35mm. pictures has been hiked to $14.54, from 90 cents a reel.

The Presidential decree that ordered the new rates explained that the money is to support the National Cinematographic Commission. The Commission will stage an international film fair here in 1949.

Loew's Profit

(*Continued from page* 1)

number of shares.

Amortization and write-offs of film costs in 1947 was $65,274,210, against $73,313,804 for 1948, reflecting the rise in production costs.

The annual report was accompanied by an earnings statement covering the 12 weeks ended Nov. 25, 1948, showing a net profit of $1,021,156, equal to 20 cents per share on the common stock, against $1,354,761, or 26 cents per share for the same period in 1927.

Gross sales and operating revenues for the 12 weeks in 1948 were estimated at $38,660,000, compared with $38,960,000 for the similar period in 1947.

For the fiscal year 1948, Loew reports operating revenues of $185,816,446, and operating and general expenses of $162,070,408. For 1947, operating revenues were $183,948,900 and expenses were $149,504,619.

Federal income taxes for 1948 were $3,061,729; for 1947, $7,277,478. Loew theatre receipts, rentals, sale of film accessories and M-G-M records for 1948 were $177,096,727; for 1947, $176,342,036.

Outside producers' share of film rentals in 1948 was $6,444,972; in 1947, $2,412,290.

On Aug. 31, 1948, Loew's had current and working assets of $120,212,009, against total current liabilities of $23,039,396.

Last year total current and working assets aggregated $132,171,887 and liabilities were $26,941,991.

Total assets, including cash of $25,529,216, are listed at $223,141,585.

20th 'Collarites'

(*Continued from page* 1)

shops in its blueprint for invasion of SOPEG strongholds. However, thus far in the jurisdictional tilt between the rival unions over control of home office "white collarites," H-63 has actually challenged SOPEG at United Artists and RKO Radio. UA went to H-63 and RKO reverted to SOPEG. Meanwhile, H-63 claims it has won the allegiance of employes in two other erstwhile SOPEG shops: Republic and DeLuxe Laboratories.

Second Disney Honor

COLUMBUS, Jan. 16.—Walt Disney will be honor guest at a dinner to be given by the *Columbus Citizen* tomorrow night, the proceeds to go to the Franklin County Infantile Paralysis Fund. Disney came East to receive a citation from Purdue University on Saturday and to attend the world premiere of "So Dear to My Heart."

Reviews

"Criss Cross"

(*Universal-International*)

ANOTHER hard-slugging melodrama of violence and vengeance is offered by Universal-International in "Criss Cross." Conventional in plot, with such elements as a romantic triangle, a grand frame-up and a bang-up finale, the film has been given a slick production treatment. Burt Lancaster is starred and once again his role is that of a basically good man who has been drawn by circumstances into a web of evil. Previous exhibitor experience with such melodramas should be the best guide for showmen as to commercial and promotional possibilities.

The plot basically is a contest between two strong men, Lancaster and Dan Duryea, over Yvonne De Carlo. On the rebound of her divorce from Lancaster, Miss De Carlo marries Duryea, an unsavory underworld character. Duryea is none too gentle with Miss De Carlo and she goes to Lancaster for help. After some doubt, Lancaster, apparently still loving Miss De Carlo, sets out to free her from Duryea's grip. Involved in his hasty plan is the joining of forces with Duryea to rob an armored truck. Things break wrong with the planned robbery and there follows a few more melodramatic events before Duryea shoots to death both Miss De Carlo and Lancaster, and is himself killed.

Marriage and divorce, gangsterism and alcoholism are the main ingredients of the screenplay by Daniel Fuchs, which was based on the novel by Don Tracy. As such, it is the ugly side of life that is portrayed. Lancaster gives a creditable performance as a morose bruiser caught in love-torments, while Miss De Carlo as the woebegone woman, carries her relatively heavy role adequately. Duryea is an old hand at conveying sadism and evil, and he does it well. Others in the cast are Stephen McNally and Richard Long. Robert Siodmak directed and Michel Kraike produced.

Running time, 87½ minutes. Adult audience classification. For February release.

MANDEL HERBSTMAN

"Miranda"

(*Rank-Eagle-Lion*)

VERY British in presentation, "Miranda," a fantasy about a mermaid, turns out to be a fresh and witty importation from the J. Arthur Rank studio. Although lacking in marquee names, discriminating film-goers should find it highly satisfying.

The story concerns a married London doctor who leaves his wife and office for a needed fishing vacation. No sooner does he cast his line than he finds himself yanked down into the undersea cave of a pretty mermaid. A victim of the mermaid's innocent charms, the good doctor is persuaded to take the mermaid home with him. As soon as the mermaid enters the doctor's household, a series of farcical events happen. Thinking her an invalid rather than a mermaid, several men fall in love with her.

It is to the credit of the Peter Blackmore screenplay that the satirical qualities inherent in the theme are amply realized on the screen. In time, the doctor's wife senses something fishy about the unusual visitor, and finally discovers her to be a mermaid. In the finale, after a handful of men have made themselves silly over her, the mermaid returns to her customary haunts, a bit wiser about the *homo sapiens*.

Performances are satisfactory all around. Glynis Johns plays the mermaid, with Griffith Jones as the doctor and Googie Withers as his wife. Others in the cast are John McCallum and Margaret Rutherford. A Gainsborough Production, it was produced by Betty E. Box with Sydney Box in charge of production. Adapted from Blackmore's play, it was directed by Ken Annakin.

Running time, 80 minutes. Adult audience classification. For February release.

M. H.

"Parole, Inc."

(*Eagle-Lion*)

ANOTHER in the series of documentary-styled melodramas, "Parole, Inc." deals with the bribery of parole board officials by members of the underworld for the purpose of gaining the illegal release of hardened gangsters. Suspense is neatly held throughout.

Michael O'Shea is seen as the FBI agent who, at the request of a state governor, attempts to expose the racket. Posing as a big-time racketeer he works his way into a gang, finds their method of reaching certain members of the parole board, uses this method to "spring" a convict, then traps the entire gang. Turhan Bey, a suave and enterprising attorney, lends conviction to his role as the unscrupulous go-between of the parole board and the underworld, while Evelyn Ankers is seen as the owner of a honky-tonk night club and brains of the city's racketeering element.

An Orbit Production, produced by Constantin J. David and directed by Alfred Zeisler, the story is well-knit and of sufficient interest to hold most persons' attention. The screenplay was written by Sherman L. Lowe, from an original story which he wrote with Royal K. Cole.

Running time, 71 minutes. General audience classification. For January release.

Bob Hope Grosses High

Bob Hope is breaking box-office records on his cross-country personal appearance tour, grossing $85,000 in five one-night stands: Fort Worth, Dalas, Abilene, Austin and San Antonion, Paramount reports.

New Production Firm

HOLLYWOOD, Jan. 16.—Richard Oswald and Edward Lewis have established Skyline Pictures, to produce features for Film Classics release. First will be Balzac's "Great Speculator."

Short Subject

"On Stage"

(*March of Time-20th-Fox*)

The fascinating story of the events that lead up to a play opening on Broadway is told with skill and sparkle in the latest March of Time subject. It is an outstanding one in the series. A number of Broadway stars appear in the film, also scenes from such current successes as "Red Gloves," and Maxwell Anderson's "Anne of the Thousand Days." Richard Walsh, IATSE president, and many top playwrights also come in for some footage. Much of the story is told through the action of Maggie Garland, an aspiring young actress determined to "make the grade."

The subject is one which should have wide popular appeal, and Richard de Rochemont and his staff are to be congratulated for the production. Running time, 18 minutes.

Para.-U.S.

(*Continued from page* 1)

fecting an estimated minimum of 500 theatres, interests in which it would be required to dispose of. The agreement would leave the new company with interests in between 600 and 900 theatres, according to reports.

Company officials who participated in last week's meeting with the Department of Justice in Washington on the decree included Leonard Goldenson, vice-president in charge of the atre operations; Edwin L. Weisl, attorney and member of the board of directors; Louis Phillips, home office attorney; Robert O'Brien, Paramount secretary, and Walter Gross, theatre department attorney.

If an agreement is reached with the Department next week, as now appears likely, it would have to be approved subsequently by the company's board of directors before it could be consummated.

Brief Field Men

(*Continued from page* 1)

ple congregate in our places of business, making it easy for us to be leaders in all worthy civic causes," the meetings were told. "With this opportunity comes a responsibility that we must grasp.

"The exhibitor represents the film industry in his community. 'Brotherhood Week' gives him the opportunity to show the world once more how well the industry supports a worthwhile civic effort and thus his public relations as well as those of the entire industry are improved.

"We want to make American 'Brotherhood Week' for 1949 the greatest ever observed in point of new memberships, contributions and exploitation."

Johnston Due

(*Continued from page* 1)

sions of members' licenses and to canvass operating activities for the coming year with the prospect that it may cease operations in several countries. Several independent producers releasing through United Artists will not renew their MPEA licenses for the coming year.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 12 NEW YORK, U.S.A., TUESDAY, JANUARY 18, 1949 TEN CENTS

'48 Average Weekly Gross Was $14,812

For 170 Key Theatres Listed in 'Daily' Reports

Average weekly theatre income last year was $14,812 for the 170 theatres covered by MOTION PICTURE DAILY weekly box office gross reports from 22 key cities. Best business week of the year, the record indicates, was the one ending last Jan. 2-3, with an average of $19,031 per theatre. Figure for the lowest week, ending Dec. 24-26, was $11,264.

Previous year's average weekly gross was $16,246. Best business week of 1947 was the one ending Jan. 3-4, with an average of $22,024 per theatre. That year's lowest week, ending Dec. 26-27, was $11,363.

Last month, grosses continued at the increased level to which they rose in November. Average weekly in-

(*Continued on page 4*)

Postpone Action on Scope of MPEA

Member companies of the Motion Picture Export Association have taken under individual study the advisability of their continuing with the joint operation in certain foreign countries with no decisions reached at an MPEA board meeting here yesterday.

United Artists previously had notified the organization of its withdrawal when current contracts expire in June.

Yesterday's session, presided over by Eric A. Johnston, MPEA president, was devoted to a report on financial operations and a general discussion. Another meeting will be held in about four weeks. Johnston left New

(*Continued on page 3*)

Cut Lawyers' Fees In Minn. Ascap Case

MINNEAPOLIS, Jan. 17.—Federal Judge Gunnar Nordbye has allowed counsel for exhibitor defendants in the Ascap cases in Federal Court here a total of $4,000 attorneys' fees, to be paid by Ascap.

Counsel for the exhibitors in the case asked the court for $15,000 in fees, which was opposed by Louis D.

(*Continued on page 3*)

E-L Studios Will Resume on Feb. 16

Production activities at Eagle-Lion studios in Hollywood will be resumed on Feb. 16 with two pictures scheduled for immediate filming and a third to follow shortly thereafter, it was announced yesterday by Arthur B. Krim, president of the company. The studio temporarily suspended production last Nov. 15 because of the large backlog of pictures on its shelf, including its own productions, those received from the J. Arthur Rank Organization for distribution in this country



Arthur B. Krim

(*Continued on page 3*)

More Support for 'Finneran Plan'

DENVER, Jan. 17.—Directors of Allied Rocky Mountain Theatres voted at their quarterly meeting approval of the resolution of the Allied New Orleans convention regarding the "Finneran Plan" for disciplining film players who overstep the bounds of propriety. The resolution against forced percentage films was also approved.

The meeting voted to ask all exhibitors to give either a day's, night's or matinee's receipts to the March of Dimes, and thus do away with collections. More than 40 theatres in the local unit have agreed to this. Some intend having a special show, with admission at $1, and promote it along the line that half of the money will remain here to fight polio.

U.K. Producers Ask Ticket Tax Subsidy

LONDON, Jan. 17.—A British Film Producers' Association delegation headed by J. Arthur Rank visited Chancellor of the Exchequer Sir Stafford Cripps today in an endeavor to persuade him to allocate some proportion of the nations' entertainment tax collections to a subsidy for film production.

The interview lasted 45 minutes and both sides subsequently refused to divulge any information concerning its outcome.

The BFPA has claimed that the

(*Continued on page 4*)

David Lipton Named Universal Ad Head

David A. Lipton has been named Universal-International national director of advertising-publicity, replacing John Joseph who announced his resignation last Saturday in Hollywood.

Lipton for the past three years has been U-I's executive coordinator of advertising and promotion, with headquarters at the studio. Prior to that he was national director of advertising-publicity for Columbia in New York. He had previously served as studio publicity director for Uni-



David A. Lipton

(*Continued on page 3*)

Allied Organizing Tri-States Owners

MEMPHIS, Jan. 17. — The newly-organized Allied Independent Theatre Owners of the Mid-South has called an organization meeting of all independent theatre owners of Arkansas, Tennessee and Mississippi at the Hotel Chisca, Memphis, on Wednesday, Feb. 9.

The call, which is being issued to organize a branch of Allied covering the Tri-State territory, was issued by Edward O. Cullins, Memphis, president of the Mid-South branch of Allied. Bulletins to independent theatre owners will be mailed this week.

A permanent office has been established at the Hotel Chisca and a manager will be named this week, Cullins said.

U.S. Brief Upholds Lawson Conviction

WASHINGTON, Jan. 17.—The Government today urged the Circuit Court of Appeals for the District of Columbia to uphold the contempt of Congress conviction of screen writer John Howard Lawson.

In a brief filed today, the government argued that the courts have upheld the right of the House Un-American Activities Committee to ask witnesses about Communist Party ties, that committee Chairman Thomas had legally constituted the sub-committee holding the Hollywood hearings and that the trial was proper.

Decree Might Cut Its Video Ties Says Para.

Sees Loss of Television Interests in Affiliates

WASHINGTON, Jan. 17.—Final outcome of the government's anti-trust suit against Paramount Pictures might result in the company having to give up subsidiary firms which now are in or are entering the television field, a Paramount attorney told the Federal Communications Commission.

Duke Patrick, of the law firm of Hogan and Hartson, made this point in presenting the opposition of Paramount and its subsidiaries to the Commission's proposed rules limiting the number of television stations which one firm may own.

Patrick pointed out that several stations are owned or being sought by

(*Continued on page 4*)

Para., US Weighing Competition Issues

Negotiations between Paramount and the Department of Justice for a separate consent decree in the industry anti-trust suit have been narrowed down to the point where individual situations which would be part of a separate theatre company are being considered in the light of competitive market conditions.

Walter Gross, theatre department attorney, and Robert O'Brien, corporate secretary, represented Paramount in another meeting with Department attorneys in Washington yesterday. They returned to New York in the late afternoon.

The separate Paramount theatre company which figures to be formed under terms of the settlement will not retain any "closed" situations.

UA, Roach Press Fight on 'Curley'

MEMPHIS, Jan. 17.—The fight against Memphis censorship of "Curley," a Hal Roach comedy, on constitutional grounds has been appealed to a higher court.

Judge Floyd Henderson overruled a motion for a new trial in the case of United Artists and Roach on Saturday and an appeal to the Court of Appeals was immediately taken.

Para. Sells 3rd Film Away from Saenger

New Orleans, Jan. 17.—"The Paleface" opens at Loew's State on Friday for a week's run, making the third Paramount feature which has played at other than a Paramount-Richards house since the recent sell-away. Both "A Foreign Affair" and "Sorry, Wrong Number" played Loew's State earlier.

Paramount is selling away from its partner because of its inability to arrive at rental terms with the circuit.

To Stage Play for Purple Heart Men

HOLLYWOOD, Jan. 17.—With Gregory Peck, John Wayne, Maureen O'Hara and Pat O'Brien as stars, director John Ford is presenting a stage production of "What Price Glory" with all proceeds going to the military order of the Purple Heart.

The production will play Los Angeles, Hollywood, San Francisco, Long Beach and possibly other cities, starting on the eve of George Washington's birthday, Feb. 22, and continuing through mid-March.

Other stars in the cast include Robert Armstrong, Wallace Ford, George O'Brien, Ward Bond, Harey Carey, Jr., Forrest Tucker, Luis Alberni, Allan Hale, Oliver Hardy and Herbert Rawlinson. It will be staged by Ralph Murphy and produced by Harry Joe Brown. Laurence Stallings, co-author of "What Price Glory," will be associated with the production.

Others in the cast include Charles Kemper, Jimmy Lydon, G. Pat Collins, Fred Graham, Henry O'Neill, James R. Dugan, Larry Blake and Pat Summers III. Everyone connected with the production is contributing his services without pay.

Gilbert L. Becker

Gilbert L. Becker, office manager for M-G-M in Detroit since 1930, died over the weekend following a protracted illness. He joined the old Goldwyn company in 1922, in the booking department at Albany and in 1930 was transferred to the New York branch as cashier. Surviving are the widow and two daughters. One of the daughters, Ruth, is head contract clerk in the Detroit M-G-M office.

PCA's Al Block, 51

HOLLYWOOD, Jan. 17.—Private funeral services were held for Al Block, 51, former scenarist and for the past 14 years M-G-M liaison with the Production Code Administration, who died Friday morning of pneumonia. The widow, a son, and a brother survive.

A. S. Guckenheimer, 82

SAVANNAH, Ga., Jan. 17.—Abe Simon Guckenheimer, 82 years old and builder of the first house here in the silent days, died at his home Jan. 14.

Personal Mention

Y. FRANK FREEMAN and EDWIN WEISL, Paramount executives, have left here for Miami to attend the Motion Picture Association meeting. They will return at the end of the week.

•

CHARLES A. BAILEY, assistant to NORMAN MOREY, Warner short subject sales manager, was in Boston yesterday for conference, with GEORGE W. HORAN, Northeastern district sales manager, and AL DAYTZ, Boston branch manager.

•

FRANK J. DURKEE, owner of Durkee Theatres in Maryland, has left Baltimore to spend two months in Florida.

•

GAEL SULLIVAN, executive director of Theatre Owners of America, was in Buffalo yesterday from New York.

•

GENE AUTRY will attend the inaugural ceremonies in Washington on Thursday.

•

JULES K. CHAPMAN, assistant general sales manager of Film Classics, is on a tour of Midwest exchanges.

•

KEKI MODI, producer-director in India, is here on a visit.

PAT CASEY left here last night for the inaugural ceremonies in Washington.

•

JOSEF SOMLO, J. Arthur Rank production executive, is in New York from London for conferences with Universal and Eagle-Lion officials.

•

BOB PINSON and MAX HOLDER of Astor Pictures, have returned to Charlotte after a business trip to Atlanta.

•

MOE KERMAN, Favorite Films president, has returned here after a three-week vacation in Palm Beach.

•

WILLIAM BRANDT, New York circuit executive, and MRS. BRANDT are vacationing in Miami.

•

ALAN F. CUMMINGS, M-G-M exchange operations chief, has left here for Cincinnati and Indianapolis.

•

ROBERT VOGEL, M-G-M studio foreign department publicist, will fly from the Coast to New York on Friday.

•

JOE BISHOP of Kay Films in Charlotte, is in Charleston on business this week.

Irene Dunne To Head Heart Drive Division

Irene Dunne, film actress, has been named chairman of the women's committee in the forthcoming $5,000,000 drive of the American Heart Association, it was announced here yesterday by Harold E. Stassen, chairman of the 1949 Heart Campaign.

The campaign will be conducted from Feb. 7 to 28 by the American Heart Association and local affiliates throughout the country to support a program of research, education and community service.

Milstein to DuArt As Young's Partner

J. J. Milstein arrived in New York from Hollywood yesterday to assume sales supervision for Du-Art Film Laboratories, under a partnership arrangement with Al Young.

For a decade, Milstein was associated with M-G-M as Los Angeles branch manager and district manager for the West Coast. Later he was vice-president of Republic in charge of distribution and thereafter New York representative for Edward Small Productions. Prior to his new affiliation with Du-Art he was in production.

Frank Smithson, 88

Frank Smithson, pioneer producer-director of films for Edison and Mack Sennett, died here Saturday at the age of 88. A life member of The Lambs, Smithson had been in retirement for 15 years. Two sons survive, Percy Michael of Hollywood, and Edwin of New Rochelle, N. Y.

Approach Decision in Ad Films Trust Suit

WASHINGTON, Jan. 17.—The Federal Trade Commission today wound up hearings in its anti-trust case against four producers of advertising films. The Commission has been taking testimony for over a year-and-a-half in a score of cities. Next step will be for the trial examiner Earl J. Kolb, who heard the case, to recommend a decision to the full Commission.

Defendants are: Ray Bell Films, St. Paul; Alexander Film Co., Colorado Springs; United Film Ad Service, Kansas City, and Motion Picture Advertising Service, New Orleans. The complaint, filed two years ago, charges that these firms used unfair methods of competition tending to restrain trade and create a monopoly in the sale of advertising films.

Arnall, Depinet, Hays At Disney Citation

INDIANAPOLIS, Jan. 17.—Ellis Arnall, president of the Society of Independent Motion Picture Producers; Ned E. Depinet, RKO Radio president; Will H. Hays; Nat Levy, RKO Eastern division sales manager; novelist Sterling North, and a number of players in Walt Disney's "So Dear to My Heart" attended the world premiers of the picture at Purdue University's Hall of Music at nearby Lafayette on Saturday night.

Disney was cited at the premiere by the University as "artist, producer, director, creator, but above all a welder of the arts of painting, music and drama in a new unity that has made a world public sensitive to the values inherent in motion pictures."

Jersey Owners Meet On Tax Program

TRENTON, N. J., Jan. 17.—Allied Theatre Owners of New Jersey held a membership meeting at the Stacy-Trent Hotel here today to formulate a program for defeating admission tax and film censorship bills which may be introduced in the 1949 New Jersey legislature. Organization president Edward Lachman presided.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"WORDS AND MUSIC"
JUNE ALLYSON • PERRY COMO
JUDY GARLAND • LENA HORNE
GENE KELLY • MICKEY ROONEY
ANN SOTHERN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT HOLIDAY STAGE SHOW

LORETTA YOUNG · ROBERT CUMMINGS
in HAL WALLIS' production
"The Accused"
A Paramount Picture
in Person
The MILLS BROS.
and JEAN CARROLL
THE VANDERBILT BOYS
Extra
RAY McKINLEY
And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK
Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND
SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY
GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by
RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
10th WEEK! VICTORIA BROADWAY & 46th ST.

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DeRochemont Says Video to Aid Films

Addressing the fourth annual convention of the Screen Directors Guild over the weekend, producer Louis DeRochemont predicted that as a result of television, "the motion picture industry will be rebuilt along healthier, sounder lines, with larger rewards going to those who contribute to the creation of the product rather than to the administrative hierarchy.

"I believe New York will become the center of motion picture production, particularly of films made for television," he added. "By 1950, television will be consuming more film footage each month than Hollywood today produces in a year. Already we know that the traditional Hollywood cost pattern cannot be used in making television films. Many of these films will have to be made on location, for reasons of economy, and the East offers a wide range of natural location which are lacking on the West."



more delicious than on any other airline!

"the Hollywood"

—fly—

UNITED

DC-6 Mainliner 300s, 11¾ hrs. onestop to

LOS ANGELES

2 other DC-6 Mainliner 300s daily to Los Angeles

FTC Asks Congress For Trust Law Change

Washington, Jan. 17.—The Federal Trade Commission today again urged Congress to amend the anti-trust laws to bar the acquisition of physical assets as well as corporate stock where the effect is to lessen competition substantially. The Commission made the suggestion in its annual report for the fiscal year ending June 30, 1948.

The Administration has been backing this suggestion strongly, and bills to accomplish it have already been introduced in both houses of Congress.

SEC Reports 20th-Fox Contract with Einfeld

WASHINGTON, Jan. 17.—Charles Einfeld, newly-elected vice-president of 20th Century-Fox in charge of advertising, publicity and exploitation, will receive $2,000 a week and a $500 weekly expense account under his two-year contract starting on Feb. 1, the company has reported to the Securities and Exchange Commission.

The employment contract, in addition, provides that Einfeld shall receive $25,000 for acting in an advisory capacity from Nov. 1, 1948, to Jan. 31, 1949.

Cut Lawyers' Fees

(*Continued from page* 1)

Frohlich of New York, counsel for Ascap.

At the hearing on the application for fees, the court was told that Bennie Berger, a defendant in the case, had promised his attorney $10,000, win or lose, and that North Central Allied had told the attorneys it would give $50,000 if they won the case. They told the court Berger had paid them $1,000 and the association nothing.

David Lipton Named

(*Continued from page* 1)

versal studios for three years.

Joseph had been Universal's national advertising-publicity director for 11 years. He stated that he had no new affiliation in view and that he would "check off the lot" some time within the next month.

43 Openings Set for Short's 'Bad Boy'

Some 43 key situation premieres have been set for Feb. 22 for Allied Artists' "Bad Boy" with all of the first night revenue to go to Variety Clubs International, Paul Short, who produced the film, revealed here yesterday at an AA home office press interview. A juvenile delinquency picture, it was made at the request of U. S. Attorney General Tom Clark and with the cooperation of Variety Clubs. Variety will also participate in the profits of the film, which start at 10 per cent and go upward, Short disclosed.

At present Short has a two-film contract with AA, with "Born to Lose" scheduled as his second production. Also, Short asserted, he expects to make two for Universal.

E-L Will Resume

(*Continued from page* 1)

and productions of various independents in Hollywood.

First of the films to be produced on the 1949 schedule will be two documentaries to be made by Bryan Foy. They are "Port of New York," dealing with the Customs Bureau of the Treasury Department, "Trapped," to deal with the U. S. Secret Service. Both will be made with the cooperation of the Federal agencies involved and New York harbor authorities.

The third film is tentatively titled "Marker X" and will deal with the sleuths of the Pure Food and Drug Division of the government, to be produced by Aubrey Schenck and Steve Sekely and to be directed by Sekely.

Foy left Hollywood yesterday for Washington and New York to arrange for filming portions of both of his pictures in the East. He will be joined in New York shortly by James T. Vaughn, Eagle-Lion studio production manager.

'Fame' Scrolls to Town Meet and Stern

Motion Picture Daily—Fame scroll will be presented to George Denny, moderator of "America's Town Meeting of the Air," named as Best Educational Program in the *Fame* poll, on the combined radio and television broadcast over American Broadcasting tonight at 8:30.

Bill Stern, who was voted Best Sportscaster, will be presented with the scroll for that classification on his National Broadcasting show on Friday at 10:30 P.M.

Hits Inaugural Bill

WASHINGTON, Jan. 17.—Rep. Rees, Kansas Republican, today attacked a bill exempting from admission taxes tickets on inaugural events on the ground that Congress should not be easy on people who "can pay $5 to see Hollywood stars" when it taxes poor families who see the same stars in the neighborhood theatres.

Pickford, Chaplin At UA Coast Meet

HOLLYWOOD, Jan. 17.—The first meeting of United Artists' board, partner-owners, executives and finance committee got under way here this afternoon with the reading of the committee's report on ways and means of financing production, the first item on the meeting agenda.

The meeting, first in a sequence expected to run several days, took place at company headquarters, General Service Studio, with owners Mary Pickford and Charles Chaplin in attendance. Next session will be Wednesday.

WB, Selznick Confer On Players Loan-Out

HOLLYWOOD, Jan. 17.—In the wake of weekend reports, a Warner Brothers spokesman today affirmed that negotiations are in progress for the company's use of "several David O. Selznick players on loan-out," but denied knowledge of any plans for acquisition by WB of complete Selznick production properties. Daniel T. O'Shea, Selznick executive indicated no "sales" were pending.

Scope of MPEA

(*Continued from page* 1)

York late yesterday for the Miami meeting of company presidents today and tomorrow.

Among those present yesterday were George Weltner, Paramount; Arthur Loew and Mort Spring, Loew's; Walter Gould, United Artists; Al Daff, Universal; Phil Reisman, RKO Radio; Murray Silverstone, 20th Century-Fox; Theodore Black and Herbert Yates, Jr., Republic; Wolfe Cohen, Warner; Joseph McConville, Columbia; Norton V. Ritchey, Monogram.

John G. McCarthy, head of the Motion Picture Association of America's international division, yesterday was elected an MPEA vice-president.



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1948 Weekly Gross Summary

(*Continued from page* 1)

come for December was $15,138, while in November it was $15,180. December, 1947, showed an average of $16,013.

As is usually the case, the first three weeks of last month were relatively mild, business-wise. And, also as usual, a sharp upturn in grosses followed in the fourth week (Christmas week), with the weekly average per theatre registering $17,413.

Although 1948 grosses were below those of the previous year, according to reports, there is evidence in the array of figures of a general levelling off of grosses with apparent promise of steadiness this year from an overall standpoint.

"The Paleface," which got into national release in the last week of December, surged forward rapidly as a grosser to tie "The Three Musketeers" for first place box-office honors last month. November's leader was "Johnny Belinda," followed closely by "Musketeers."

"Hamlet," showing at advanced admission prices, moved up into second place last month, while third place honors were shared by "When My Baby Smiles at Me," "The Snake Pit" and "Blood on the Moon."

Other films which appeared frequently as better-than-average grossers last month were: "Johnny Belinda," "June Bride," "Miss Tatlock's Millions," "Red Rover" (a close third in November), "Fighter Squadron," "Mexican Hayride," "Road House," "Belle Starr's Daughter," "He Walked by Night," "Sealed Verdict," "No Minor Vices," "The Saxon Charm," "Julia Misbehaves," "The Return of October."

Also, the reissue pair, "Last Days of Pompeii" and "She," "Let's Live a Little," "Kiss the Blood Off My Hands," "The Freak," "Plunderers," "Strike It Rich," "That Wonderful Urge," "The Red Shoes" and the following late starters: "Command Decision," "Joan of Arc," "Portrait of Jennie," "Yellow Sky," "The Adventures of Don Juan" and "Every Girl Should Be Married."

Composite key city box-office reports for 1948 and 1947 follow:

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
April 2-3	171	2,953,500	17,272
April 9-10	169	2,740,000	16,213
April 16-17	175	2,493,600	14,249
April 23-24	167	2,284,000	13,677
April 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,500	14,470
May 14-15	167	2,301,200	13,780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14,184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13,304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828
July 9-10	161	2,499,000	15,522
July 16-17	170	2,418,900	14,229
July 23-24	172	2,577,800	14,987
July 30-31	170	2,438,600	14,345
Aug. 6-7	173	2,482,800	14,351
Aug. 13-14	171	2,575,500	15,061
Aug. 20-21	175	2,577,800	14,730
Aug. 27-28	166	2,430,400	14,641
Sept. 3-4	172	2,463,500	14,323
Sept. 10-11	168	2,722,000	16,202
Sept. 17-18	171	2,406,700	14,074
Sept. 24-25	154	2,262,500	14,692
Oct. 1-2	163	2,332,800	14,312
Oct. 8-9	160	2,387,500	14,922
Oct. 15-16	172	2,529,200	14,705
Oct. 22-23	159	2,349,800	14,779
Oct. 29-30	161	2,379,900	14,782
Nov. 5-6	166	2,383,300	14,357
Nov. 12-13	169	2,570,000	15,207
Nov. 19-20	176	2,680,700	15,231
Nov. 26-27	175	2,424,600	13,855
Dec. 3-4	180	3,105,700	17,254
Dec. 10-11	179	2,535,000	14,162
Dec. 17-18	165	2,172,200	13,165
Dec. 24-26	168	1,892,400	11,264

1947 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 3-4	167	$3,678,100	$22,024
Jan. 10-11	173	3,363,200	19,400
Jan. 17-18	173	3,007,300	17,383
Jan. 24-25	176	3,043,700	17,294
Jan. 31-Feb. 1	181	2,293,600	18,197
Feb. 7-8	177	3,089,600	17,495
Feb. 14-15	177	2,767,900	15,638
Feb. 21-22	182	3,042,700	16,718
Feb. 28-Mar. 1	166	2,800,300	16,869
Mar. 7-8	178	2,906,400	16,328
Mar. 14-15	174	2,890,300	16,610
Mar. 21-22	173	2,922,900	16,895
Mar. 28-29	178	3,069,500	17,245
April 4-5	179	2,838,800	15,859
April 11-12	184	2,233,500	17,606
April 18-19	177	2,973,400	16,798
April 25-26	183	2,917,900	15,945
May 2-3	177	2,699,800	15,253
May 9-10	175	2,578,100	15,732
May 16-17	176	2,650,400	15,059
May 23-24	169	2,369,100	14,018
May 30-31	173	2,590,100	14,972
June 6-7	178	2,834,800	15,926
June 13-14	165	2,511,700	15,222
June 20-21	170	2,579,400	15,173
June 27-28	174	2,557,000	14,695
July 4-5	163	2,507,300	15,382
July 11-12	169	2,734,800	16,182
July 18-19	174	2,555,900	14,689
July 25-26	156	2,561,700	16,421
Aug. 1-2	160	2,511,500	15,696
Aug. 8-9	166	2,612,700	15,742
Aug. 15-16	164	2,622,300	15,989
Aug. 22-23	170	2,931,800	17,246
Aug. 29-30	164	2,786,700	16,992
Sept. 5-6	159	2,829,000	17,192
Sept. 12-13	170	2,855,600	16,209
Sept. 19-20	167	2,716,800	16,268
Sept. 26-27	172	2,845,000	16,541
Oct. 3-4	177	2,852,100	16,113
Oct. 10-11	171	2,665,900	15,590
Oct. 17-18	176	2,923,900	16,613
Oct. 24-25	177	2,956,600	16,704
Oct. 31-Nov. 1	177	3,029,500	17,116
Nov. 7-8	178	3,082,600	17,318
Nov. 14-15	175	2,937,800	16,781
Nov. 21-22	174	2,821,800	16,217
Nov. 28-29	164	2,416,300	14,733
Dec. 5-6	166	2,883,100	17,368
Dec. 12-13	173	2,482,900	14,352
Dec. 19-20	175	2,385,500	13,629
Dec. 26-27	165	1,875,000	11,363

U. K. Producers

(*Continued from page* 1)

present tax incidence virtually prohibits any producer from making a reasonable profit. It estimates that taxes take $152,000,000 out of the present over-all annual box-office gross of $432,000,000 here, compared with the British pictures' share of $68,000,000.

NTS in Popcorn Field

C. P. O'Grady has been named head of National Theatre Supply's newly-formed popcorn department by W. E. Green, NTS president.

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Decree Might Cut

(*Continued from page* 1)

Paramount subsidiaries, rather than by Paramount itself, and suggested that if one of these subsidiaries were divested as a result of a Paramount Federal Court case judgment or settlement, the film might no longer be outside the five-station limit which the FCC is proposing. He said that with the competition for stations what it is, the FCC should not rule out the bids of Paramount subsidiaries, but process them subject to conditions. That the limit be observed by a certain time during 1948, he said, there were 18 FCC decisions awarding stations on the condition that certain steps be taken.

"It is fair to say that the damage that the respondents have already incurred as a result of the Commission's interpretations of its present multiple ownership rules is not only vast but incalculable," Patrick said, referring to the Commission's recently proposed order throwing out five pending applications by DuMont Laboratories and Paramount, on the grounds that Paramount controls DuMont.

Patrick appeared on behalf of Paramount Pictures, Paramount Television Productions, United Detroit Theatres, New England Theatres, Gulf Theatres and Balaban and Katz.

He challenged the Commission's authority to make such multiple ownership limits and the wisdom of making them at this time in view of the unsettled future of television allocations, and suggested revisions in the proposed rules if adopted.

"The FCC is not primarily an agency designed or intended by Congress to deal with monopoly or anti-trust questions," Patrick stated. "Congressional opposition to monopoly and the benefits of the proposed rule are not enough to support it—statutory authority must be specifically shown."

Patrick stressed that both Paramount and DuMont were television pioneers, and declared that while the applications of Paramount subsidiaries for Boston and Detroit channels were given "the silent treatment," later applications were given channels.



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FIRST IN FILM NEWS

VOL. 65. NO. 13 NEW YORK, U. S. A., WEDNESDAY, JANUARY 19, 1949 TEN CENTS

Goldwyn Prod. Resigns from MPAA, AMPP

Contends Policies Do Not Aid Independents

Feeling that the policies of the Motion Picture Association of America do not represent the interests of independent producers, Samuel Goldwyn yesterday notified the MPAA in New York and the Association of Motion Picture Producers in Hollywood of his intention to withdraw from both organizations.

Resignation of the Goldwyn company from the MPAA becomes effec-

(*Continued on page 6*)

"Good" Says MPA as Goldwyn Resigns

WASHINGTON, Jan. 18.—In a statement regarding Goldwyn's resignation issued from his Washington office Eric Johnston, Motion Picture Association president now attending a MPA meeting in Miami, said "the reaction of the members here can be summed up in one word—good."

Johnston said that the company

(*Continued on page 6*)

Harry Cohn Pact to Col. Stockholders

At the annual meeting of Columbia stockholders, to be held here on Feb. 8, stockholders will vote on a corporate amendment to provide for an increase in the number of directors from seven to nine.

Stockholders are asked also to vote on a proposed employment contract with Harry Cohn, company president, whereby Cohn will continue at his present salary, subject to a six-month notice of termination by either party.

Proxies for the meeting, sent to stockholders yesterday, advise that no decision regarding the new directors has yet been made by the board.

As an inducement for Cohn to enter into the agreement, there has been made available to him certain benefits arising from $300,000 of insurance policies which the company has long held on his life. These benefits will be payable to Cohn or his heirs.

Additional matters before the meeting will include the election of direc-

(*Continued on page 6*)

N. Y. 1st-Run Income Fair

Business is inching along at a few spots, while others range from moderate to substantial in a week of widely varied grosses at New York first-runs. Unseasonably mild weather continued helpful. Income for the week generally is moderate.

"The Accused," with Ray McKinley's orchestra and the Mills Brothers, made a good showing in a first week at the Paramount with a gross of $84,000. "The Boy With the Green Hair" returned the Palace to a first-run policy, and the initial week's take is good, at $24,000. At the Criterion, "Mexican Hayride" is fair at $18,000 in a first week, short of enough to warrant a second; "Act of Violence" will open on Saturday.

"That Wonderful Urge," with Barbara Ann Scott and an ice revue at

(*Continued on page 3*)

Para. to Show 1st Inaugural Telecast

New York's Paramount Theatre yesterday completed arrangements for the exclusive large-screen presentation by Paramount television of the Inaugural celebration at Washington. It will mark the first time that such an event will be brought directly to patrons of a theatre.

First of the top ranking events, the Inaugural reception featuring 700 artists and instrumentalists, will be televised to the large screen starting at

(*Continued on page 6*)

Newsreels Set for Inaugural Coverage

WASHINGTON, Jan. 18.—Full resources of the five newsreel companies will be thrown into the coverage of President Truman's inauguration here tomorrow. Virtually entire home office and Washington crews will be at the scene, plus staff men from Boston, Philadelphia, Chicago and elsewhere.

While no pooling arrangement has been set up for exchanging footage, the companies have worked out a pooling arrangement for the shipment of film from the Capital to newsreel home offices by chartered planes.

Footage will be edited and made-up Thursday night and rushed to theatres for weekend showing as part of the regular reels, which will be flown to distant parts of the country by air express.

$22,000,000 to Variety Charities

Albany, N. Y., Jan. 18.—Variety Clubs in the U. S. have "raised $22,000,000 for charities in the last 22 years," William McCraw, executive director of Variety International, told a meeting of the local tent last night.

He said the Variety Clubs are doing the finest public relations job for the industry of any group in it.

'Forced Percentage' Talks Start Monday

Allied States Association will present to distributors' sales managers here next week proposals for eliminating "forced percentage selling."

Col. H. A. Cole of Texas and the special Allied committee on "forced percentage" which he heads are due to arrive in New York on Monday to open discussions with the companies individually. Other members of the committee, which was set up on Dec. 1 at the national Allied convention in New Orleans, include Sidney Samuelson, Pennsylvania; Charles Niles, Iowa; Jack Kirsch, Illinois, and Martin Smith, Ohio.

Discussions are expected to continue daily throughout the week. It is understood that for the past several weeks the Cole committee has been gathering facts and figures preparatory to meeting the sales chiefs.

Para. Must Produce Ridge Case Records

CHICAGO, Jan. 18.—In the Ridge Theatre equity suit, Judge John P. Barnes in U. S. District Court has over-ruled Paramounts' objections to plaintiff attorney Seymour Simon's request for an open examination of playdates and film rentals for the South-side Tivoli, Maryland, Tower (operated by B. and K.) and Picadilly, Avalon and Jackson Park theatres for the past three years.

Simon's purpose is to prove that the distributors have been making more money on the South-side under the Jackson Park decree than prior to it, when B. and K. houses were the distributor's only outlet. Paramount objected on grounds that South-side theatres have nothing to do with theatres on the North-side, where the Ridge is located. Judge Barnes ordered Paramount to answer the request.

U.K. Problems Up at MPAA Miami Meet

Other Foreign Markets, Prospects, Discussed

MIAMI, Jan. 18.—A review of British film market conditions and problems, including an exchange of views on the first six months' experiences under the British *ad valorem* tax settlement, occupied most of the opening session of the two-day meeting of Motion Picture Association of America directors held at the home of Nicholas Schenck here today.

It was estimated that on the basis of the first half-year of operations under the tax agreement, American pictures will earn approximately $40,000,000 net in Britain for the 12 months ending next June 14, which ordinarily would go to New York.

Under the tax agreement, $17,000,000 of that amount can be remitted, plus the equivalent of British picture earnings in the American market,

(*Continued on page 6*)

Cleveland Owners Reelect Schwartz

CLEVELAND, Jan. 18.—All officers of the Cleveland Motion Picture Exhibitors Association were reelected at today's annual meeting, as follows: Ernest Schwartz, president for the 16th term; Albert E. Ptak, vice-president for the 12th term; Ted Vermes, treasurer for the 2nd term. All members of the board of directors were re-elected.

Association members unanimously voted to make one weekend March of Dimes theatre collection, starting Jan. 30, in all independent theatres here.

Seek Over-All Pact Talks With SPG

Leslie Thompson, RKO's labor relations director, has been conferring with labor relations heads of the other film companies with a view to establishing unanimous agreement on the proposal that new contract negotiations be conducted with Eastern Screen Publicists Guild (CIO) on an over-all basis rather than on a company-by-company basis. SPG has filed demands with all companies for

(*Continued on page 3*)

Personal Mention

E. Z. WALTERS, Altec Service comptroller, is in New York from the Coast.

•

DR. VLADIMIR K. ZWORYKIN, RCA Laboratories vice-president and technician consultant, was presented the Poor Richard Club's 1949 gold medal in Philadelphia for his achievements in television.

•

WILLIAM MCCRAW, executive director of Variety Clubs of America, spoke in Chicago last night at an installation meeting of Chicago Tent No. 26.

•

PAUL BRODER, Realart president, and JACK BRODER, vice-president, from Detroit and Hollywood, respectively, are in New York for a company meeting.

•

W. T. WILLIS, manager of the Ritz and Milan theatres in Milan, Tenn., has been elected president of the local Chamber of Commerce.

•

R. E. BAULCH, president of Crescent Amusement, has been elected vice-president of the Nashville Chamber of Commerce.

•

HENRY FRIEDMAN, operator of the Lawndale and Main Line theatres in Philadelphia, has returned to that city from a trip to Puerto Rico.

•

ROBERT M. GILLHAM, Selznick Eastern advertising-publicity director, was in Washington from here yesterday on business.

•

ALFRED WERKER, Eagle-Lion director, is here from the Coast for a vacation.

•

MARVIN H. SCHENCK and MRS. SCHENCK will leave here tomorrow for a vacation in Hot Springs, Ark.

•

WALTER TITUS, Republic Southern District manager, is visiting the Atlanta exchange from New York.

•

CYRIL WOOLEY has been appointed manager of the Walter Reade Paramount Theatre in Plainfield, N. J.

•

GEORGE JESSEL, 20th Century-Fox producer, is here from Hollywood.

Joe Grossman, 60, UK Studio Manager

LONDON, Jan. 18. — Joe Grossman, 60, one of the country's best known film studio managers, died of a heart attack today at Associated British Picture's Elstree studio, which he managed.

Following a youth spent in several branches of vaudeville and the theatre, Grossman was named by the late J. D. Williams to manage Elstree when the latter built it; he had remained there since. He was a favorite in royal circles, and was twice decorated by the King for war work.

S.G. Gets $100,000 Additional Capital

Screen Guild Productions' franchise holders have increased the company's capital by $100,000, it was announced here yesterday by Robert Lippert, SGP president, following a two-day board meeting.

The additional $100,000 is needed, Lippert said, for promoting the recently-completed "I Shot Jesse James" and other forthcoming pictures. "Jesse James," Lippert reported, is the company's biggest budget picture to date.

Davis Resigns Mono. Phila. Exchange Post

Resignation of Al Davis, Allied Artists-Monogram manager of the Philadelphia exchange, was announced here by Morey Goldstein, general sales manager. Davis is leaving to do buying and booking for an independent circuit.

Max Gillis, Eastern district manager, will have headquarters in Philadelphia and supervise the district from there.

Brenon and Mamula To Leave Selznick

Aileen St. John Brenon and Nick Mamula will leave their respective publicity posts with Selznick Enterprises in New York within a week. Miss Brenon handled all magazine publicity while Mamula was newspaper, trade paper and syndicate contact. Miss Brenon and Mamula went to the Selznick organization two years ago.

Both will announce future plans shortly.

Kranze Promotes Beier and Magill

B. G. Kranze, sales vice-president of Film Classics, has promoted Nat Beier, recently F. C.'s Boston branch head, to branch manager of Philadelphia, replacing Mort Magill who will remain with Film Classics as sales manager of its Philadelphia branch.

Will Rogers Drive Drawing Tomorrow

Drawing for 89 prizes in the New York Metropolitan area "Save the Will Rogers Memorial Hospital" campaign will be held in the Hotel Astor tomorrow at two P.M. before industry leaders and others.

The drawing culminates a campaign of more than four months to raise funds for the hospital at Saranac Lake, N. Y.

Mrs. A. L. Simons, 73

Funeral services will be held tomorrow for Mrs. A. L. Simons, mother of M. L. Simons, editor of M-G-M's *The Distributor*. Mrs. Simons, 73, died at her Paris, Ill., home yesterday after a long illness. Another son and three daughters survive. Simons left here yesterday for Paris, Ill., to attend the funeral.

100 Argentine Films For the US Market

Plans for the importation of Argentine product into the American market were announced here yesterday by Juan Martin, former member of the Argentine diplomatic corps in the U. S., who has arrived in New York from Buenos Aires.

Martin has acquired exclusive North American, Canadian and Philippine distribution rights to 100 Argentine pictures turned out during and prior to 1948 and to be made during 1949 and 1950, he said. This arrangement excludes the few Argentine pictures already in release here. The films, which come from six Buenos Aires studios, will be distributed in the U. S. and Canada by Martin's own organization.

Argentine studios are now turning out about 40 feature films a year, Martin said.

Several Rank Films At N.Y. First-Runs

With the opening of Two Cities' "Take My Life" at the new Trans Lux 59th Street Theatre yesterday, the J. Arthur Rank Organization is represented on New York screens with several first-run films.

"Hamlet" is in its 17th week at the Park Avenue Theatre, "The Red Shoes" is in its 14th week at the Bijou, "Mr. Perrin and Mr. Traill" recently opened at the Little Carnegie, "Don't Take It to Heart" is in its fifth week at the Beacon, where it is coupled with "Waterloo Road," while "A Canterbury Tale" and "The Woman in the Hall" will replace the current bill at the Beacon on Saturday.

Two New Theatres For Fox Midwest

KANSAS CITY, Jan. 18.—Fox Midwest will open two new theatres this month. The Fox, Atchinson, Kan., opening Jan. 27, replaces the Royal which has been razed. Willis Schafer, manager of the Fox Midwest Orpheum, Atchinson, will also have charge of the Fox.

Fox Theatre, Beatrice, Neb., will be opened on Thursday, replacing the Rivoli which has been leased but is now being converted into stores by the owner. Jerry Hayes is manager.

Reynolds to Aid Drive

DALLAS, Jan. 18.—Interstate's Robert J. O'Donnell, temporary drive chairman, has named Albert Reynolds, vice-president and general manager of Claude Ezell and Associates, as co-chairman in Dallas for "Brotherhood Week."

Fire at Briner House

COLUMBUS, Jan. 18. — The Liberty Theatre at Lancaster, owned by Erway Briner, was damaged by an $18,000 fire which is believed to have started when film jammed in the projector. An audience of 125, mostly children, filed out in orderly manner.

Newsreel Parade

COMMUNIST leaders on trial in New York is a newsreel highlight in all current reels. Other items include the new rocket ships, sports, fashions, etc. Complete contents follow:

MOVIETONE NEWS, No. 6—Red-trial in New York. March of Dimes. Heavy storms cause great damage in Western U.S. Light planes set distance record. Guided missiles. Speed skating. Ski jumping.

NEWS OF THE DAY, No. 240—Communist leaders in U.S. on trial. Guided missiles. The President's Cabinet. International ski tournament. Polio poster girl. Dog show in Miami. Bird show in Montreal.

PARAMOUNT NEWS, No. 43—Pilotless jet in long-distance flight. Rocket ships climb 13,000 feet per minute. Looking to spring. President Truman joins the union. Paris: Gary Davis opens drive for world citizens. Top U.S. Reds go on trial in N. Y. Ski jump classic.

UNIVERSAL NEWSREEL, No. 214—Reds on trial. March of Dimes. Talkie traffic signals. President Truman and Petrillo. Dog show. Pigeon show. Guided missiles. Skiing.

WARNER PATHE NEWS, No. 45—Reds on trial. Aviation news. March of Dimes. Dog show. Feeding cattle from the air. Paris hats. Ski meet.

Wire 1,000 Papers On 'Movies and You'

United Press has distributed to approximately 1,000 newspapers a news feature on "The Movies and You" of the all-industry film series, the Motion Picture Association of America reports.

The article, written by Jack Gaver, stated in part: "For the first time, the entire industry is cooperating to use what it considers the most graphic mass medium—the movies—to explain what makes it tick. The instruction is so palatable that the ticket-buyers won't even realize they are being instructed."

"The Movies and You" series is hailed as "informative" by Mark Barron, drama editor of the Associated Press, in a wire-service story sent to all AP member newspapers.

Production Drops On Coast to 22

HOLLYWOOD, Jan. 18.—The production tally dipped to 22 from last week's 26. No pictures were started, while four wound up.

Shooting finished on "Prince of the Plains," Republic; "Africa Screams" (Nassour), United Artists; "The Lady Gambles," Universal-International; "Task Force," Warner.

TV Ad Film Topic

Charles J. Durbin, president of the American Television Society, will discuss the use of film on television by advertisers at the Jan. 27 dinner-meeting of the National Television Film Council, to be held at the Brass Rail Restaurant here.

USO Benefit Feb. 21

Loew's has donated its Victoria Theatre in New York's Harlem for a midnight-to-five A.M. USO benefit on Feb. 21.

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New York Grosses

(*Continued from page* 1)

the Roxy, wound up with $55,000, which is slow, in its final six days, one day short of a complete fourth week; it was replaced yesterday by "Chicken Every Sunday," with Dean Murphy, Tony Martin and the ice show on stage. "Letter to Three Wives" will open at the Music Hall tomorrow, replacing "Words and Music" which, with the stage presentation, will conclude a sixth week tonight with a modest take of $105,000.

"Unknown Island" is big at the Rialto, where the second week's gross is figured at $13,000. "The Man from Colorado" is due at the Capitol tomorrow, succeeding "Every Girl Should Be Married," which, with a stage show including Skitch Henderson's orchestra and Burt Lancaster, should conclude a fourth and final week with $43,000, not too good.

"Snake Pit" is holding up remarkably well at the Rivoli, where the 11th week's revenue is estimated at $27,500. Another sturdy performer is "Adventures of Don Juan," with Tommy Dorsey's orchestra, which should give the Strand a healthy $52,000 in a fourth week.

"Wake of the Red Witch" is likely to draw a good $37,000 in a second week at the Mayfair. "Belle Starr's Daughter" is fair at the Globe, where the second week's income probably will hit $14,500. About $20,000, which is so-so, was looked for in the fourth and final round of "Force of Evil" at the State; it is to be replaced today by "Command Decision."

"Enchantment" still is a weighty contender at the Astor, where $29,000 is in view for a fourth week. "Joan of Arc" should ring up about $30,000, strong enough, in a 10th week at the Victoria.

The 16th week of "Hamlet" should gross about $15,500 at the Park, where top business continues. It looks like a $12,000 gross for the 14th week of "Red Shoes" at the Bijou; this, too, is good.

SPG Pact Talks

(*Continued from page* 1)

a 25 per cent general pay increase for some 300 employes.

Most of the companies and the union have indicated preference for negotiating on an over-all basis, SPG reports. The companies which have already agreed to this have asked Thompson to examine the possibilities for unanimous agreement.

Prior to last year, when individual companies chose to accept arbitration handling of SPG demands, it was customary for the companies to negotiate with SPG as a unit.

'IA,' Distributors Mediate

Commissioner L. A. Stone of the Federal Mediation and Conciliation Service will meet here tomorrow with negotiators from the IATSE and distributors in connection with the "IA's" bid for a 10 to 15 per cent wage increase for the country's 6,300 exchange workers. Stone will attempt to break the deadlock which last week ended new contract negotiations.

10-cent TV Dividend

CHICAGO, Jan. 18. — Directors of Television Fund, Inc., have declared an initial dividend of 10 cents a share, payable Feb. 15, to holders of record on Feb. 5. Chester D. Tripp, Fund president, disclosed that net assets now amount to $1,010,384.

Reviews

"The Lucky Stiff"

(*Amusement Enterprises-U.A.*)

JACK BENNY'S Amusement Enterprises' initial production, "The Lucky Stiff," is a mixture of comedy and melodrama. Among its merchandising assets is a cast headed by Dorothy Lamour, Brian Donlevy and Claire Trevor, but for the most part they wage a valiant fight against a wandering story.

Based on a Craig Rice novel, the film is the type in which murders occur intermittently. Since the head of the homicide squad, as well as the district attorney, are feeble dunderheads, Donlevy, a lawyer, must go about solving the crimes. Against the background of murder, lies a protection racket which Donlevy has dedicated himself to expose at the behest of his patron, Marjorie Rambeau. As it develops, Miss Lamour, a nightclub singer, is suspected of being one of the murderers. In order to smoke out the real killer, Donlevy sets a ruse in which Miss Lamour is supposed to be executed. He then has her "ghost" come back to terrify an assortment of suspects.

Such are the ingredients of the Lewis R. Foster screenplay. By the time Donlevy wraps up the case, the murderers are trapped and it is revealed that Miss Lamour is one of the forces behind the protection racket. At about this juncture Donlevy finally awakens to the beckoning charms of Miss Trevor, his neglected "Girl Friday." Performances are generally adequate, with others in the case including Robert Armstrong, Irene Hervey and Billy Vine. Direction by Foster is shy in bringing the picture to vivid life. Jack Benny produced.

Running time, 99 minutes. Adult audience classification. For February release.

MANDEL HERBSTMAN

"Flaxy Martin"

(*Warner Brothers*)

Hollywood, Jan. 17

PRODUCER Saul Elkins, responsible for an imposing proportion of Warner Brothers' fast-action melodramas released in 1948, greets 1949 with the fastest and most actionable of his works so far, a favorable augury for the six properties on his production agenda as this attraction goes to the post. His principals in this one are Zachary Scott, Virginia Mayo, Dorothy Malone and Douglas Kennedy, who receive admirable support from Elisha Cook, Jr., Tom D'Andrea, Helen Westcott and Douglas Fowley, among others.

The story, by David Lang, ably directed by Richard Bare, concerns mobsters and the anti-social tendencies which animate their operations against law, order and each other, and is fashioned with that deftness which in recent years has been developed to the level of artistry. The film promises to take very good care of itself commercially.

Scott portrays with accustomed suavity a lawyer in the employ of Kennedy, a racketeer, and in love with Miss Mayo, who is as crooked as she is beautiful and who puts his devotion to unprincipled use. Scott saves one of Kennedy's henchmen from the law, on witness testimony which he does not know is perjured, but discovers his error later and warns Kennedy that the witness will attempt blackmail. Accordingly, Kennedy has the witness murdered, but when suspicion points to Miss Mayo, Scott arranges to be charged with the crime, believing he can beat the case. Kennedy crosses him up, however, and Scott is convicted, but escapes custody and is given refuge by Miss Malone, a small town girl, who falls in love with him. In a fast and surprising wind-up he gets back to town and brings Miss Mayo and Kennedy together in a situation exposing their duplicity, whereupon Miss Mayo kills Kennedy and Scott summons the police, intent upon clearing up all errors of justice.

Running time, 86 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Jungle Jim"

(*Columbia*)

AS Jungle Jim of the title, Johnny Weissmuller this time is the leader of a jungle safari searching for the ancient pyramid of Zimbalu. In the course of his assignment, Weissmuller comes to grips with crocodiles, lions and innumerable savages, and, of course, he emerges triumphant. The production is an average action film which should please Weissmuller's many followers.

Virginia Grey, a scientist, and Weissmuller, lead a group of friendly native bearers in search of a temple belonging to a group of savages who possess a poisonous serum which, when refined, is a cure for infantile paralysis. Besides the serum the savages are supposed to possess many valuable treasures. The safari encounters great difficulties travelling through the jungle but eventually locates the temple. The party is attacked by savages and are taken prisoners. George Reeves, a camera man, is working with the savages in order to get all of the treasure himself. However, when the savages turn against him, he is killed. Weissmuller and his friendly natives, in a free-for-all fight, defeat the savages. The safari returns after successfully accomplishing its mission.

Sam Katzman produced and William Berke directed. The story and screenplay, by Carroll Young, are based on the newspaper feature "Jungle Jim," which appears in "Puck, the Comic Weekly."

Running time, 71 minutes. General audience classification. Released in December.

Proposes Hayworth Ban

BOSTON, Jan. 18.—City Councilman Vincent J. Shanley proposed today that the council ban all pictures with Rita Hayworth.

K.C. Snows Close Stores

KANSAS CITY, Jan. 18.—Theatre business here was off sharply today as heavy snow jammed traffic and closed downtown stores and schools.

New SRO Films Free To 'Vets' Hospitals

Washington, Jan. 18.—Selznick Releasing Organization will furnish 16 and 35mm. first-run pictures without cost to Veterans Administration hospitals and homes throughout the U. S.

F. R. Kerr, VA's assistant administrator for special services, reports the Selznick agreement is the first of its kind, other distributing companies charging VA film rentals for films shown in its hospitals and homes.

Ask Court to Halt Co-op Film Express

OKLAHOMA CITY, Jan. 18.—The Associated Independent Theatre Owners Cooperative here would be prevented from operating a film express business in competition with common carriers under terms of a petition filed yesterday in a district court.

Mistletoe Express Service, Inc., asked for an injunction against the cooperative on the grounds that it operates a business of transporting goods for hire contrary to regulations of the state corporation commission and the Interstate Commerce Commission.

Mistletoe, a subsidiary of *The Oklahoman* and *Oklahoma City Times*, charged that co-op rates are lower than other common carriers because the co-op does not pay a Federal transportation tax.

Boston Trust Action Names 8 Distributors

BOSTON, Jan. 18.—W. Leslie Bendslev, owner of the Community Playhouse, Wellesley Hills, Mass., has filed an anti-trust action in U. S. District Court here against the eight major distributors and M. and P. Theatres, New England Theatres, Publix Netoco, Allston Theatres, Keith Massachusetts Corp. and E. M. Loew.

Plaintiff charges restraint of trade, violation of the U. S. anti-trust laws, excessive and unreasonable fees for film rentals.

Obscene Film Conviction

ATLANTA, Jan. 18.—Convicted of exhibiting an obscene motion picture at the Hanger Theatre, B. E. Gore, owner of several theatres in Florida, was sentenced to serve 12 months in the county jail, by Judge E. E. Andrews of Fulton Superior Court. After viewing the film "The Valley of the Nudists," a jury returned a verdict with a recommendation that the offence be treated as a misdemeanor.

Bookers To Install

Tenth annual installation dinner of the New York Motion Picture Bookers Club will be held here on Monday, Jan. 24 at the Tavern-on-the-Green. B. G. Kranze, sales vice-president of Film Classics, will be toastmaster and Sam Rinzler will be made an honorary member, Alex Arnswalder, president of the bookers' group, disclosed here yesterday.

Georgia House Burns

FAIRMONT, Ga., Jan. 18. — The Fair-Mount Theatre here has been destroyed by fire.

M·G·M

THANKS, MISTER SHOWMAN!



You will see below that M-G-M is far ahead in the trade press annual survey of motion picture leadership. We are proud, but wish to share this acclaim with our customers whose cooperation made it possible.

SHOWMEN'S TRADE REVIEW
"LEADERS"

(Issue of Dec. 25)

M-G-M tops all others in "Money Hits", in Box-office Stars, in New Faces and in Shorts.

BOXOFFICE
MAGAZINE-"BAROMETER"

(Issue of Nov. 20)

M-G-M has more than twice as many All-Time Blue Ribbon Awards as any other company, more place-winning stars, more awards in 10 Best Short Series Group.

VARIETY

(Issue of Jan. 5, 1949)

M-G-M leads all companies with 3 out of 7 "Golden Circle" Top Grossers of 1948, and out of 93 leading pictures of the year M-G-M is first with 20. M-G-M's George Sidney wins the year's Top Director honors and Joe Pasternak wins Top Producer honors. Out of the 64 all-time "Golden Circle" Top Grossers M-G-M leads the industry with 25, nearest competing company 11.

THE Film DAILY

(Issue of Dec. 20)

"M-G-M leads 1948 Honor Roll with nine pictures!"

M-G-M tops all companies in poll of nation's critics with: "A Date With Judy" "The Bride Goes Wild" • "Cass Timberlane" • "Easter Parade" • "Green Dolphin Street" • "Homecoming" "Julia Misbehaves • "The Search" "The Three Musketeers".

MOTION PICTURE DAILY

(Issue of Dec. 24)

"M-G-M has two out of the First Three in top-grossing pictures of 1947-'48 season, 'Cass Timberlane' and 'Green Dolphin Street'."

WINS!

1948: M-G-M 1949: AGAIN!

The New Year has just started and already M-G-M has Two Sensational Hits!

"COMMAND DECISION"

New all-time record-breaker in San Diego. Sets new records in Los Angeles. Same in Phoenix.

"WORDS AND MUSIC"

(TECHNICOLOR)

Sweeping the nation with its joyous songs and fun!



PREDICTION: THE CHALLENGERS OF 1949!

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"THE BARKLEYS OF BROADWAY"
(TECHNICOLOR)
Fred Astaire • Ginger Rogers

"THE SECRET GARDEN"
(Special Sequences in TECHNICOLOR)
Margaret O'Brien • Herbert Marshall
Dean Stockwell

"THE GREAT SINNER"
Gregory Peck • Ava Gardner
Melvyn Douglas

"NEPTUNE'S DAUGHTER"
(TECHNICOLOR)
Esther Williams • Red Skelton

"COMMAND DECISION"
Clark Gable • Walter Pidgeon
Van Johnson • Brian Donlevy

"LITTLE WOMEN"
(TECHNICOLOR)
June Allyson • Peter Lawford
Margaret O'Brien • Elizabeth Taylor

"THE STRATTON STORY"
James Stewart • June Allyson

"THE FORSYTE SAGA"
Greer Garson • Errol Flynn • Walter Pidgeon
Robert Young • Janet Leigh

"IN THE GOOD OLD SUMMERTIME"
(TECHNICOLOR)
Judy Garland • Van Johnson

"TAKE ME OUT TO THE BALL GAME"
(TECHNICOLOR)
Frank Sinatra • Esther Williams • Gene Kelly

"ACT OF VIOLENCE"
Van Heflin • Robert Ryan

"THE BRIBE"
Robert Taylor • Ava Gardner • Charles Laughton • Vincent Price • John Hodiak

"MADAME BOVARY"
Jennifer Jones • James Mason
Van Heflin • Louis Jourdan

"THE CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

"ANY NUMBER CAN PLAY"
Clark Gable

(Book "Movies And You" Series For Your Industry's Sake!)

Miami Meet

(*Continued from page* 1)

which might amount to an additional $1,000,000, it was said.

Specified permitted uses of the balance blocked in England are understood to have been discussed without indication that any significant amount will be employed for American production in Britain, at least during the first year of the agreement.

Also discussed was experiences to date with the MPAA program prohibiting the booking to British theatres of an American film with an accompanying British picture. It was reported that the plan has not proved satisfactory, due largely to the number of American pictures available to theatres from sources outside the MPAA.

It was indicated that Eric Johnston, MPAA president, will not go to London this spring for hearings on possible changes in the British 45 per cent film quota law. Any representations which the MPAA might decide to make more likely will be presented by F. W. Allport of the London office. Johnston plans to hold a press conference tomorrow.

The meeting also considered other foreign market problems, notably the recent action of South Africa in freezing 50 per cent of American film earnings there.

One executive, asked whether the Canadian market had been discussed, said: "We have no problems there."

The meeting also considered general economic conditions here and abroad in the light of their bearing on future business prospects. Operating and production costs are said to have been on the agenda, as well as specific public relations problems. Indications are that discussions on these subjects will be resumed tomorrow, after which Johnston is scheduled to leave by plane for Washington to attend the Presidential Inaugural ceremonies on Thursday.

Among those at the meeting are: Nicholas M. Schenck, Barney Balaban, Spyros Skouras, Ned E. Depinet, Albert Warner, Nate Blumberg, Jack Cohn, Edwin Weisl, Y. Frank Freeman, Joyce O'Hara and John A. McCarthy.

Review

"I Cheated the Law"

(*20th Century-Fox*)

AN interestingly-conceived melodrama, "I Cheated the Law," made by Belsam Productions, centers around an attorney who discovers that a man he has successfully defended against a murder charge, is actually guilty. Determined to serve the ends of justice, the attorney obtains evidence on which to bring the criminal to equivalent justice on other grounds. Tom Conway as the attorney, and Steve Brodie as the murderer are in the foreground throughout the action.

The scene is principally Los Angeles, the picture opening with Conway winning acquittal of Brodie on the charge of murder. That night Brodie, in his cups, informs Conway, a teetotaler, that he was actually guilty of the crime and framed the evidence responsible for his acquittal. Conway, intent upon recouping the interests of justice, pretends to fall victim to alcohol, disappears from his home, and winds up in the gutter, where he is picked up by Brodie and installed as butler and legal adviser. Eventually, Conway obtains proof of Brodie's guilt of a second murder, and in a melodramatic courtroom scene brings about Brodie's second indictment for murder, this time to be convicted.

Sam Baerwitz produced with a nice judgment of values, and Edward L. Chan directed effectively, from a script by Richard G. Hubler, based on a story by the producer.

Running time, 64 minutes. Adult audience classification. Release date, not set.

"Good" Says MPA

(*Continued from page* 1)

presidents meeting in Miami were "relieved" by Goldwyn's withdrawal.

"During his association with us," Johnston said, "Mr. Goldwyn has demonstrated a unique and singular flair for saying one thing and doing exactly the opposite. Mr. Goldwyn's fabulous material success in the motion picture industry—he is a multi-millionaire—is irrefutable proof that free enterprise and free opportunity exist in a very real and positive way for all producers.

"Mr. Goldwyn's statement is the latest example of his penchant for getting into violent disagreement with himself on all sides of a question."

Harry Cohn Pact

(*Continued from page* 1)

tors nominated in the proxy: Harry Cohn, Jack Cohn, Abe Schneider, Leo M. Blancke, Nate B. Spingold, Abe Montague and Donald S. Stralem.

Statement discloses that remuneration paid or accrued during the last fiscal year to officers was as follows: Harry Cohn, $197,600; Jack Cohn, executive vice-president, $145,600; Schneider, vice-president and treasurer, $93,600; Spingold, advertising-publicity vice-president, $83,200; Montague, distribution vice-president, $130,000. The figures, it is explained, include expense allowances, which are not required to be accounted for, of $15,600 to Harry Cohn, $15,600 to Jack Cohn, $10,400 to Schneider, and $5,200 to Spingold.

Goldwyn

(*Continued from page* 1)

tive in 12 months and from the AMPP in six months, in accordance with the respective by-laws of the two associations. AMPP officials in Hollywood had no comment to make on the resignation.

In conjunction with his resignation, Goldwyn stated: "I have resigned in order to give my undivided support to the interests of the Society of Independent Motion Picture Producers.

"I find myself unable to agree conscientiously with many of the policies formulated by the Association and feel that they do not represent the interests of independent producers. The fight of the independent producers for an open market is a fight for survival, not only for themselves and their employes, but also for the continuance of the independent creative efforts which have contributed so much to the vitality and progress of the screen. There must be a return to real free enterprise in our industry—an opportunity for all producers to show their pictures to the public in every community on a fair and non-discriminatory basis.

"The future of good motion pictures is completely bound up with the efforts of SIMPP to bring this about. From now on I intend to concentrate my energies on the efforts of the Society to bring about a fair deal for independent producers."

Inaugural Telecast

(*Continued from page* 1)

10 P. M. tonight. Tomorrow, Inaugural Day, the Paramount will present highlights of the Inauguration parade and ceremonies, the induction and the inaugural address by President Truman. Tomorrow night, at 10:30, the Inaugural Ball will be brought to Paramount patrons. The televise-casts will be presented in addition to the theatre's regular screen and in-person presentations.

EARL WILSON*
HAS SWITCHED
TO "FAMILY
HONEYMOON"



"I thought 'The Lady Eve' was the funniest picture of all time ...until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

* Noted columnist of Post Syndicate

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Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 14 NEW YORK, U.S.A., THURSDAY, JANUARY 20, 1949 TEN CENTS

Para. Aims for Tax-Free Rule On Separation

Same as RKO's; U.S. in 'Substantial' Agreement

Paramount tax specialists have begun conferences with the Department of Internal Revenue in Washington as a preliminary to a formal application for a ruling that the company's expected separation of its theatres from production-distribution is non-taxable.

Paramount and the Justice Department are in "substantial" agreement on the terms of the settlement in the industry anti-trust suit with all that is to be worked out now being the precise language of decree papers, it was disclosed here. Robert O'Brien, Paramount secretary, and Fred Mohrhardt, treasurer, were in Washington yesterday for a continuation of the meetings with Justice on this matter.

Purpose of the informal discussions with the Revenue Bureau is to familiarize it with the overall case and with the progress made on the settlement so that an early decision could be rendered when the formal non-taxation bid is made.

RKO's request for a tax-free ruling already has been granted by the

(Continued on page 6)

Blumenstock Heads MPAA Ad Group

The advertising-publicity directors committee of the Motion Picture Association of America has elected Mort Blumenstock, vice-president in charge of advertising-publicity for Warner Brothers, as committee chairman.

Blumenstock will serve for six months. He succeeds Stanley Shuford, advertising manager of Paramount, whose term expires this week.

Leserman Associates May Invest in SG

Discussions are under way here between Screen Guild Productions president Robert L. Lippert and Carl Leserman relative to the latter's interest in buying into Screen Guild with an investment said to be "in excess of $1,000,000," according to Lippert.

Leserman, formerly a distribution executive with Warner and United Artists, and more recently associated in production with Benedict Bogeaus, is meeting here also with his own associates.

Goldwyn-Johnston Enter 2nd Round of Word Battle

Samuel Goldwyn tendered his resignations from the Motion Picture Association of America and the Association of Motion Picture Producers on Tuesday with the explanation that he felt their policies do not represent the interests of independent producers.

Eric Johnston, MPAA president, commenting on the resignations, said the reaction of some of his members could be summed up in one word—"Good." But he didn't stop there.

Yesterday came this rejoinder from Goldwyn:

"It is indeed unfortunate for the motion picture industry that Mr. Eric Johnston's manners are as bad as his judgment. I had hoped to withdraw from the Motion Picture Association of America without commenting on Mr. Johnston's leadership but this latest effusion from his word factory impels me to state a few matters for the record.

"During the period that Mr. Johnston has been President of the MPAA the public relations of the industry have declined alarmingly. Mr. Johnston's contributions to building fine relations between the public and our business has consisted mostly of turning the offices of the MPAA into a personal press bureau for Eric Johnston. This is not surprising in view of the fact that all this time Mr. Johnston has been preening himself to accept call to public office. The overwhelming silence of the public with respect to Mr. Johnston's political ambitions has unfortunately not prevented him from devoting his major efforts to his personal objectives rather than to the benefit of the motion picture industry.

"During the period of Mr. Johnston's incumbency the financial position of the industry as a whole has deteriorated considerably. This may not be Mr. Johnston's fault but his glittering genius for doing the wrong thing has certainly not helped the industry solve any of the grave problems it faces.

"As far as I have been able to observe Mr. Johnston's chief contribution to the economic stability of the industry has been to give it such advice as has caused the filing of law suits against MPAA and various of its members totalling some sixty-five million dollars—one of which has already been decided against the company involved. The motion picture industry has survived many misfortunes and I am confident that it will survive Eric Johnston."

Companies Split on New 'IA' Contract

When Commissioner L. A. Stone of the Federal Mediation and Conciliation Service sets out at a meeting here this morning to break the deadlock which has ended negotiations between the IATSE and distributors on a new national exchange workers contract, the companies will not offer a united front in opposition to meeting the "IA's" demand for a 10 to 15 per cent wage increase for the 6,300 workers involved, it is understood.

Paramount, it was said, is the only company which has categorically refused to meet the "IA" demands or to consider a possible compromise. Queried yesterday on this report, C. J. (Pat) Schollard, Paramount's labor relations chief, declined to confirm or deny it. The other companies were described as "willing to compromise."

This is the first indication since negotiations opened some six weeks ago that a united front among the companies has broken. That circumstance, it was indicated, augurs well for the "IA's" wage increase bid. Other companies involved in the negotiations are: Warner, Columbia, Loew, RKO

(Continued on page 6)

MPAA Meet Takes Up Video Prospects

Miami, Jan. 19.—Opportunities afforded motion pictures by television, as well as its potential competition for theatre patronage, were canvassed by Motion Picture Association of America directors at their meeting here today.

The industry's public relations problems, including means of dealing with Hollywood personalities subjected to public notoriety, also were discussed.

Eric Johnston, MPAA president, said that Hollywood producers are confident of the box-office quality of new pictures and that the recent domestic box-office decline of approximately eight per cent is not regarded seriously. The industry's current fiscal problems, he emphasized, stem from a 15 per cent increase in production costs and artificial barriers to business in foreign markets which have cut actual dollar remittances of the companies by 30 per cent, although the total volume of foreign business is on the increase.

He intimated that production and other operating economies, together with improved quality of forthcoming

(Continued on page 6)

U. A. Advances Reorganization Plans at Meet

Will Provide Capital For Producer Financing

Hollywood, Jan. 19.—Plans for the complete reorganization of United Artists, including a new capital structure which will provide financing for independent producers to assure the company a continuous flow of product, were developed at the special meeting of company owners, directors and officers here today.

Details of the plan, said to involve between $3,000,000 and $5,000,000 in new capital, remain to be worked out by board members with financial interests in New York.

The UA board will meet next Tuesday in New York to further the general program initiated here.

Although details were not disclosed, it was unofficially reported that a sale of UA stock, now wholly owned by Mary Pickford and Charles Chap-

(Continued on page 6)

20th to Handle 12 For FC in Australia

Arrangements have been completed by David Horne, Film Classics foreign sales manager, whereby 20th Century-Fox will distribute in Australia, New Zealand and South Africa a series of 12 Film Classics features.

Films included are "Sofia," "Miraculous Journey," "Unknown Island," "Daughter of Ramona," "State Department—File 649," all in Cinecolor. Black-and-white productions include "Inner Sanctum," "Appointment with Murder," "Blonde Ice," "Money Madness," "Arygle Secrets," "Devil's Cargo" and "Will It Happen Again."

A. C. Abeel Elected Guaranty Vice-Pres.

Alan C. Abeel, who for the past 12 years has handled motion picture financing for Guaranty Trust Co. here, was elected a vice-president of the bank at the annual meeting of the board of directors yesterday.

Abeel, well known in the film industry, had been a second vice-president of Guaranty. He has been associated with the bank for 30 years, most of that time in the commercial loans division.

Miami Meet

(*Continued from page* 1)

which might amount to an additional $1,000,000, it was said.

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"I Cheated the Law"

(*20th Century-Fox*)

AN interestingly-conceived melodrama, "I Cheated the Law," made by Belsam Productions, centers around an attorney who discovers that a man he has successfully defended against a murder charge, is actually guilty. Determined to serve the ends of justice, the attorney obtains evidence on which to bring the criminal to equivalent justice on other grounds. Tom Conway as the attorney, and Steve Brodie as the murderer are in the foreground throughout the action.

The scene is principally Los Angeles, the picture opening with Conway winning acquittal of Brodie on the charge of murder. That night Brodie, in his cups, informs Conway, a teetotaler, that he was actually guilty of the crime and framed the evidence responsible for his acquittal. Conway, intent upon recouping the interests of justice, pretends to fall victim to alcohol, disappears from his home, and winds up in the gutter, where he is picked up by Brodie and installed as butler and legal adviser. Eventually, Conway obtains proof of Brodie's guilt of a second murder, and in a melodramatic courtroom scene brings about Brodie's second indictment for murder, this time to be convicted.

Sam Baerwitz produced with a nice judgment of values, and Edward L. Chan directed effectively, from a script by Richard G. Hubler, based on a story by the producer.

Running time, 64 minutes. Adult audience classification. Release date, not set.

"Good" Says MPA

(*Continued from page* 1)

presidents meeting in Miami were "relieved" by Goldwyn's withdrawal.

"During his association with us," Johnston said, "Mr. Goldwyn has demonstrated a unique and singular flair for saying one thing and doing exactly the opposite. Mr. Goldwyn's fabulous material success in the motion picture industry—he is a multi-millionaire—is irrefutable proof that free enterprise and free opportunity exist in a very real and positive way for all producers.

"Mr. Goldwyn's statement is the latest example of his penchant for getting into violent disagreement with himself on all sides of a question."

Harry Cohn Pact

(*Continued from page* 1)

tors nominated in the proxy: Harry Cohn, Jack Cohn, Abe Schneider, Leo M. Blancke, Nate B. Spingold, Abe Montague and Donald S. Stralem.

Statement discloses that remuneration paid or accrued during the last fiscal year to officers was as follows: Harry Cohn, $197,600; Jack Cohn, executive vice-president, $145,600; Schneider, vice-president and treasurer, $93,600; Spingold, advertising-publicity vice-president, $83,200; Montague, distribution vice-president, $130,000. The figures, it is explained, include expense allowances, which are not required to be accounted for, of $15,600 to Harry Cohn, $15,600 to Jack Cohn, $10,400 to Schneider, and $5,200 to Spingold.

Goldwyn

(*Continued from page* 1)

tive in 12 months and from the AMPP in six months, in accordance with the respective by-laws of the two associations. AMPP officials in Hollywood had no comment to make on the resignation.

In conjunction with his resignation, Goldwyn stated: "I have resigned in order to give my undivided support to the interests of the Society of Independent Motion Picture Producers.

"I find myself unable to agree conscientiously with many of the policies formulated by the Association and feel that they do not represent the interests of independent producers. The fight of the independent producers for an open market is a fight for survival, not only for themselves and their employes, but also for the continuance of the independent creative efforts which have contributed so much to the vitality and progress of the screen. There must be a return to real free enterprise in our industry—an opportunity for all producers to show their pictures to the public in every community on a fair and non-discriminatory basis.

"The future of good motion pictures is completely bound up with the efforts of SIMPP to bring this about. From now on I intend to concentrate my energies on the efforts of the Society to bring about a fair deal for independent producers."

Inaugural Telecast

(*Continued from page* 1)

10 P. M. tonight. Tomorrow, Inaugural Day, the Paramount will present highlights of the Inauguration parade and ceremonies, the induction and the inaugural address by President Truman. Tomorrow night, at 10:30, the Inaugural Ball will be brought to Paramount patrons. The televise-casts will be presented in addition to the theatre's regular screen and in-person presentations.

EARL WILSON*
HAS SWITCHED
TO "FAMILY
HONEYMOON"



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* Noted columnist of Post Syndicate

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MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 14 NEW YORK, U. S. A., THURSDAY, JANUARY 20, 1949 TEN CENTS

Para. Aims for Tax-Free Rule On Separation

Same as RKO's; U.S. in 'Substantial' Agreement

Paramount tax specialists have begun conferences with the Department of Internal Revenue in Washington as a preliminary to a formal application for a ruling that the company's expected separation of its theatres from production-distribution is non-taxable.

Paramount and the Justice Department are in "substantial" agreement on the terms of the settlement in the industry anti-trust suit with all that is to be worked out now being the precise language of decree papers, it was disclosed here. Robert O'Brien, Paramount secretary, and Fred Mohrhardt, treasurer, were in Washington yesterday for a continuation of the meetings with Justice on this matter.

Purpose of the informal discussions with the Revenue Bureau is to familiarize it with the overall case and with the progress made on the settlement so that an early decision could be rendered when the formal non-taxation bid is made.

RKO's request for a tax-free ruling already has been granted by the

(*Continued on page 6*)

Blumenstock Heads MPAA Ad Group

The advertising-publicity directors committee of the Motion Picture Association of America has elected Mort Blumenstock, vice-president in charge of advertising-publicity for Warner Brothers, as committee chairman.

Blumenstock will serve for six months. He succeeds Stanley Shuford, advertising manager of Paramount, whose term expires this week.

Leserman Associates May Invest in SG

Discussions are under way here between Screen Guild Productions president Robert L. Lippert and Carl Leserman relative to the latter's interest in buying into Screen Guild with an investment said to be "in excess of $1,000,000," according to Lippert.

Leserman, formerly a distribution executive with Warner and United Artists, and more recently associated in production with Benedict Bogeaus, is meeting here also with his own associates.

Goldwyn-Johnston Enter 2nd Round of Word Battle

Samuel Goldwyn tendered his resignations from the Motion Picture Association of America and the Association of Motion Picture Producers on Tuesday with the explanation that he felt their policies do not represent the interests of independent producers.

Eric Johnston, MPAA president, commenting on the resignations, said the reaction of some of his members could be summed up in one word—"Good." But he didn't stop there.

Yesterday came this rejoinder from Goldwyn:

"It is indeed unfortunate for the motion picture industry that Mr. Eric Johnston's manners are as bad as his judgment. I had hoped to withdraw from the Motion Picture Association of America without commenting on Mr. Johnston's leadership but this latest effusion from his word factory impels me to state a few matters for the record.

"During the period that Mr. Johnston has been President of the MPAA the public relations of the industry have declined alarmingly. Mr. Johnston's contributions to building fine relations between the public and our business has consisted mostly of turning the offices of the MPAA into a personal press bureau for Eric Johnston. This is not surprising in view of the fact that all this time Mr. Johnston has been preening himself to accept call to public office. The overwhelming silence of the public with respect to Mr. Johnston's political ambitions has unfortunately not prevented him from devoting his major efforts to his personal objectives rather than to the benefit of the motion picture industry.

"During the period of Mr. Johnston's incumbency the financial position of the industry as a whole has deteriorated considerably. This may not be Mr. Johnston's fault but his glittering genius for doing the wrong thing has certainly not helped the industry solve any of the grave problems it faces.

"As far as I have been able to observe Mr. Johnston's chief contribution to the economic stability of the industry has been to give it such advice as has caused the filing of law suits against MPAA and various of its members totalling some sixty-five million dollars—one of which has already been decided against the company involved. The motion picture industry has survived many misfortunes and I am confident that it will survive Eric Johnston."

Companies Split on New 'IA' Contract

When Commissioner L. A. Stone of the Federal Mediation and Conciliation Service sets out at a meeting here this morning to break the deadlock which has ended negotiations between the IATSE and distributors on a new national exchange workers contract, the companies will not offer a united front in opposition to meeting the "IA's" demand for a 10 to 15 per cent wage increase for the 6,300 workers involved, it is understood.

Paramount, it was said, is the only company which has categorically refused to meet the "IA" demands or to consider a possible compromise. Queried yesterday on this report, C. J. (Pat) Schollard, Paramount's labor relations chief, declined to confirm or deny it. The other companies were described as "willing to compromise."

This is the first indication since negotiations opened some six weeks ago that a united front among the companies has broken. That circumstance, it was indicated, augurs well for the "IA's" wage increase bid. Other companies involved in the negotiations are: Warner, Columbia, Loew, RKO

(*Continued on page 6*)

MPAA Meet Takes Up Video Prospects

MIAMI, Jan. 19.—Opportunities afforded motion pictures by television, as well as its potential competition for theatre patronage, were canvassed by Motion Picture Association of America directors at their meeting here today.

The industry's public relations problems, including means of dealing with Hollywood personalities subjected to public notoriety, also were discussed.

Eric Johnston, MPAA president, said that Hollywood producers are confident of the box-office quality of new pictures and that the recent domestic box-office decline of approximately eight per cent is not regarded seriously. The industry's current fiscal problems, he emphasized, stem from a 15 per cent increase in production costs and artificial barriers to business in foreign markets which have cut actual dollar remittances of the companies by 30 per cent, although the total volume of foreign business is on the increase.

He intimated that production and other operating economies, together with improved quality of forthcoming

(*Continued on page 6*)

U. A. Advances Reorganization Plans at Meet

Will Provide Capital For Producer Financing

HOLLYWOOD, Jan. 19.—Plans for the complete reorganization of United Artists, including a new capital structure which will provide financing for independent producers to assure the company a continuous flow of product, were developed at the special meeting of company owners, directors and officers here today.

Details of the plan, said to involve between $3,000,000 and $5,000,000 in new capital, remain to be worked out by board members with financial interests in New York.

The UA board will meet next Tuesday in New York to further the general program initiated here.

Although details were not disclosed, it was unofficially reported that a sale of UA stock, now wholly owned by Mary Pickford and Charles Chap-

(*Continued on page 6*)

20th to Handle 12 For FC in Australia

Arrangements have been completed by David Horne, Film Classics foreign sales manager, whereby 20th Century-Fox will distribute in Australia, New Zealand and South Africa a series of 12 Film Classics features.

Films included are "Sofia," "Miraculous Journey," "Unknown Island," "Daughter of Ramona," "State Department—File 649," all in Cinecolor. Black-and-white productions include "Inner Sanctum," "Appointment with Murder," "Blonde Ice," "Money Madness," "Arygle Secrets," "Devil's Cargo" and "Will It Happen Again."

A. C. Abeel Elected Guaranty Vice-Pres.

Alan C. Abeel, who for the past 12 years has handled motion picture financing for Guaranty Trust Co. here, was elected a vice-president of the bank at the annual meeting of the board of directors yesterday.

Abeel, well known in the film industry, had been a second vice-president of Guaranty. He has been associated with the bank for 30 years, most of that time in the commercial loans division.

Personal Mention

DAVID HORNE, Film Classics' foreign sales manager, will leave here today for Havana.

•

AL DURANTE, radio publicity director here for the J. Walter Thompson agency, and MRS. DURANTE are the parents of a boy.

•

ALTON SIMS has resigned as Memphis manager for Robb and Rowley. He has been replaced by WILLIAM HARRISON.

•

ALAN F. CUMMINGS, in charge of M-G-M's exchange operations, is due here Monday from Cincinnati and Indianapolis.

•

JULES B. WEILL, Masterpiece Prod. president, left here yesterday for a two-week vacation in Florida.

•

ELLIS ARNALL, SIMPP president, will attend the Truman Inaugural ceremonies in Washington today.

•

GENE ARNEEL of MOTION PICTURE DAILY's editorial staff will "celebrate" a birthday today.

•

GEORGE J. FISHER, formerly M-G-M booker in Dallas, has been appointed field salesman.

•

JACK J. JORGENS has joined M-G-M's Minneapolis exchange as a student salesman.

•

H. M. RICHEY, M-G-M exhibitor relations head, will return to New York today from a vacation at Nassau.

•

WILLIAM G. BRENNER, head of M-G-M's checking system, is en route to New York from Chicago.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will celebrate a birthday tomorrow.

•

NELSON TOWLER, former sales representative for Selznick in Atlanta, has joined Eagle-Lion.

•

PAUL SHORT, producer of "Bad Boy," has left here for Hollywood.

Merritt Davis, 53, Republic Manager

ATLANTA, Jan. 19.—Merritt Davis, 53, former Southern division manager of Republic Pictures and branch manager in Atlanta, died today after a brief illness in Emory Hospital. Survivors included three sisters and a daughter. Funeral services will be held tomorrow.

Lavene, 55, Exhibitor

BUFFALO, Jan. 19.—Phil Lavene, 55, prominent in show business here for 20 years and until four months ago operator of the Academy, died suddenly last week at his home, it was learned today. He is survived by his wife, daughter, son, his mother, a brother and sister.

Resignation of Memphis Censor Is Suggested

MEMPHIS, Jan. 19.—Lashing out editorially at Memphis film censorship for a second time in two weeks, the *Commercial Appeal* today "suggested" that the new mayor, Watkins Overton, ask censor chairman Lloyd T. Binford to resign.

Calling Binford's censorship "cockeyed," the *Commercial Appeal* declared, "His silly censorship has made Memphis look silly to the rest of the country too long—far too long."

"As a result of the banning of the motion picture 'Curley' and a subsequent circuit court decision upholding the right of the board of censors to decide as it sees fit, Memphis is being held up to ridicule throughout the length and breadth of the country.

"Mayor Overton has just assumed office. By his methods of operation and his insistence on sanity and efficiency in government he has earned the reputation of being a 'good housekeeper.' He will no doubt effect changes of importance at City Hall.

"It would be an excellent thing for Memphis if he would start with the board of censors and put that unhealthy part of the municipal house in order first and put an end to actions which are spoiling the otherwise good reputation of Memphis. He couldn't possibly do the city a greater immediate favor," the editorial said.

Hal Roach, producer of "Curley," and United Artists, distributor, are appealing the censorship action to higher courts. Indications are the industry will take the case to the U. S. Supreme Court eventually as a test of the application of the First Amendment to films.

Admission Tax Cut Urged by Senator

WASHINGTON, Jan. 19.—Chairman George of the tax-handling Senate Finance Committee said here that he favored reduction in the admissions tax rate, but did not believe it should be repealed entirely as yet.

George declared that he thought the excise tax picture would be reviewed by the House Ways and Means Committee and the Senate Finance Committee this year.

Despite this support from the Georgia Democrat, the outlook for any cut in the admissions tax remains dark.

Monogram Sales Drive To Push Westerns

HOLLYWOOD, Jan. 19.—Monogram's national sales drive for Westerns will start immediately and continue through April 30, Monogram president Steve Broidy announces.

Monogram plans to release 18 Westerns during 1949.

Censors Close Casino

BOSTON, Jan. 19.—Boston's censorship board has closed the Casino Theatre for eight days after hearing police testimony on strip-tease performances. The house also shows motion pictures.

Clearance Bureau For Video Films

Plans for a clearance bureau for television films, and a directory of television films, headed discussions of the distribution committee of the National Television Council at a meeting held here on Tuesday at the Bristol Hotel.

Myron Mills, distribution committee chairman, has appointed Rosalind Kossoff of A-F films, as sub-committee chairman in charge of the directory, and William L. Roach of United Artists legal counsel, as sub-committee chairman of the film clearance bureau.

MPAA to Back N.J. Fight on Censorship

John Bryson, legislative representative of the Motion Picture Association of America, has offered to Allied Theatre Owners of New Jersey the MPAA's "full support" in the Allied unit's campaign against threatening state legislation for censorship, it is reported by Jersey Allied.

Other bills threatening in New Jersey are a measure to increase the age limit from 14 to 16 years for children patronizing theatres unattended; and one to expand the power of communities to tax admissions.

5 More Dates for 'Joan of Arc'

Sierra Pictures' "Joan of Arc," distributed by RKO Radio, now playing New York, Philadelphia, New Orleans, Los Angeles, Miami Beach, Palm Beach and Washington, is set to open at the Town, Baltimore; Golden Gate, San Francisco, and the Keith, Boston, on Jan. 26.

The Canadian premiere is scheduled for Friday at the Palace Theatre in Montreal, to be followed by a Toronto engagement starting Feb. 1 at the University Theatre.

Para. Luncheon for Meyer

Paramount will give a luncheon at the Hotel Astor here today for Frank Meyer, assistant secretary and general purchasing agent, who plans to retire at the end of January after serving Paramount in various executive capacities for 37 years.

To Honor Rossellini

Roberto Rossellini, director of "Paisan," will be honored at a reception at the Museum of Modern Art here today, to be given by the Museum and Mayer and Burstyn, distributors of the film.

ATOI To Meet June 21-23

INDIANAPOLIS, Jan. 19.—Board of directors of the Associated Theatre Owners of Indiana have set June 21-23 as the dates for the organization's annual summer convention at French Lick.

75 to Coast for M-G-M Meetings

Seventy-five executives from Loew's home office and M-G-M's domestic and international sales force will convene at the M-G-M Culver City studios Feb. 6-12 for conferences and previews of new product.

From the field will be the following: sales managers: John P. Byrne, John J. Maloney, Rudy Berger, Burtus Bishop, Jr., George A. Hickey.

Field assistants to sales managers: Herman L. Ripps, Frank C. Hensler, John S. Allen, Ralph W. Maw, Samuel J. Gardner.

District managers: John J. Bowen, Robert Lynch, Walter E. Banford, Charles E. Kessnich.

Branch managers: Jerome Adams, Albert L. Adler, Louis Allerhand, Thomas J. Aspell, Jr., Herbert Bennin, Leroy Bickel, Edwin M. Booth, C. James Briant, Sam Davis, William J. Devaney, Frank J. Downey, Lou Formato, Henry A. Friedel, William D. Gaddoni, Foster B. Gauker, H. Russell Gaus, Jack Goldberg, Ted Gould, Saal Gottlieb, Louis C. Ingram, John G. Kemptgen, Gerald E. McGlynn, Jack B. Mundstuk, Carl P. Nedley, Ansley B. Padgett, Ralph Pielow, Jacques C. ReVille, Harry Rosenblatt, Ben H. Rosenwald, Sam Shirley (special field representative), Jack Sogg, Louis J. Weber (assistant branch manager), Langdon C. Wingham and William H. Workman.

From the home office: Arthur M. Loew, Howard Dietz, Edward M. Saunders, John Murphy, Eugene Picker, Ernest Emerling, Silas F. Seadler, Herbert Crooker, William R. Ferguson, Henderson M. Richey, William B. Zoellner, Joel Bezahler, Alan F. Cummings, Richard A. Harper, Irving Helfont, M. L. Simons, Ben Melniker, Jay Eisenberg and William Ornstein.

Zimmerman Named President of H-63

Irving Zimmerman of Ace Film Laboratory here has been elected president of IATSE Motion Picture Home Office Employes Local No. H-63, succeeding Eli Oestreich of Warner, it is announced by business agent Russell Moss.

Other new officers are: Lillian Berman, Warner, vice-president; Mary Rosencrans, Universal-International, secretary; Harry Baum, Warner, treasurer; Herman Lemler, Warner, sergeant-at-arms.

Feb. 8-11 Meet To Set 'Vets' Film Program

WASHINGTON, Jan. 19.—Top officials of the Veterans Administration will meet in New York Feb. 8-11 with representatives of major distributors and film service companies to work out the VA's film program for the coming year.

Selznick Releasing Organization has agreed to furnish 16 and 35mm. first-run pictures without cost to VA hospitals and homes throughout the U. S.

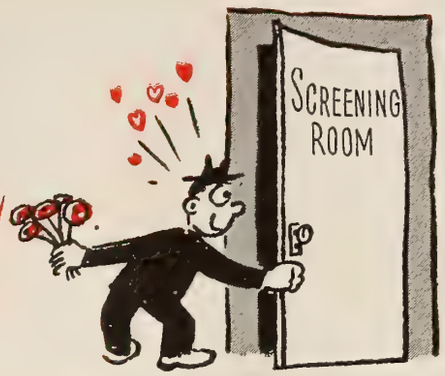
'Ships' Premiere Feb. 15

Folowing a meeting here this week with Arthur N. Harriman, mayor of New Bedford, Mass., 20th Century-Fox sales manager Andy W. Smith, Jr., disclosed that the world premiere of "Down to the Sea in Ships" would take place in that city on Feb. 15.

Mayor Harriman, accompanied by Harry Zeitz, owner of the New Bedford State Theatre, and Earle D. Wilson, of the *New Bedford Standard-Times*, presented a petition for the premiere to Smith on behalf of the city's population of 125,000.

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TRADE SHOW
JANUARY 24

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 7:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

Wilson Says Import Curbs Will Continue

LONDON, Jan. 19.—Harold Wilson, president of the Board of Trade, told Commons that economic necessity requires that Britain reduce American film imports for a long time to come, in urging the need for the Film Finance Corp. bill which will provide $20,000,000 for British film production.

The bill passed its third reading in Commons and now goes to the House of Lords.

Critics suggested that the bill already is in danger of becoming a dead letter inasmuch as independent producers appear unable, even with government aid, to make pictures profitably.

Wilson implicitly agreed, but said that it is planned in the near future to arrange some method of direct financing of production companies.

A B P C Implements Move to Rival Rank

LONDON, Jan. 19.—Pathe Pictures, Ltd., the Associated British Pictures Corp. distribution subsidiary, has been renamed Associated British Pathe, Ltd. This is Sir Philip Warter's latest step in fashioning ABPC into a rival of considerable proportions to the J. Arthur Rank combine.

May Raise NTFC Dues

A registration fee of $10 and an increase from $10 to $15 in annual dues, was recommended by the board of directors of the National Television Film Council, at their first meeting in 1949. The meeting, called by NTFC president Melvin L. Gold, was conducted by board chairman Jack Glenn, director of the March of Time and newly-elected president of the Screen Directors Guild.

KATO Wins Tax Revision

LOUISVILLE, Jan. 19.—At the request of the Kentucky Association of Theatre Owners, state revenue commissioner H. Clyde Reeves has directed that an order be drawn which will eliminate daily admission tax reports by theatres and will put the reports on a monthly basis.

Mason with Albert

Jerry Mason has resigned as associate editor of *THIS WEEK Magazine* to become executive vice-president of Eddie Albert Productions. The company is now opening New York headquarters in addition to its Hollywood offices.

ABC Grosses $44-Million

Gross billings of American Broadcasting from the sale of radio time last year amounted to $44,303,376, a new peak, and a gain of nearly $800,000 over the preceding year.

Video for Upper N.Y.

ROME, N. Y., Jan. 19.—Station WKAL-TV, operated by the Copper City Broadcasting Corp., will begin a series of telecasts in the spring to serve the Utica-Rome-Herkimer-Oneida area, thus bringing television to the Mohawk Valley. Myron J. Kallet of Oneida, head of a syndicate which operates some 40 theatres in up-state New York, is president of the video organization.

Reviews

"Trouble Makers"

(*Monogram*)

IN amusing slapstick fashion, Leo Gorcey and Huntz Hall set out to solve a murder in this Monogram comedy. The plot is cut from the standard pattern and events keep moving briskly.

Gorcey and Hall see through their telescope a murder committed in a fashionable hotel. They call a rookie cop on the Bowery beat and drive over to the hotel. The doorman and the hotel manager are confused when the Dead End Kids arrive and start their comical antics. They cannot find the body but eventually the news breaks in the papers that a noted plastic surgeon has been killed. Gorcey and Hall go to the morgue to identify the body and there they meet the dead doctor's daughter. They promise her that they will try to solve the mystery. It appears that the doctor had been doing work for some criminals and they decide to do away with him. The rookie cop is suspended for leaving his beat but he is reinstated when the murderers are apprehended. Gorcey and Hall receive praise from the police for their aid in solving the crime. Jan Grippo produced and Reginald LeBorg directed. Edmond Seward wrote the screenplay, from Gerald Schnitzer's original story.

Running time, 66 minutes. General audience classification. For January release.

"Dead Man's Gold"

(*Screen Guild*)

THE solution of a ranch owner's murder becomes the aim of Lash LaRue and his sidekick, Fuzzy St. John in this standard Western. It is rounded out with enough action and adventure to make it a satisfactory film in its category. As usual, LaRue displays his agility with the whip, gun and fists in tracking down the culprits.

A ranch owner summons Lash to his assistance but before Lash arrives the man is murdered. Lash interviews the dead man's niece and together they discover that there were gold deposits on the ranch. A gang headed by the town's mayor also learned that the land had valuable deposits of ore and wanted to seize the land. Lash sets a trap for the murderers and the guilty parties confess. Ron Ormond produced and Ray Taylor directed.

Running time, 60 minutes. General audience classification.

"Renegades of Sonora"

(*Republic*)

A STANDARD Western, "Renegades of Sonora" opens with a tribe of Indians on the verge of warfare because a white man murdered their chief and stole their jeweled tribal belt.

Allan (Rocky) Lane comes upon a dying man who gives him the belt and Lane takes it to the Indian agent. The agent is murdered and one of the gangsters takes the belt. Lane is suspected of the murders of both the Indian chief and the agent. Eventually Lane convinces Eddy Waller, a deputy sheriff, that he is innocent. The gang has been stealing gold ore and attempts to incite the uprising and thus divert suspicion to the Indians. In the end the belt is recovered and the Indians help the sheriff and his posse capture the culprits. Gordon Kay produced and R. G. Springsteen directed, from M. Coates Webster's original screenplay.

Running time, 60 minutes. General audience classification.

$250,000 Suit Blames 'Casbah' Distribution

LOS ANGELES, Jan. 19.—Charging failure to fulfill a distribution contract by not instituting an aggressive advertising and sales campaign for "Casbah," Marston Pictures has sued Universal Pictures in Federal Court here asking $250,000 damages for alleged violation of the contract. The suit also seeks the right to inspect exhibition and foreign distribution contracts.

Protest E.-L. Film

BOSTON, Jan. 19.—Scores of East Boston residents have filed protests with the Boston licensing division against Eagle-Lion's "An Old Fashioned Girl," now playing the Pilgrim Theatre here, because of the line in the film, "One of those cheap shacks in East Boston." Residents of the section want censor boards to order deletion of the line, claiming it is a slur.

New Grovas Company

MEXICO CITY, Jan. 19.—A new production company, Cinematografica Grovas, S. A., has been set up here by Jesus Grovas, former assistant manager here for Paramount, who recently sold his production company, Producciones Grovas, S. A.

Bing Crosby Joins The March to CBS

Bing Crosby, one of the top names on American Broadcasting's star roster, will switch to Columbia Broadcasting following his summer hiatus, CBS announces. Deal also gives CBS exclusive rights to Crosby's television services, although the network is believed to have no video program in mind at the present. Crosby's radio show on CBS will be recorded and transcribed, as it currently is on ABC.

CBS lured Jack Benny, Freeman Gosden and Charles Correll (Amos 'n' Andy) from National Broadcasting.

New Pinson Exchange

ATLANTA, Jan. 19.—Bob Pinson, owner of the Astor Exchange in Charlotte, will open an exchange in Atlanta shortly. Benton Brothers Film Forwarding Depot will handle shipments for the new company.

German Film to Girosi

Marcello Girosi, president of Superfilm Distributing Corp., has acquired the American rights to "Germany Year Zero," produced, written and directed by Roberto Rossellini, in Berlin.

Two-Billion Feet of Raw Stock in 1948

The motion picture industry in 1948 purchased 2,000,000,000 feet of 35mm. raw stock of all kinds, from Eastman Kodak, DuPont and other manufacturers, according to film company home offices, this at a cost of upwards of $2,000,000 for ordinary black-and-white; costs of other stocks, including color, are higher and would increase the actual outlay considerably.

The 2,000,000,000 feet bought last year compares to consumption of 1,516,000,000 feet in 1941.

130 Shorts in One Series for Video

HOLLYWOOD, Jan. 19.—First mass production of cartoons filmed especially for television was revealed here today when Jerry Fairbanks Productions scheduled for immediate shooting a series of 130 animated video shorts.

To be distributed by the Fairbanks organization nationally, the series of five-minute films, titled "Crusader Rabbit," will be similar in format to serials, each subject being a continued story. Filming of the series will be done by a newly-developed Teletoon animation technique, by Television Arts Productions, a Berkeley firm organized recently by Alexander Anderson, former animator and story editor for Terrytoons, and J. Troplong Ward, San Francisco producer.

Small Sells Rights For Ten Pictures

Through a deal with producer Edward Small, Commonwealth Pictures has acquired the 16mm. world rights to 10 major pictures produced by Small in the past 15 years, according to Sam Goldstein, Commonwealth president.

The 10 are: "The Count of Monte Cristo," "The Son of Monte Cristo," "My Son, My Son," "The Corsican Brothers," "Kit Carson," "The Last of the Mohicans," "Miss Annie Rooney," "Friendly Enemies," "A Gentleman After Dark" and "Man in the Iron Mask."

'Slightly French' Is Rated 'B' by Legion

One of six films currently rated by the National Legion of Decency has been placed in Class B. It is Columbia's "Slightly French."

Classified A-I was J. Arthur Rank's "Don't Take It to Heart." Rated A-II were "The Fan," 20th-Fox; "Flaxy Martin," Warner; "Police Reporter," Screen Guild, and "Waterloo Road," Rank.

P. & G. Forms Subsidiary

Procter and Gamble reports that articles of incorporation have been filed in Ohio for a wholly-owned subsidiary to take over all motion picture, radio and television activities for the company. The new company will work directly with advertising agencies and independent producers.



It was like selling their souls to the devil for women to make a deal with Nick Beal . . . the wickedest man that ever darkened—and excited—the motion picture screen!

RAY MILLAND
AUDREY TOTTER
THOMAS MITCHELL

in

"ALIAS Nick Beal"

with
GEORGE MACREADY
FRED CLARK
Produced by
ENDRE BOHEM
Directed by
JOHN FARROW
Screenplay by JONATHAN LATIMER
Original Story by MINDRET LORD

PARAMOUNT MESSAGE NO. 1
Re: "Nick Beal"

Today's carefully shopping public is out to spend its entertainment dollar for something unusual. We believe you'll agree that one of the most unusual pictures in a very long time is "Alias Nick Beal."

BE SURE TO BOOK "THE MOVIES AND YOU" SERIES OF INDUSTRY SHORTS.

U. A. Meeting

(*Continued from page* 1)

lin, is contemplated as part of the reorganization plan.

The company's official statement pointed out that UA continues to be "in excellent financial condition, having no bonded indebtedness and the general feeling is that a new financial structure can be readily developed."

UA's most pressing problems heretofore have been concerned with an assured and steady supply of product, rather than financing. Curtailment of bank loans to independent producers in recent months, however, have aggravated the product supply problem for UA and have made it essential for the company to develop its own production financing capital. The company has about a six months' product supply on hand or in view now.

The company meetings which started here on Monday were adjourned today, ostensibly with Chaplin's and Miss Pickford's approval of plans for raising new capital presented by a special board of directors' committee comprising Charles Schwartz, E. C. Mills, Vitalis Chalif and Harold Weill. Mills, Arthur Kelly and Harry Mueller left here last night by plane for New York. Others from the East attending the meeting will return today and tomorrow.

Mills, a Chaplin nominee on the UA board, submitted his resignation at today's meeting but it was not acted upon. He plans to establish residence here early in February.

The only financing proposal known in New York to have been made to United Artists recently is one from Harry Brandt, Metropolitan circuit operator, who offered to provide $3,000,000 for the company on condition that he be given power to name the management of the company.

There was no indication from Hollywood whether the Brandt offer was submitted or, if so, whether or not it was regarded favorably.

Para. Separation

(*Continued from page* 1)

Bureau, thus paving the way for an unencumbered, tax-wise, redistribution of stock with holders to be issued one share in each of two separate RKO companies, one for exhibition and one for production-distribution, for each share they now hold in the present parent company.

Having the same plan for reorganization, Paramount hopes for the same ruling by the Bureau.

In both cases, of course, the sale of theatre properties will be subject to the usual corporate taxes on profits

REPUBLIC RECORDS

offers its entire stock and trade name for sale.

Address all offers to

REPUBLIC RECORDS

Room 800A

580 Fifth Avenue

New York 19, N. Y.

until January 25th

Reviews

"Alias Nick Beal"

(*Paramount*)

AN interesting attempt to give a slick contemporary background to a morality play strikingly familiar to the Faust legend is made in Paramount's "Alias Nick Beal." The picture is not without clear-cut box-office assets, for it stars Ray Milland and has an imposing production frame. Yet a certain vagueness attaches to the unfolding drama, and while several scenes in themselves make compelling entertainment, they do not quite add up to a vigorous whole.

Set in conventional melodramatic outlines, the film attempts, with the best of intentions, to examine and humanize the relation between ends and means. It starts off with Thomas Mitchell, a successful district attorney, who is concerned with advancing worthwhile social programs. To better achieve his aims, he runs for governor, but all the while he allows himself to be manipulated and compromised by a shady, elusive character portrayed by Milland. Finally Mitchell gets involved in a web of complications, and although he wins the election, he realizes the depths of chicanery into which he has been helplessly pressed. There remains no alternative for him but to clear his conscience by resigning the governorship.

It is a difficult role as the modern disciple of Lucifer that Milland has to characterize, and he carries on capably, whether sipping a cocktail in a fog-shrouded bar, slapping a woman, or displaying diabolical charm. The two feminine leads are played by Audrey Totter, as the fallen girl whom Milland elevates to material opulence; and Geraldine Wall, devoted wife of Mitchell.

The screenplay, by Jonathan Latimer, from a Mindret Lord story, concludes with a scene in which a bible repels Milland back to the depths just in time to save Mitchell from the land of the lost. Endre Bohem produced; John Farrow directed.

Running time, 93 minutes. Adult audience classification. Release date, March 4.

MANDEL HERBSTMAN

"The Far Frontier"

(*Republic*)

THE customary framework of good-versus-evil around which the standard Western is built is embellished with a few relatively unstandard trimmings in this latest Roy Rogers production. Action, as usual, is the keynote, with Rogers in competent control of that department. Music plays an important role too, as usual, as Rogers pauses in the story's development to sing a few ballads in company with Foy Willing and The Riders of the Purple Sage. But it is in the screenplay by Sloan Nibley that the "new twists" emerge; the arch-villain and his henchmen are engaged in the business of smuggling escaped criminals back into the U. S. from Mexico in empty oil barrels; Roy has to give his best friend a sound beating to snap the latter out of a case of amnesia which had been used to the villains' advantage; chief menace Robert Strange uses carrier pigeons to communicate his nefarious plans to his collaborators.

The master plan behind Strange's smuggling and swindling bears on his aim to embarrass kindly, rich Francis Ford into selling his property to the former. Therefore, when Strange discovers that Ford's border patrolman son, Clayton Moore, has developed amnesia from a blow on the head, the crook is sure he has a good wedge to use against Ford and proceeds to frame Moore as a bank robber. Needless to say, Rogers and his friends, including comedian Andy Devine, foil the villainy and bring the crooks to justice. Pretty Gail Davis is decorative as a friend of Rogers. Rounding out the cast are Roy Barcroft, Holly Bane, Lane Bradford and others. Edward J. White was associate producer; William Witney directed. The film is in Trucolor.

Running time, 67 minutes. General audience classification.

CHARLES L. FRANKE

"A Place of One's Own"

(*Rank-Eagle-Lion*)

J. ARTHUR RANK'S "A Place of One's Own" has many advantages for selective audiences. It is based on the novel by Sir Osbert Sitwell and the cast is headed by James Mason and Margaret Lockwood. However, once the story gets underway, it moves leisurely, and, by American standards at least, seems over-loaded with conversation. As a drawing-room drama with supernatural overtones, the picture is one whose greatest appeal would lie with so-called art theatre patrons. As such, it has its merchandising points.

James Mason's following will find him in a different type of role here. He plays a bluff, middle-aged gentleman, who, with his wife, retires from business to settle down in a house which they have bought. Slowly the strange history of the house emerges. It appears that some 40 years back a girl was supposed to have been murdered there, and ever since, her spirit has been haunting the mansion. Miss Lockwood, who is employed as a companion to Mason's wife, grows increasingly influenced by the haunting spirit and in time becomes the victim of an unexplainable malady. With all hope for Miss Lockwood's recovery abandoned, an old doctor, who believes her the girl who inhabited the house 40 years ago, arrives in time to work a strange overnight cure. By some further supernatural twist, it develops that the doctor worked his wonder several hours after the doctor was known to be dead. Such is the theme of this Gainsborough picture and many patrons are likely to find it obscure in many respects. Performances are satisfactory all around. Barbara Mullen portrays Mason's wife. Others in the cast include Dennis Price and Helen Haye. R. J. Minney produced; Maurice Ostrer was in charge of production and Bernard Knowles directed.

Running time, 95 minutes. Adult audience classification. Release date, Feb. 8.

M. H.

MPAA Meet

(*Continued from page* 1)

releases, should offset the nominal domestic decline this year.

Johnston discounted reports of any increase in film production abroad by American companies in the near future, asserting that foreign production facilities are inadequate and that it would be difficult for American companies to make more pictures abroad than are being made now.

Johnston is still hopeful about the deal made with Russia last fall, under which that country was to buy 20 American films.

Johnston, his assistant, Joyce O'Hara, and John McCarthy, vice-president of the Motion Picture Export Association, left for Washington following today's meeting, and will attend Truman's Inaugural ceremonies there tomorrow. Nate Blumberg, Universal president, also will attend the Inauguration and will go to New York from Washington before returning to the Coast.

Ned E. Depinet, RKO president, and Y. Frank Freeman, Paramount vice-president, left for New York and both are scheduled to go to the Coast from there this weekend. Spyros Skouras, 20th Century-Fox president, was scheduled to leave for New York tonight. Others who attended the meeting plan to spend additional time here, among them Nicholas M. Schenck, Loew president; Barney Balaban, Paramount president; Edwin Weisl, Paramount board member; Jack Cohn, vice-president of Columbia, and Albert Warner, vice-president of Warner Brothers.

New 'IA' Contract

(*Continued from page* 1)

Radio, Republic, 20th Century-Fox, United Artists and Universal-International. Eagle-Lion will have an "observer" at today's meeting. Distributors' negotiating committee is headed by Clarence Hill of 20th-Fox; the "IA" committee is headed by Thomas J. Shea, assistant international president.

IATSE Charges SOPEG Delays Showdown Vote at Republic

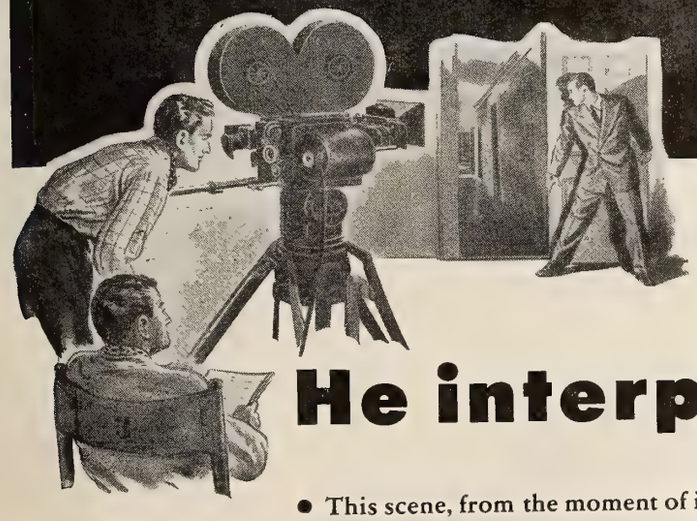
A delay of three months or more in the settlement of the bargaining status of Republic's home office "white collarites" appeared yesterday following a formal hearing here before National Labor Relations Board officer Dan Sullivan. Screen Office and Professional Employes Guild (CIO), former bargaining agent at Republic, asked yesterday that the NLRB in Washington rule on its request that Republic workers be divided into three individual shops.

AFL's IATSE Motion Picture Home Office Employes Local No. H-63, which asserts it has won the Republic employes' allegiance away from SOPEG, charged the latter with "delaying tactics," and claimed if an election were held at Republic promptly the employes would vote 100 per cent for the "IA."

Theatres Open in Storm

KANSAS CITY, Jan. 19. — With streets cleared of snow and traffic back to normal, theatre attendance gained yesterday after Tuesday's blizzard that closed stores and schools. Despite the storm theatres remained open as usual, with one neighborhood house reporting a larger attendance than in fair weather.





He interprets with light...

● This scene, from the moment of its conception, had dramatic *possibilities.* But it was the director of photography who made them more than possibilities.

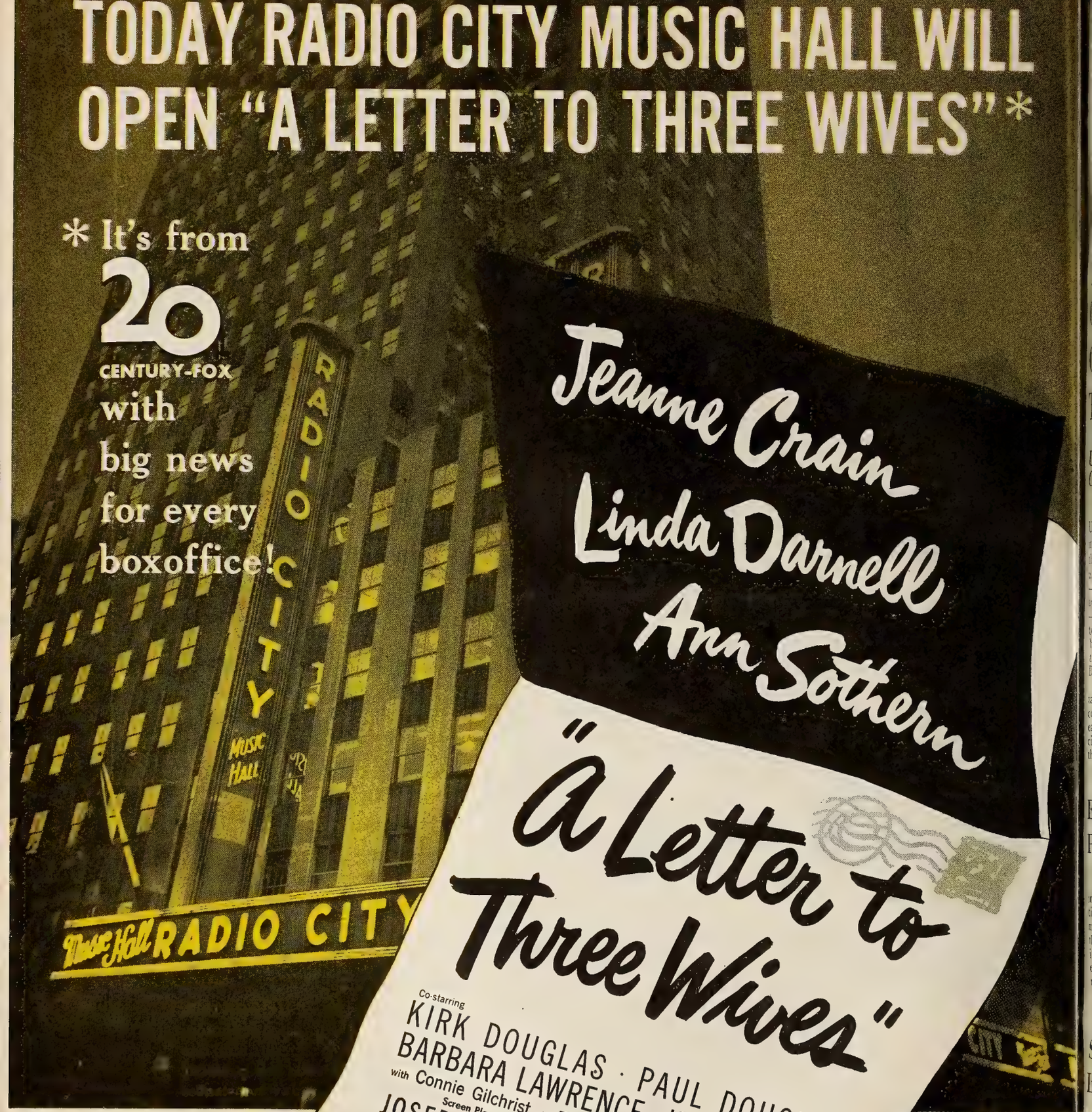
His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping . . . his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use . . . and why he turns to Eastman Super-XX for use under adverse lighting conditions.

EASTMAN KODAK COMPANY
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J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

TODAY RADIO CITY MUSIC HALL WILL OPEN "A LETTER TO THREE WIVES"*



There's No Business Like 20th Century-Fox Business!!!

the Snake Pit

That Wonderful URGE

YELLOW SKY

Chicken Every Sunday

DOWN TO THE SEA IN SHIPS

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 15 NEW YORK, U. S. A., FRIDAY, JANUARY 21, 1949 TEN CENTS

Group Form Of Paying Taxes Weighed

U.S. May Have All Levies Cleared Through Bank

WASHINGTON, Jan. 20. — Top U. S. Treasury officials are studying a plan whereby motion picture, theatre and all other companies would pay their Social Security taxes —and possibly eventually admission and other excise or corporate taxes —through the Federal banking system, as they now pay employes' withholding taxes. An experiment along these lines is now being conducted in Baltimore.

New uses for this method of paying taxes—the so-called depositary account method—were recommended early last year to Congress by a special committee of experts working for the Joint Committee on Internal

(*Continued on page 6*)

Economy Begins To Pay Off: Cowdin

LOS ANGELES, Jan. 20.—The film industry's economy program is getting results, and pictures are being made at costs substantially under those of a year ago, but it is doubtful if any producing-distributing company, exclusive of theatre operations, is making money, J. Cheever Cowdin, chairman of Universal's board of di-

(*Continued on page 3*)

SIMPP Counsel Sees Improvement Ahead

LOS ANGELES, Jan. 20. — Declaring himself "bullish on the screen's future," Society of Independent Motion Picture Producers' counsel J. Robert Rubin today told the Los Angeles Junior Chamber of Commerce that "most other industries had their retooling earlier, but the film industry's transition from wartime was accomplished in 1948, and 1949 is its year of challenge."

He added that the "shaking down" process has been largely completed.

Rubin said that producers have less to fear from television than other branches of the industry, since they can make films for either medium. He voiced his belief that television's "stay-at-home" influence on the public will be short-lived.

Truman Telegenic, Say Telecasters

Television broadcasters operating stations in the Midwest reported ideal reception of the Presidential inaugural ceremonies in Washington yesterday as transmitted by way of co-axial cable and micro-wave relay.

Survey of Mid-western stations affiliated with the Television Broadcasters Association was made by Will Baltin, TBA secretary-treasurer, immediately following the inaugural telecast.

Inaugural Seen on Paramount Screen

Another bright page in theatre television was marked here yesterday when Paramount brought the Presidential Inaugural ceremonies to the screen of the Paramount Theatre.

At noon yesterday, when Harry Truman was sworn in, patrons in the theatre reacted with hand-clapping enthusiasm. The event was advertised by Paramount in metropolitan papers and the theatre was full. Robert M. Weitman, managing director of the Paramount, estimated a marked rise in attendance because of the program.

Pre-inaugural ceremonies on Wednesday evening were also brought to the screen, and last night at 10 o'clock the inaugural ball was flashed on the screen. The telecasts continued the theatre's policy of presenting important events as they happen.

Before the swearing-in of Truman and Alben W. Barkley, as vice-president, the cameras roamed about the East front of the Capitol, where the ceremony took place, to pick up in-

(*Continued on page 3*)

Bernhard and Clift Plan Cinecolor, F.C. Expansion in Britain

LONDON, Jan. 20.—Joseph Bernhard, head of Film Classics and Cinecolor Corp., is expected here shortly for important discussions with Sir Sidney Clift, well-known British exhibitor, pertaining to trade expansion of the two Bernhard companies in this market.

Difficulty with regard to Cinecolor hitherto has been that there is no effective plant here available for the processing of two-color film. Now, it is understood that the government is prepared to issue licenses for the building of such a plant, with Sir Sidney interested on the financial side.

Meanwhile, special arrangements are being discussed with the Bank of England and the Treasury which would enable Cinecolor prints to be imported from the U. S. with dollar payments to be made for them in New York.

Wider distribution here of Film Classics product also will be planned,

(*Continued on page 3*)

Cinecolor Reports $2,908,929 Gross

HOLLYWOOD, Jan. 20. — Cinecolor's annual report released here today and covering the fiscal year ending Oct. 2, 1948, showed gross receipts totaling $2,908,929 an increase of 28.6 per cent over the previous year. Net profit after taxes was $266,204, a decline from the previous year's figure of $398,351.

The decline in net profit was attributed to increased depreciation charges, advanced labor and material costs, certain "extraordinary non-recurring expenses" and to the fact that several downward adjustments in selling prices were made during the period covered by the report.

Sale of U. A. Franchises to Be Considered

Would Raise $4,000,000 For Assured Production

HOLLYWOOD, Jan. 20.—A proposal for the sale of United Artists' franchises to exhibitors is reliably reported to be among plans for raising new capital for the company to be considered at a board of directors' meeting in New York next Tuesday.

The proposal is said to have been presented to U. A. owners Mary Pickford and Charles Chaplin at the meeting here this week by the directors' committee appointed to recommend plans for providing new capital with which to finance independent producers releasing through the company.

The proposal would raise $4,000,000 by the sale of Class A franchises to

(*Continued on page 6*)

RKO Is Upheld in Percentage Action

Judge Rayfiel of U. S. District Court in New York has denied a motion by the Stamatis theatre corporations and officers directed to the complaint of RKO Radio, against them, based upon alleged fraudulent underreporting of gross admission receipts from percentage pictures.

The defendants, George, Milton and Costas Stamatis, and the corporate

(*Continued on page 6*)

Britain to Help Finance New Production Combine

LONDON, Jan. 20.—Nicholas Davenport resigned from the government's Film Finance Corp. directorate today in order to act as chairman of a cooperative group formed by three producers who are planning to rent one of England's currently empty studios where they expect to produce six pictures during the next 15 months.

The announcement was made by the Board of Trade whose president, Harold Wilson, this week told the House of Commons he hoped to be able to

(*Continued on page 6*)

Para. Theatre Video In Chicago in Feb.

CHICAGO, Jan. 20.—Construction has begun for the installation of Paramount's transcription system for the showing of large-screen television in the Balaban and Katz Chicago Theatre. Although the specially-built machine is still in New York, completion, it is understood, will be some time in February. First show will be a major event here.

N.Y. Studio Labor Asks 30% Pay Hike

IATSE's Eastern studio mechanics have submitted to producers here a demand for a 15 to 30 per cent wage increase, it was disclosed yesterday by James D. Delaney, secretary of "IA" Studio Mechanics Local No. 52.

Negotiations on a new contract are due to begin shortly, Delaney said. Previous one-year contract expired last Dec. 31, but its provisions are automatically extended until a new pact is signed.

Pay increase demands vary among the various categories of mechanics, with some categories stipulated for a 30 per cent increase, others for 15 per cent and still others for percentages in between, according to Delaney.

Personal Mention

JOSEPH M. SCHENCK is expected back in New York from Miami Monday and is scheduled to leave here for the Coast at the end of next week.

•

THOMAS L. MCCLEARY, RCA theatre equipment salesman in Cleveland, will be in Philadelphia tomorrow where he will be presented with an "Award of Merit" by his company at a dinner at the Hotel Barclay.

•

TED R. GAMBLE, Theatre Owners of America board chairman, has delayed his departure from Portland, Ore., and now is expected in New York on Monday.

•

ROBERT S. BENJAMIN, J. Arthur Rank Organization president, will leave here Tuesday by plane for London.

•

FRANK MORIN, manager of the Warner Regal Theatre in Hartford, and MRS. MORIN, have returned to Hartford after a visit to New York.

•

MICKEY KETAINECK of M-G-M's New Haven exchange, will leave New Haven on Jan. 29 for a Florida vacation.

•

GLENN MCCARTHY, Houston producer, is expected in New York after attending the inaugural ceremonies in Washington.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, has returned to New York from the Coast.

•

PAUL BRODER, Realart president, and JACK BRODER, vice president, have left here for Detroit and Hollywood, respectively.

•

BENN H. ROSENWALD, Boston M-G-M manager, has returned to his office after a vacation in Charlotte.

•

ROBERT L. LIPPERT, president of Screen Guild Prod., will leave here for Hollywood this weekend.

•

WILLIAM MCCRAW, Variety Clubs executive director, will be in Omaha tomorrow.

•

GEORGE BILLINGS has sold the Marion Theatre in Omaha to LEE NELSON.

Ochs To Halmark Firm

ATLANTA, Jan. 20.—Barney Ochs, radio announcer of station WATL, has resigned and is leaving for Hollywood where he will take over the publicity department of Hallmark Pictures. His first assignment will be on "The Lawson Story."

Excelsior Gets Series

Excelsior Pictures Corp. has acquired the theatrical, non-theatrical and television rights to a series of 24 one-reel subjects entitled "Forgotten News" for the entire world.

Insider's Outlook

By RED KANN

THROUGH one device or another, this industry is managing to expose a worse, rather than a better, face for public inspection. Latest is the spectacular Goldwyn-Johnston imbroglio streaking the atmosphere with verbal charges and countercharges explosively set in motion by the decision of the former to resign his membership in the Motion Picture Association of America and the Association of Motion Picture Producers.

The two principals in this disheartening episode have succeeded very neatly in unleashing a pyrotechnical display of short temper and open derision which places the industry, in which both are respected and respectable members, at an unfortunate disadvantage. The consequence, therefore, is that it is the industry which suffers in the public mind at a time when some semblance of unity and singleness of purpose—at least externally applied—was never more essential.

■ ■

Theatremen sometimes are impatient with professional reviewers of the industry press whose appraisals sometimes don't reveal at a glance the exact what-about-it. Lately, Harry Brandt's *The Independent Film Journal* introduced a plan of reviews by exhibitors.

On Selznick's "Portrait of Jennie," Harry Eisenstein, Colonial Theatre, Albany, N. Y., said:

"If I were standing in front of my theatre, I'd be proud to be playing a picture like 'Portrait of Jennie'. This is a very fine picture with a message of faith and inspiration, very appropriate for our time. A simple story theme has been turned into fine entertainment that will do better in all theatres except action houses. Of course, class houses will do the top business. Excellent word-of-mouth will help out in all situations. This is a family picture in the fullest sense of the word. Jones, Cotten and Barrymore on the marquee should add to the draw."

On the same attraction, Israel Zatkin, vice-president and general manager of Lane Theatres, New York, wrote:

"This is the story of a poor, frustrated artist looking into the past, imagining things, laboring under illusions from which comes out a 'Portrait of Jennie'. So what? The mountain went into labor and gave birth to a mouse. The critics will probably give this four stars, but I think most picture patrons will be bored stiff. There's nothing to the story, and the fantasy is so complex and overdone it becomes confusing. For what the story has to tell, it takes too much time. The small art houses will probably make out fine with 'Portrait of Jennie'. The acting of the principals and the supporting players is commendable, but not enough to inject life or meaning into this dull offering."

So there you are. Now you know about "Portrait of Jennie."

■ ■

Note on the all-industry practice of reissuing the big ones of yesteryear:

Last year's gross at 20th Century-Fox from this source was almost $2,000,000. At the behest of Spyros Skouras and Andy Smith, this year Bill Gehring, who handles that end of the business on West 56th Street, has set the goal at $5,000,000.

First of the five packages with this as goal is—observe the titles—"Johnny Apollo" and "Show Them No Mercy."

■ ■

Al Lichtman's deal to join 20th-Fox, first reported on page one on December 22, is understood to have been agreed upon with formalized contracts due later. He will headquarter in New York, formulate and supervise sales policy in a to-be-created post and replaces nobody. Salary: Four hefty digits per every seven days.

■ ■

Exaggerated, naturally, but not without its truth is this definition of Hollywood:

Where everyone looks wonderful and suffers from a heart condition.

Interchangeable with ulcers.

■ ■

Hollywood diplomacy requires a major studio to keep under wraps the budget of the next film starring its biggest male luminary. "If he ever learns it's to cost $1,400,000, we're in trouble. He's certain to think it's only a quickie."

■

How to improve Franco-American relations: Hedda Hopper reporting the highlight of Virginia Mayo's European trip with this comment on the palace at Versailles. "It's the fanciest thing I've seen off the Warner sound stage."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

LORETTA YOUNG · ROBERT CUMMINGS
in HAL WALLIS' production "The Accused"
A Paramount Picture
in Person The MILLS BROS. JEAN CARROLL THE VANDERBILT BOYS Extra RAY McKINLEY and His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
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20th CENTURY FOX
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JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
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based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
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On Ice Stage — "MASQUERADE"
Starring ARNOLD SHODA - JOAN HYLDOFT
ROXY 7th Ave. & 50th St.

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Short Subject

"Berlin Powderkeg"

(This Is America—RKO Pathe)

The staff of This Is America is to be commended for the intelligent and comprehensive job they have done of picturing life in Berlin today. With that city the focal point of the "cold war," the subject gives the background of facts that led to the present crisis. Shown are the abnormal conditions imposed upon the inhabitants by the Russian blockade, the airlift, and the war of ideologies going on between the Russians and Americans, British and French.

Berlin is a military, moral, and political problem, and "Berlin Powderkeg" present these facts in splendid fashion. It is a timely and exploitable subject. Running time, 17 minutes.

Rossellini Praises American Industry

Roberto Rossellini, visiting Italian producer-director, paid tribute to Hollywood as "a great industry" yesterday, pointing out that like any other industry, it may have an occasional shortcoming, but on the whole it has made impressive contributions.

Rossellini, who made "Open City," "Paisan," and others, said that despite some offers from major studios in this country, he does not intend to produce here. He asserted that he has his own production plans for Italy, where he will make "pictures for an international market."

Rossellini expects to be in Hollywood early next week with his American distributor, I. E. Lopert, where the pair will talk with Ingrid Bergman on a deal to have the star go to Italy to make a film.

The popularity of American films in Italy was explained by Rossellini as due to the fact that they allow the people to escape from harsh realities.

A reception was given Rossellini yesterday at the Museum of Modern Art by Mayer and Burstyn, and the trustees of the museum. An award from the National Board of Review was presented the producer for "Paisan," which was cited as the "best import" for 1948 by the board.

MPEA Mission to South Africa Likely

A committee of foreign managers and Fancis Harmon, vice-president of the Motion Picture Association of America, may be designated to go to Johannesburg within the next two weeks to seek a solution to the recent 50 per cent cutback in film earnings imposed by South Africa.

The mission, which had been scheduled and then cancelled earlier, is understood to have been approved by the MPAA board subject to ratification by foreign managers. Joseph Seidelman, Universal foreign manager, is en route to Johannesburg now.

Video Boston Symposium

BOSTON, Jan. 20.—The New England Council of the American Association of Advertising Agencies will sponsor a symposium on television at the Hotel Somerset here on March 14.

Economy Pays Off

(Continued from page 1)

rectors, told the Los Angeles Chamber of Commerce meeting at the Ambassador Hotel here today.

Cowdin, a member of a panel speaking on "The Business Outlook for 1949," said he believed most or all companies are operating at a substantial loss. Cowdin said current condition reflects spiraling of all costs involved in production and distribution during the past six years. He said, in part, "the central problem that confronts the industry is a readjustment of operations to enable us to manufacture product at an overall unit cost that will allow its sale at a profit within dollar markets and their equivalent.

"Only through wholehearted cooperation of all groups within the industry can economy efforts be made fully effective and so speed up the readjustment necessary to maintain economic health in the industry. . . . Likewise it is essential in order to maintain a solid basis for banking credit and financing."

Cowdin continued, "Exhibitors, too, must be willing to cooperate. Their own primary interests are at stake because only a financially healthy Hollywood production can provide a continuing flow of high-quality pictures the exhibitor needs to maintain profitable operation of his theatre. At present, while production is operating at loss, theatres large and small throughout country are, with few exceptions, operating profitably.

"The producer must be able to count on a proportion of the revenues derived from the exhibition of his picture commensurate with the burden of risk he assumed in making it. On any other basis theatres sooner or later will suffer from a shortage of high quality pictures for the simple reason that the potential profit failed to justify the financial risk and creative effort involved in their production."

Inaugural on Video

(Continued from page 1)

coming celebrities and to catch human interest angles. Reception in the theatre was partially marred by wavering images but that did not seem to dampen the ardor of the audiences.

The ceremonies from Washington were televised and relayed by A. T. and T. coaxial cable to New York and piped into the projection booth of the theatre, where they were recorded on film and flashed to the screen in fewer than 60 seconds. No advanced admission prices were charged by the theatre, which also presented its regular feature, "The Accused," and a stage show.

M. H.

Bernhard, Clift

(Continued from page 1)

with the possibility of forming a new, elaborate organization which would concentrate primarily on sale of that product. It is believed likely here that an approach may be made to an existing organization with a view to its absorption by the Bernhard-Clift interests.

Sir Sidney, a former president of the Exhibitors' Association, controls about 40 theatres in the Midlands and has large financial interests in several other enterprises. He has long planned to enter film distribution.

Goldberg, Smakwitz Hold Albany Meet

ALBANY, N. Y., Jan. 20. — Harry Goldberg, director of advertising and publicity for Warner Theatres, and Charles A. Smakwitz, zone manager here discussed new product with Albany, Troy and Utica managers yesterday. Goldberg and Smakwitz both urged vigorous promotion of pictures to be screened in ensuing weeks. Theatre operations were also analyzed.

Attending a meeting with Smakwitz were: Ralph Crabill, Western state district manager; Andrew Roy, Utica city manager; Sid Sommers, Troy manager; Max Friedman; Joseph Weinstein, zone booker; James Faughnan, contact manager; Gerald Atkin, publicity-exploitation director.

Industry in France Meets Obstacles

By EUGEN WEBER

PARIS, Jan. 17 (By Airmail)—The drop in production volume and bad prospects for the industry once again is the talk in French film circles.

The pessimism is being fed by the closing down, ostensibly for "reorganization," of the Société Franstudio, which in its five studios and 13 stages represents the most important production facilities in this country. (Joinville, Francoeur, St. Maurice, Place Clichy and Marseille.) Franstudio until recently employed 600 persons, but now has only about 105.

The action was said to be due to two things. First, to losses (stages in use during 1948 were occupied at only 50 per cent capacity and rentals are hardly up although costs have risen to above 1,000 per cent), and second, to the introduction of a new rental method by which stages will be rented completely empty.

Technicians, stagehands, lighting and other equipment, as well as sets, will have to be provided by the producer with the studio providing only a maintenance staff. This method, actually in use in Italy as well as in the Buttes-Chaumont studios, is expected to cut costs for studio management, throw all weight of organization on producers and minimize losses.

Of the nine major studios, three now show no activity. Three others report work in progress only until about March, and only three report (in voices not very strong) a full shooting schedule.

Associates To Meet On Variety Club

A special membership meeting of the Motion Picture Associates to ratify a proposal of the board of directors that the New York organization become the local Variety Club will be held here on Tuesday at the Hotel Astor, Morris Sanders, vice-president, reports.

At two meetings held here on Jan. 12 and 17, the board unanimously resolved that MPA, in order to extend its charity activities and scope, should become a part of Variety Clubs International which is not now represented locally.

New Greenthal Account

Monroe Greenthal Co., agency for film accounts, has been signed to handle a campaign for the Florida Citrus Canners Cooperative.

Meyer Is Lauded at Para. Luncheon

Paramount gave Frank Meyer a luncheon at the Astor Hotel here on his retirement after 37 years with the company. Austin Keough was master-of-ceremonies. Others on the dais were Mrs. Meyer, Adolph Zukor, Charles Reagan, Paul Raibourn, Leonard Goldenson, Russell Holman, Fred Mohrhardt, John Balaban, Y. Frank Freeman and George Weltner.

Tables were decorated with folders from very old features made at the Long Island studios, of which Meyer was once the head. Keough read a wire of tribute to Meyer from Barney Balaban, who was unable to attend due to a meeting in Florida. Other speakers were Freeman, who said what we need in this industry is more Frank Meyers, and Zukor, who lauded Meyer for his "tremendous aid" during the formative years of Famous Players and for his sincerity, honesty and ability throughout the years, citing Meyer as an example for all industryites to follow. Meyer spoke briefly following which he was presented with a silver service.

Other representatives of Paramount who attended the luncheon included:

Robert O'Brien, Hiller Innes, Bernard Goodwin, Al Schwalberg, Ted O'Shea, C. J. Scollard, Oscar Morgan, Arthur Israel, Jr., Dan Hynes, Sr., Henry Anderson, J. L. Brown, Arthur Leonard, Irene Sullivan, William O'Connell.

Also Louis Phillips, Walter W. Gross, Eric Ericsson, Elizabeth Scheuer, Sara Lyons, Dr. Emanuel Stern, G. Knox Haddow, A. J. Richard, Ben Washer, Stanley Shuford, Sid Mesibov, Dr. Leon Warshaw, Aldyth Reichenbach, Robert Weitman, George Barry, Joseph Walsh, Albert Deane, Vincent Trotta, Ed Sullivan, Agnes F. Mengel, Harry A. Nadel, John Cicero, John Guilfoyle, Percy Lockwood, Bessie Goldsmith, Katherine DeGuard, Helen Kaufman, Linda Lotti, Frank LaGrande, E. J. Mann and William German.

'Collarites' Ratify 10% Pay Hike at UA

United Artists home office "white collarites" have ratified the 10 per cent general pay increase won recently by IATSE Motion Picture Home Office Employes Local No. H-63 (AFL), it was reported here yesterday by H-63 business agent Russell Moss. Formal contract is due to be signed shortly by UA and H-63 representatives.

Moss reported also that UA workers have elected Norman Hasselo to represent them on the H-63 board of directors. Hasselo, a former vice-president of Screen Office and Professional Employes Guild (CIO), led the UA employes' rebellion last year against SOPEG in favor of H-63.

Depinet, McCormick Meeting with Hughes

Ned E. Depinet, RKO president; Robert Mochrie, distribution vice-president, advertising-publicity director, arrived in Hollywood yesterday for conferences with Howard Hughes on forthcoming releases and to view new product. Depinet went to the Coast from the Motion Picture Association meeting in Miami; McCormick from here.

Gergen to CRI District

Frank Gergen has been promoted from Salt Lake City branch manager to Midwest district manager for Confidential Reports, Inc., by Jack H. Levin, vice-president. Gergen was installed in his new post by Harold Groves, national field director.

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MAYFAIR
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METROPOLITAN
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Move-over KIRBY
3rd week-Top pace!

PHILADELPHIA
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Sensational business!

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GAIL RUSSELL
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WAKE of the R

RE RIGHT... HARRY BRANDT

PRESIDENT—BRANDT THEATRES

terrific motion picture!"



ED WITCH

with GIG YOUNG

ADELE MARA • LUTHER ADLER

and EDUARD FRANZ • GRANT WITHERS • HENRY DANIELL

PAUL FIX • JEFF COREY • Screen Play by Harry Brown and Kenneth Gamet • Based on Garland Roark's Famous Best-Selling Novel

Directed by Edward Ludwig • Associate Producer Edmund Grainger

A REPUBLIC PICTURE

Group Form

(*Continued from page 1*)

Revenue. Since then, Treasury and Internal Revenue Bureau officials have been at work, and while the final decision is still some time off, they believe they now can see daylight.

At present a theatre owner must pay taxes in many ways, and within 10 days after the close of each calendar month, employers who withheld more than $100 in income taxes during the month must transmit these withheld taxes to any bank insured by the Federal Deposit Insurance Corp. In return they get a receipt. Each quarter, the taxpayer files a return with the Collector of Internal Revenue, covering the quarter, and attaching the bank receipt as payment. At present, he also pays social security taxes directly to the Collector each quarter. Exhibitors must pay admission tax collections to the Collector each month. Then, of course, there is the annual income tax and various other returns.

Under the proposal recommended by the Congressional experts and now being tested by the Treasury, the Social Security taxes would also be deposited with the bank each month, and a receipt issued for both the income taxes withheld and the Social Security taxes, with the amount for each stated. The taxpayer then could simply forward this breakdown to the Treasury.

Eventually, under the plan, admission taxes would be paid in the same manner, and one receipt given for all three payments—income, social security and excise. Still later, other taxes might be included.

Review

"Bad Boy"

(*Allied Artists-Monogram*)

PAUL SHORT, producer of "Bad Boy," states the film "is the answer to U. S. Attorney General Tom Clark's request for a picture that would aid the drive against juvenile delinquency." Made with the cooperation of Variety Clubs International, which will participate in its earnings, this attraction is assured the full support of the organization. That is enough to put it over.

However, and aside from this direct interest, "Bad Boy" has the merit of standing on its own. It is documentary to the extent that the fictional story pivots around the Boys' Ranch maintained at Copperas Cove, Texas, by Variety Club of Dallas, which is Tent No. 17.

The ranch undertakes the regeneration of criminal boys by arrangement with the State of Texas, assumes moral responsibility for such boys, becomes their legal guardians until the youngsters reach the age of 18 and endeavors to straighten them out as future citizens. In some instances, Variety follows through with college educations. Otherwise, it lines up suitable employment for its regenerated charges.

Audie Murphy of war-time fame is the central figure of the dramatic story which picks him up in juvenile court, conveys him to the ranch, shows the painstaking processes by which he is eventually reformed by eliminating the neurosis that he had been responsible for his mother's death and sets him along the path of useful activity by way of a college education.

Murphy is pleasing and does quite well, bearing in mind acting is a new profession for him. But producer Short and director Kurt Neumann have surrounded him with the adroit protection of first-class performances from such competents as Lloyd Nolan, James Gleason, Jane Wyatt and Selena Royle. The overall result is clearly commercial. Short and Robert D. Andrews wrote the story and the latter the screenplay with additional dialogue by Karl Kamb. George Berthelon was associate producer.

Running time, 86 minutes. General audience classification. Release date, Feb. 22.

RED KANN

RKO Is Upheld

(*Continued from page 1*)

owners of the Apollo and Lyric Theatres in Brooklyn, moved to compel the plaintiff to file a more definite statement of its complaint and to separately state and number its causes of action. This motion was denied.

The court, in deciding for the distributor, cited the recent decision of the Supreme Court in the Endicott and Brandt cases. In those actions also, the complaints of distributors were upheld, and the exhibitors' motions denied.

Other defendant theatres in the action are the Minerva, Plaza and Venus theatres, also in Brooklyn. The plaintiff was represented by Phillips, Nizer, Benjamin and Krim.

Britain To Help

(*Continued from page 1*)

arrange for direct financing of independent producers. Davenport's action has the wholehearted support of Wilson and James H. Lawrie, chairman of Film Finance Corp., which has $20,000,000 of government money to lend to distributors for the stimulation of independent production.

It is understood that the government will advance 25 per cent of all approved budgets to the new cooperative producers' group. Davenport clearly has been installed in the group as the government's "watchdog."

Despite Wilson's optimism over the new development, it has been ascertained that no contract has yet been signed by either the producers or a studio. The trade here is definitely skeptical regarding the Board of Trade's announcement, being inclined to believe that Davenport is making desperate efforts to help pull some of Wilson's chestnuts out of the fire.

Nettlefold Closing Averted by Minter

LONDON, Jan. 20.—Nettlefold studio at Walton-on-Thames has been saved from a shut-down, for the time being, at least, by James G. Minter, head of Renown Pictures, who has scheduled production of "Old Mother Riley's New Look" for that plant around Feb. 1.

Ernest Roy, Nettlefold's chief, had sent out an "S. O. S." to the Producers' Association for help in averting the closing of Britain's oldest studio; it was Minter who answered.

U. A. Franchises

(*Continued from page 1*)

about 50 exhibitors at $20,000 each, and the sale of Class B franchises to another 300 exhibitors at $10,000 each.

Proceeds would be used to finance approved producers whose pictures would be distributed by United Artists.

This and other plans reportedly will be studied in greater detail at the forthcoming New York board meeting in line with plans for the reorganization of the company agreed upon at the meetings here with Miss Pickford and Chaplin.

No confirmation was obtainable here of reports circulated locally that Chaplin's half interest in the company would be offered for sale. Observers pointed out that even if that were done it would provide no solution to the problems with which the company is now confronted, namely, lack of an assured product supply and provision of an ample revolving fund with which the company can finance producers of its own choosing.

New York reports that Harry Brandt, circuit operator there, might put up $3,000,000 on condition that he be empowered to designate U. A. management were deflated here. It was stated that no firm offer in any form which could be acted upon by the board has been received from Brandt despite intermittent conversations over a long period.

Bernstein Warns of 45% Quota Dangers

LONDON, Jan. 20.—Sidney L. Bernstein, head of Granada Circuit, is the latest to warn of potential dangers in the present 45 per cent film quota.

The heavy quota, Bernstein says in his annual report to stockholders, unless supported by the production of good quality British films in sufficient numbers will have a serious effect throughout the industry.

"It is to be hoped," he adds, "that the assurance given by British film producers to the Board of Trade that sufficient films of good quality will be produced, will, in fact, materialize."

He also warned of the threat which the quota makes to good Anglo-American relations.

"A serious emotional tension exists between the American and British interests in our industry," he said. "It is inconceivable that our two nations, so great a combination in two world wars, cannot work together constructively in this one industry in peace time. One can only hope that saner and wiser councils will prevail to the mutual advantage of the industry on both sides of the Atlantic."

JACK BENNY*



HAS SWITCHED TO "FAMILY HONEYMOON"

"I always thought 'Ninotchka' was the funniest picture I ever saw... until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Star of Stage, Screen and Radio

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FIRST IN FILM NEWS

VOL. 65. NO. 16 NEW YORK, U.S.A., MONDAY, JANUARY 24, 1949 TEN CENTS

Music Rights Being Cleared By Producers

Contingent Upon Result Of Ascap Court Appeals

HOLLYWOOD, Jan. 23.—Interim arrangements have been completed by which motion picture producers and distributors are authorized to include performing rights to music contained in their pictures in exhibition license agreements on a contingent basis.

Under the agreement, if Federal Judge Vincent Leibell's decision in the New York exhibitors' case prohibiting the American Society of Composers, Authors and Publishers from collecting performing rights fees from theatres is upheld on appeal, the producers-distributors will pay owners of

(*Continued on page 6*)

Tighten U.K. Booking Plan

LONDON, Jan. 23.—Beginning April 1, British exhibitors not only will be required by Motion Picture Association of America member companies to play two American pictures on a dual program but also to obtain both pictures from the same company.

Companies subscribing to the new MPAA tactical answer to Britain's 45 per cent quota are Columbia, M-G-M, Paramount, RKO Radio, 20th Century-Fox and Warner.

Heretofore, the companies have permitted exhibitors to book a first

(*Continued on page 6*)

Selznick, UA Set India Distribution

David O. Selznick and United Artists have signed distribution agreements with Keki Modi of India for release of their product in that country, Modi reported here at the weekend. Managing director of India's Central Production Studios and the 42-house Western Indian Theatre Circuit, Modi has been distributing Sir Alexander Korda's British-made product in India. His deals with Selznick and UA are the first he has made for U. S. product.

Modi, who has spent the past three months in the U. S.—including a

(*Continued on page 3*)

CBS Gets Loan Of $5 Millions For Television

Columbia Broadcasting disclosed at the weekend that a 15-year loan of $5,000,000 at 3½ per cent interest has been arranged with the Prudential Insurance of America.

Negotiations of such a long-term loan has been under consideration by CBS for some months and was sought to insure the continuation of its strong cash reserves in view of possible large expenditures by the company in the development of its television operations.

Columbia presently operates WCBS-TV in New York, the key station for its nationwide television network of 30 stations, and is the owner of forty-nine per cent of the Los Angeles *Times* television station, KTTV, which operates as the key

(*Continued on page 3*)

Para.-Blank Dicker On Central States

DES MOINES, Jan. 23.—Discussions have begun concerning dissolution of Paramount's partnership with A. H. Blank in Central States Theatre under provisions of the U. S. Supreme Court decision in the industry anti-trust suit.

Paramount and Black each own a 50 per cent interest in Central States, which operates 38 theatres in the Iowa-Nebraska area. Indications are that Paramount's half interest would be sold to Blank.

It is reported that up to this time no discussions have been held concerning the break-up of a similar 50-50 partnership of the two in Tri-States Theatres, operating 54 houses in the area.

Loew's Get's 15 More Days to File Brief

New York Federal Court on Friday approved Loew's application extending to Feb. 15 the deadline for the company's presentation of its brief, findings and conclusions of law in the Paramount trust case to the Government. Original deadline was Jan. 31. Government agreed to the time extension which was requested because Hazard Gillespie, Loew's attorney assigned to preparation of the papers, has been out of town on another matter.

RKO 'Divorce' Plan Deadline March 30

U. S. District Court here has granted to RKO an extension until March 30 for obtaining stockholders' approval of the reorganization plan under which the company's theatre operations will be separated from production-distribution.

The company moved several days ago for additional time, having concluded that the volume of paper work and technical routine involved in preparation of the plan for the stockholders would not be completed by Feb. 6, the previously-set deadline.

Mediation to Resume Wed. on 'IA' Pact

Following two days of meetings here with Commissioner L. A. Stone of the Federal Mediation and Conciliation Service, representatives of the IATSE and distributors remained deadlocked at the weekend over terms for a new contract covering 6,300 exchange workers. It was agreed, however, to meet again with Stone on Wednesday.

During the course of the meetings last Thursday and Friday, the distributors' negotiating committee asked the union representative to agree to return once more to conferences without the mediator present, it is understood. The "IA" committee refused flatly, however, on the ground that the distributors "have had their chance at regular negotiations," it was reported.

Two weeks ago, when Stone was asked by "IA" for the first time to mediate contract differences, the union negotiators agreed to a similar management committee suggestion. However, no agreement could be reached and the "IA" again asked Stone to attempt to break the deadlock.

Mich. Exhibitors See No Video Threat

DETROIT, Jan. 23.—Charles Snyder, executive secretary of Allied Theatres of Michigan holds the belief that television will not have any marked effect on theatre business.

At the same time, Sam Carver, president of Detroit Consolidated Theatres, expressed the opinion that television will not affect theatre business at all, "as long as the motion picture industry turns out good pictures that the public will want to see."

Theatre Video High on TOA Meet Agenda

Television Committee Will First Meet FCC

A full-scale discussion of theatre television will be high on the agenda of the officers' and directors' meeting of the Theatre Owners of America, to be held in Washington on Jan. 28-29, and a definite theatre television policy is looked for, it was disclosed here at the weekend by Gael Sullivan, TOA executive director.

Because of the importance of the problem, Mitchell Wolfson, chairman of TOA's television committee, has requested Walter Reade, Jr. of New York, and

(*Continued on page 3*)

Griffith Case To Continue

OKLAHOMA CITY, Jan. 23.—Second episode of the mandate hearing in the Griffith anti-trust case will open tomorrow before Judge Edgar S. Vaught in Federal Court. The government has disclosed that contracts between the defendant circuits and eight distributors have been subpoenaed.

About half of the 43 individuals subpoenaed before the hearing started last November are still to be heard from, but special Assistant Attorney General George B. Wise said he

(*Continued on page 6*)

Baruch To Address N.C.C.J. Luncheon

Bernard M. Baruch will be principal speaker at the "Brotherhood Week" luncheon to be sponsored by the National Conference of Christians and Jews at the Waldorf-Astoria here on Friday, Feb. 4, marking the 20th anniversary of the Conference.

Other speakers will include Mayor O'Dwyer and Nelson A. Rockefeller, national chairman of Brotherhood Week, which the NCCJ will sponsor Feb. 20-27. Awards for their contribution to interfaith relations will be made at the luncheon to Irene Dunne, to Ned E. Depinet, president of RKO Pictures, and to Richard Rodgers and Oscar Hammerstein II, producers. Louis Nizer will be toastmaster.

Personal Mention

ERIC JOHNSTON will leave Washington tomorrow for the Coast to address the annual Los Angeles Chamber of Commerce dinner Wednesday night. He will remain on the Coast several days.

•

LEO HURWITZ, producer-director, will inaugurate a series of 15 seminars in film techniques at the Dramatic Workshop Film Department of the New School here.

•

J. R. CLARK has resigned as Film Classics salesman to become a special representative for Screen Guild in the Denver and Salt Lake territories.

•

ALAN F. CUMMINGS, M-G-M's exchange operations chief, will return here today from Cincinnati and Indianapolis.

•

J. W. SERVICE, National Theatre Supply's district supervisor, has left New York to visit company branches in Indianapolis and Cincinnati.

•

WILLIAM G. BRENNER, in charge of M-G-M's checking system, has returned here after a tour of the company's Midwestern exchanges.

•

F. J. A. McCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for New Orleans.

•

DAVID LIPTON, Universal-International advertising-publicity director, is due in New York from the Coast today.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, is in Chicago from Los Angeles.

•

LOU FORMATO, Philadelphia M-G-M manager, has returned to Philadelphia from New York.

•

ROBERT VOGEL, head of M-G-M's studio foreign publicity, left here yesterday by plane for the Coast.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left New York over the weekend for Cleveland.

•

BRYAN FOY, Eagle-Lion producer, has arrived in New York from Washington.

•

JAMES T. VAUGHN, Eagle-Lion studio production manager, is in New York from Hollywood.

•

Y. FRANK FREEMAN, Paramount vice-president, will arrive in Hollywood today from New York.

•

PAUL SHORT, Monogram producer, has returned to Hollywood from New York.

Martin Quigley to Coast

Martin Quigley will leave here for the Coast by train today for a Hollywood visit of several weeks.

Tradewise . . .

By SHERWIN KANE

THE Eric Johnston-Samuel Goldwyn verbal exchange of last week reminds that one month ago the Motion Picture Association of America president had this to say to Ellis Arnall:

"Turning the industry into a debating society will not produce better pictures. The way to get better pictures and to solve our worldwide industry problems is for all of us to work together."

That's good advice for anyone, if applied. It may well be commended to Johnston and Goldwyn, as well as to Arnall.

The rank and file of the industry, anxious for public relations improvement and leadership, may well say of the unfortunate Johnston-Goldwyn affair: "A pox on both your houses."

• •

There are only a few weeks remaining in which exhibitors can make preparations for participating in national observance of American Brotherhood Week, Feb. 20-27. Very little is asked of the exhibitor—run the subjects which the industry committee will provide, use the campaign accessories available for marquees, fronts and lobbies, and sign up at least 10 new members for the National Conference of Christians and Jews at a minimum contribution of $1 each.

The only real individual effort called for is in getting a maximum of names on the membership rolls. The minimum 10 requested is extremely modest even for the smallest of theatres. The test of the individual exhibitor's earnestness is in the effort he expends to exceed the minimum.

One New York theatre in a recent Brotherhood Week campaign brought in 900 new NCCJ members. Numerous others accounted for 50 to 200 each.

Remarkable showings can be made if the theatre undertakes its part seriously. Earnestness need not be lacking if the work of the Conference and its high purpose are understood by both exhibitor and theatre audience. The campaign material has been prepared with that in mind and it serves its purpose admirably.

Every American theatre should be a positive, not merely a passive participant in this thoroughly American endeavor, which is to defeat and destroy prejudice in order that America shall not be weakened and destroyed by it.

• •

A recent issue of an amusement journal carried an article with Eric Johnston's byline poking a little fun at motion picture critics and commentators. The net impression this reader of the article received was that those who review films or write or broadcast about them and about motion picture people are a brash, irresponsible breed who are getting away with murder on a scale that would not be tolerated in other industries—motors and meat packing, for example.

It may reasonably be assumed that the writer of the article either was reflecting Johnston's views or had obtained his approval of its contents prior to publication.

Certainly those are views commonly held and frequently encountered within the industry. The puzzling thing about it is why such a large percentage of motion picture advertising continues to be based upon and pegged to the occasional nice things those same writers and commentators have to say about pictures.

Crosley X. Vinegarpen of the *Evening Libel & Slander* may sneer at our box-office hits for months and be sneered at and cursed in turn within the industry, but let him say one good word for a new release and he immediately becomes the glorified, final authority on film entertainment and the clinching sales argument in an advertising campaign in which his actual phrases are only slightly distorted and rearranged. The campaign in all likelihood will say nothing about the contents of the picture.

Seems the industry should be making up its mind about the critics. Who will take your future satire about them seriously when your advertising budgets are being employed to build the critics' prestige as authorities on the cinema?

Mexico Backs Academy

MEXICO CITY, Jan. 23.—The Mexican Academy of Cinematographic Arts and Sciences will receive an annual government subsidy of $3,500.

Bill Seeks Sunday Films

KINGSPORT, Tenn., Jan. 23. — An ordinance legalizing Sunday film shows between two P.M. and 10:30 P.M. has passed its first reading.

All Current Reels On the Inauguration

Entire footage of all current newsreels is devoted to the inauguration of President Truman and Vice-president Barkley.

Issue numbers of the five reels follow: Movietone, No. 7; News of the Day, No. 241; Paramount, No. 44; Universal, No. 215; Warner Pathe, No. 46.

Schlaifer & Co. To Be Organized Soon

Charles Schlaifer, whose resignation as advertising-publicity director of 20th Century-Fox becomes effective on Feb. 1, will leave here at the end of the week for an extended vacation before establishing his own advertising and public relations organization, to be known as Charles Schlaifer & Co., around April 1.

Clients of the new firm will include 20th-Fox.

Charles Einfeld, newly appointed 20th-Fox vice-president in charge of advertising-publicity, will arrive here from the Coast this week to establish his headquarters here.

Radio Program Starts 'Dimes' Collections

National opening of the March of Dimes motion picture collection week today will be marked with an all-star program tonight on the American Broadcasting Network, from 9:30 to 10, EST. A March of Dimes trailer will be shown in most theatres throughout the country.

Featured on tonight's program will be Jimmy Durante, Nelson Eddy, Dinah Shore and Don Ameche. Robert Ambruster and his orchestra will provide the music.

5th 'Movies and You' Film

"The Screen Actor," fifth in the industry's "Movies and You" series, will be distributed by M-G-M on Nov. 1, according to Grant Leenhouts, coordinator-producer of the Motion Picture Film Industry Project Committee.

Wilfred J. Durning, 50

A requiem mass for Wilfred J. Durning, 50, was held at Our Lady of of Mercy Church here on Saturday. Durning, who died at his home in the Bronx Thursday, had been a broker for the past 15 years. Prior to that he was associated with his brother, the late Bernard J. Durning, in the direction of motion pictures for Fox Films.

Mrs. C. L. Machbar, 82

Mrs. Caroline Landwehr Machbar, 82, mother of Herman Landwehr, house manager of the Capitol Theatre in New York, died on Friday at her home in Spring Valley, N. Y. Services were held at the home on Saturday, with burial at Monsey, N. Y. on Sunday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NY Critics' Awards Made at Music Hall

The New York Film Critics' awards for 1948 were presented Friday night in a ceremony on the stage of the Music Hall. Invited to receive their awards personally were Olivia de Havilland, chosen as the best actress; John Huston, best director; and Roberto Rossellino, director of "Paisan," chosen as the best foreign-film. Laurence Olivier, winner of the best actor award, was invited to speak by way of a recording flown from London.

G. S. Eyssell, managing director of the Music Hall, was on the schedule to introduce Thomas Pryor, chairman of the critics' unit, and Wanda Hale, vice-chairman.

Honor Irene Dunne At AMPA Luncheon

Irene Dunne will be honor guest at the luncheon meeting of the Associated Motion Picture Advertisers on Jan. 28 in the Piccadilly Hotel, here. Miss Dunne will accept a plaque from the Protestant Motion Picture Council on behalf of RKO Radio's "I Remember Mama," in which she starred and which has been chosen by the Council, representing the United Church Women's Clubs of America and Protestant denominations, as the "Best Family Picture of 1948."

Presentation will be made by Mrs. Jessie M. Bader, chairman of the Protestant Motion Picture Council. The meeting will be conducted by Max A. Youngstein, AMPA President.

Mexican Firm Sues National and 20th

Los Angeles, Jan. 23.—Counsel for Credito Cinematografia Mexicana, production, distribution and exhibition company in Mexico, has filed a Federal Court suit here against 20th Century-Fox, National Theatres, Charles and Spyros P. Skouras and Joseph M. Schenck, seeking the recovery of $639,194, plus $2,000,000 damages.

Plaintiff charges the defendants have declined to recognize a purchase contract entered into Oct. 5, 1945, have refused access to records and have acted in bad faith.

Vote Union Shop at NSS for 180 Workers

National Screen's "white collarites" here have voted 167 to 13 in favor of a union shop represented by Screen Office and Professional Employees Guild (CIO), it was reported by SOPEG president Sidney Young. New contract negotiations between the union and the company began recently.

Reject Awards Telecast

Hollywood, Jan. 23.—Offers to televise the Academy Awards presentation in March by several television transmitters have been rejected by the academy because clearances permitting the actors involved in the affair to appear on television could not be obtained from their contract studios.

New Mexican Firm

Mexico City, Jan. 23.—Producciones Rene Cardona, a production-distribution company, has been formed here by Rene Cardona, veteran film actor.

Reviews

"Waterloo Road"

(J. Arthur Rank-Eagle-Lion)

A FINE British cast, headed by John Mills, Stewart Granger and Alastair Sim, mollify the disadvantage of a weak story in this latest addition to Eagle-Lion's roster of J. Arthur Rank offerings for American consumption. Written and directed by Sidney Gilliat, and produced by Edward Black, "Waterloo Road" has for its base plot the situation of a wife's being on a date with another man when her soldier husband returns home on leave.

American audiences are likely to be attracted to this British drama by virtue of the prestige embodied in the names of the three stars, all having made a reputation in this country since the picture was made. Other redeeming features are some robust action and the sympathy which Mills commands as the offended husband who seeks out scoundrel Granger and wife Joy Shelton. Sim, a splendid character actor, portrays a kindly doctor in winning fashion. Others in the cast are Beatrice Varley, Alison Leggatt, Arthur Denton and Vera Frances, all of whom are admirable in supporting roles. Maurice Ostrer was in charge of production.

Arriving home on leave, Mills cannot find his wife, but is told that lately she has been keeping company with Granger, a civilian. He goes out to look for them, hounded by military police since he has overstayed his leave. Needless to say, Granger makes no romantic headway with Mills' wife and when Mills catches up with Granger they have a terrific fight. His mission accomplished, Mills returns to the war.

Running time, 75 minutes. General audience classification. Release date, not set.

"False Paradise"

(Hopalong Cassidy—United Artists)

ACTION and suspense in the latest account of the exploits of Hopalong Cassidy, noble cowboy here portrayed by William Boyd, measure up to standard for the series. "False Paradise" should register quite satisfactorily with devotees of Western fare.

Harrison Jacobs' screenplay has "Hoppy" befriending a retired botanist and his pretty daughter who have purchased "Paradise Ranch" in the expectation that it would be suitable for raising cattle. Things look pretty black for father and daughter when they discover the soil is poor. But when "Hoppy" discovers that there is silver ore in the land the realtor who swindled the couple offers to buy back the property. The offer is refused and "Hoppy" and his sidekick (Andy Clyde), help the botanist and his daughter mine the ore. The crooked realtor and his henchmen dynamite the mine to hinder the work but the explosion serves "Hoppy's" friends well—it opens the way to new silver deposits. Thereafter, the initial shipment of ore is ambushed by the heavies but the attack is anticipated by "Hoppy" and his friends who defeat their enemies and deliver the prize of their labors on schedule.

Others in the cast are Randy Brooks, Joel Friedkin, Elaine Riley, Kenneth MacDonald, Don Haggerty and Cliff Clark. Louis J. Rachmil produced and George Archainbaud directed. In addition to his acting role, Boyd was executive producer.

Running time, 61 minutes. General audience classification.

Selznick, UA, India

(*Continued from page* 1)

month in Hollywood—said his deal with Selznick involves "Portrait of Jennie" and nine other Selznick productions of recent vintage. UA, he said, will send its pictures to India as they are released in the U. S.

In addition to closing the distribution deals while here, Modi conferred with several U. S. production companies with a view toward establishing regular production activity in India by American companies. "The groundwork" of this plan is set, he said, indicating that he expects to have a program of American production in India set up by the end of this year. Although he declined at this time to mention names, he did indicate that large U. S. production companies would be involved. Advantages of U. S. production in India, he explained, are the very low costs prevailing there and the assurances that negative costs on India-produced pictures would be recouped in that country promptly, thus making U. S. showings thereafter "pure profit" bookings.

Modi said his own motive in encouraging American producers to use India's film-making facilities is to see a closer relationship develop between the two countries. Films can bring about that closer relationship, he believes.

The Indian industry executive will leave here for London on Wednesday aboard the *S.S. Queen Mary*. He will fly from London to Bombay. Today he will be host at a reception in the Hotel Pierre here.

CBS Video Loan

(*Continued from page* 1)

station for the CBS West Coast television network.

CBS also has pending with the Federal Communications Commission applications for television stations in Boston, Chicago and San Francisco and is seeking, with the Washington *Post*, a television station in Washington, D. C. When these additional stations are acquired, Columbia will own the maximum number of television stations allowable under present rules of the FCC.

In addition to the key stations in New York and Los Angeles, the Columbia television network has stations in Chicago, Philadelphia, Detroit, Baltimore, Cleveland, St. Louis, Washington, Boston, Pittsburgh, Milwaukee, Buffalo, Cincinnati, Seattle, Houston, Indianapolis, Louisville, Columbus, Atlanta, Memphis, Toledo, Dayton, Syracuse, New Haven, Salt Lake City, Erie, Schenectady, Stockton and Albuquerque.

FCC Urges Video Permit Liquidation

Washington, Jan. 23.—The Federal Communications Commission has indicated that firms holding construction permits for television stations had better go ahead with their building plans despite the television "freeze."

It has ruled that firms building stations could not suspend construction during the television freeze period and then use this as the basis for a later request for an extension in their completion deadline. It is believed that close to 100 stations now under way are affected.

The FCC ruling grew out of a request by WSAV of Huntington, W. Va., for some FCC safeguard that firms building under construction permits could complete their stations without jeopardizing their investments. The FCC did not answer this request in so many words. It merely said that the public interest requires television permittees to continue with construction or surrender their permits, that they can't use the freeze as an excuse for extending their completion deadline, and that extension will be granted only for reasons beyond the permittee's control.

Theatre Video

(*Continued from page* 1)

David Wallerstein of Chicago, his co-chairmen, and M. A. Lightman, Jr. of Memphis, a member of the committee, to join him in pre-meeting conferences with members of the Federal Communications Commission, Marcus A. Cohn, TOA special consultant on television, and others.

Conferences also have been arranged between officers of TOA and government officials on other industry problems.

The TOA discussions will embrace such problems as theatre television exclusives with allocation of airway or co-axial cable channels, release of feature films to television, theatre use of standard television broadcasts and other matters which have arisen as a result of the rapid growth of the video industry.

Other items high on the meeting's agenda include budget and financing, public relations, new membership, proposed changes in the Ascap consent decree, exhibitor relations with National Screen service, and other matters.

The TOA meeting, to be held in the Mayflower Hotel, will run for two days, Friday and Saturday, following a series of preliminary conferences on Thursday. Social activities will be held to a minimum so that officers and directors may devote their full time to the meeting agenda. More than 50 persons have made reservations for the meeting, indicating virtually a full attendance.

Following the Washington meeting, Arthur Lockwood, TOA president; Herman Levy, general counsel, and Sullivan will go to Charlotte, to attend a meeting of the Theatre Owners of North and South Carolina.

2nd SP Production Set

Hollywood, Jan. 23.—George Glass and Stanley Kramer, of Screen Plays, have completed production plans for their second feature, "High Noon". Advertising will be handled by Buchanan and Co.

LORETTA YOUNG · ROBERT CUMMINGS i

Every new engagement points to...

Acc

with
WENDELL
COREY
SAM JAFFE
DOUGLAS DICK
Directed by
WILLIAM DIETERLE
Screenplay by Ketti Frings
Based upon a novel by
June Truesdell

AND EVERYWHERE CRITICS POINT TO

"The Accused"

AS THE SUSPENSE TRIUMPH THAT'S

"A sock . . . money film." —*Lee Mortimer, N.Y. Mirror*

"One of the year's best screen melodramas." —*Look Magazine*

"A delight—for a healthy box-office." —*Newsweek Magazine*

"Realism to keep any audience on its toes." —*Detroit News*

"One of the best terror-dramas of season." —*Cue Magazine*

"Superior, off-the-beat film." —*R. Rhodes, Jl. of Commerce*

"Fascinating screen entertainment." —*Baltimore Sun*

"Melodrama with sensational angles." —*Rochester Times*

"Fine start for 1949 Film Derby." —*Bill Leonard, CBS*



Matching that blistering "Paleface" pace in

Paramount's

GOLD RUSH OF '49

Be sure to book "The Movies And You" Series of Industry Shorts.

IAL WALLIS' Production, "THE ACCUSED"



as a smash attraction that

TOPS "THE PALEFACE"
OPENING AND FIRST WEEK, N.Y. PARAMOUNT

TOPS "SORRY, WRONG NUMBER"
IN CHICAGO

OPENS BEYOND "BEYOND GLORY"
IN ATLANTA

BEATS "FOREIGN AFFAIR"
IN DETROIT

BEATS "THE BIG CLOCK"
IN ROCHESTER

... All backed by Paramount's unique "Everything-Points-To-'The Accused'" campaign, including 13 magazine ads this month in the four top weeklies.

Alice, Phil Meet the Press

National Broadcasting was host to Alice Faye and Phil Harris at a reception at the 21 Club here on Saturday for the press.

NO BIGOTRY IN AMERICA!

THE MOTION PICTURE INDUSTRY

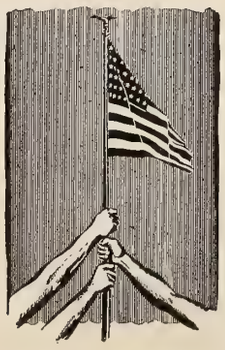
ALL EXHIBITORS DISTRIBUTORS EXCHANGES STUDIOS

TOGETHER

STARS TRADE PAPERS NEWSREELS

ALL OUT WITH FLAGS FLYING

FEB 20-27



A BIG SINCERE ALL-INDUSTRY PUBLIC RELATIONS PROGRAM

YOU'RE IN IT!

Review

"Tarzan's Magic Fountain"

(RKO Radio)

SOL LESSER's production is true to the tradition established by previous Tarzan films, with story, action and photography adequate on all counts. The screenplay, by Curt Siodmak and Harry Chandlee, revolves around the finding of a woman aviator, who has been lost for 20 years, in a jungle paradise where she has been able to keep her youth. The attempt by nefarious forces to gain possession of a youth fountain, and the consequent clash with the natives and Tarzan, are the principal plot elements.

Lex Barker, as Tarzan, and Brenda Joyce as Jane, his wife, handle the none-too-demanding roles in good form, while Albert Dekker portrays the arch-villain with convincing menace. Other cast names include Evelyn Ankers, Charles Drake, Alan Napier and Henry Kulky. Lee Sholem's direction was workmanlike.

Running time, 73 minutes. General audience classification. For February release.

Music Rights

(*Continued from page* 1)

the music copyrights the performing rights fees.

If the decision is reversed, Ascap will be in a position to collect directly from theatres.

The agreement clears the way for uninterrupted clearance of film music rights while the Ascap litigation awaits final determination. It applies only to "new" production as Judge Leibell's decision prohibits Ascap collections on films already in release, even though that phase of the decision is expected to be reversed on appeal.

Ascap members here report that dividends from the Society for the final 1948 quarter are surprisingly near normal amounts. It had been expected that theatre collections would decline appreciably in the last collections but there was no evidence of it in dividend payments. Ascap's fourth quarter collections from all sources are understood to have been in excess of $1,900,000, compared with normal quarterly collections of a little over $2,000,000.

Many theatres are continuing payments to Ascap with the understanding that they will be recoverable in the event the Leibell decision is not reversed by higher courts.

Ascap collections from theatres also are understood to be increasing due to the return of stage policies to numerous large theatres, a trend that is continuing both as an answer to television competition, where it exists, and because of its demonstrated box-office stimulus in areas without television.

The "live" shows inevitably employ music and some include bands. Spread of the policy is increasing theatre-owner sentiment for a safe, convenient, blanket music licensing arrangement such as that normally afforded by Ascap, it is said.

Griffith Case

(*Continued from page* 1)

thought the government would wind up its testimony in two weeks.

The contracts which will be introduced cover Griffith dealings from 1939—when the case originally was filed—until 1943, Wise said.

"We are doing this just to make sure we have those records in court," he added. "The defendants' contracts had been subpoenaed previously, but they indicated they might not be able to produce them for the entire period."

Wise said the following witnesses are yet to be heard from—all in Oklahoma:

Nona Kyser, Ada Theatre of Ada; Alexander A. Moulder, Criterion, Sapulpa; Fred B. Pickrel, Ponca City; Hershell Gilliam, Globe, Erdmore; Raymond McMillin, Hugo; W. S. Quade, Howell Theatre Supply, Oklahoma City; L. W. Royalty, M-G-A Corp., Oklahoma City; Roy T. Shield, Mecca, Enid.

Elgin Anderson, Drive-In, Norman; Myrtle Guthrie, Ritz, Clinton; Bill Jenson, Pix, Wewoka; Joe Noble, Drive-In Bartlesville; Buster Shuttee, Drive-In, Elreno; Dudley Tucker, Cimarron, Guthrie; R. B. Williams, RKO Radio Pictures, Oklahoma City.

Claude York, Drew, Okmulgee; Juanita Berry, Oklahoma Theatre, Norman; Pat Duffy, Liberty, Oklahoma City; W. P. Moran, Oklahoma City; Johnny H. Jones, Ritz, Shawnee.

Also, Maggie E. Scott, Scott Theatre, Odessa, Tex.; Mary E. Trieb, El Capitan, Roswell, N. M.; Raymond A. Higdon, Theatre Enterprises, Dallas; Herman R. Bierstorf, Eagle Lion Films, Dallas.

CATO Sets New Dates

DENVER, Jan. 23.—Dates for the initial convention of the Colorado Association of Theatre Owners have been changed to April 4-5.

U. K. Booking Plan

(*Continued from page* 1)

feature from one and a second feature from another, the only stipulation being that both shall be American.

Although exhibitors object to the proposed plan, alleging that it unfairly restricts their buying rights, it is expected that the new arrangement will be approved at a meeting early in February between MPAA representatives and an Exhibitors' Association delegation. Independent exhibitors are appreciative of the new booking arrangement set up by American companies, notably Paramount and M-G-M, which give independents first crack at choicer product.

J. Arthur Rank's Gaumont-British and Odeon circuits are able to disregard the booking plan, being supplied with Universal product under contract, and Sir Philip Warter's A.B.P.C. theatres, to a lesser degree, also disregard it by virtue of the Monogram franchise held by its subsidiary Pathe Pictures.

Despite this, the CEA delegation which will discuss the new booking restrictions with F. W. Allport, MPAA representative here, next month, includes Rank's representatave R. H. Dewes, and ABPC's D. H. Goodlatte.

Short subjects do not come under the unit booking plan, providing the supporting program does not exceed 3,000 feet. Exhibitors have raised the question whether a picture acquired or produced here by an American company is eligible for booking, but the point is regarded as academic with only two British films of that sort currently in production and no others contemplated at this time.

AN OUTSTANDING INDUSTRY EVENT!

PRESENTATION OF PLAQUE TO MISS IRENE DUNNE BY THE PROTESTANT MOTION PICTURE COUNCIL ON BEHALF OF RKO RADIO'S "I REMEMBER MAMA" WHICH HAS BEEN CHOSEN AS "BEST PICTURE OF 1948".

AMPA LUNCHEON—MEETING

FRIDAY, JANUARY 28, 12:30 NOON

GEORGIAN ROOM, HOTEL PICCADILLY

ADMISSION . . . TWO DOLLARS

RESERVATION MUST BE MADE IN ADVANCE TO CHARLES ALICOATE, FILM DAILY; LIGE BRIEN, EAGLE LION FILMS; HARRY BLAIR, RKO RADIO.

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 17 NEW YORK, U.S.A., TUESDAY, JANUARY 25, 1949 TEN CENTS

U.A. to Study Finance, Film Supply Plans

Board Meet Today Takes Up Several Proposals

Several proposals which would provide United Artists with new financing and an assured product supply will be studied in detail by the company's board of directors at a meeting here today.

Among the proposals which will be given full consideration are the following: a plan for the sale of franchises to exhibitors designed to raise $4,000,000 to be used to finance independent producers releasing through the company; a $5,000,000 production financing plan advanced by Edward and William Nassour, reportedly with the backing of Huntington Hartford, Atlantic and Pacific Tea stores heir, and a financing plan advanced by James Nasser, owner of General

(Continued on page 5)

See No Change in U.K. Quota in April

LONDON, Jan. 24.—Despite the fact that the Exhibitors' Association will send a deputation to the Board of Trade shortly to press for a reduction of the 45 per cent quota, exhibitors generally agree that there is little likelihood of any change being made for the second half of the present quota year beginning April 1.

Harold Wilson, president of the Board of Trade, is determined to give

(Continued on page 4)

U. S. Would 'Plug' Obscene - Film Leaks

Washington, Jan. 24.—Legislation to make it illegal to carry obscene matter, including motion pictures, in interstate commerce was urged on Congress today by the Justice Department.

It is now illegal to send such matter by mail or common carrier and Assistant U. S. Attorney General Peyton Ford pointed out that many persons are getting around this by carrying the obscene matter themselves from state to state. He urged action to close this loophole.

TOA to Urge Cut in U.S. Admission Tax At Washington Meet

Theatre Owners of America will launch a new attempt to obtain a reduction of the Federal amusement tax to 10 per cent when its executive committee meets in Washington next Friday and Saturday.

Congressmen in key committee posts will be consulted by TOA leaders and will be given the exhibitor's story of the depressive influence of the 20 per cent ticket levy on theatre attendance throughout the country. TOA will urge removal of the entire tax, it was indicated, although in view of increased Federal expenditures indicated in President Truman's message to Congress and his inaugural address

(Continued on page 5)

$1,000 to $10,000 TV Films Are Seen

The assertion that some films can be made for television at costs within the range of $1,000 to $10,000 came yesterday from John Mitchell, United Artists television director, during an address delivered before a television film conference which was held here at the Hotel Biltmore. Expressions of both doubt and support met

(Continued on page 5)

Eight Bills Pending For Ticket Tax Cut

Washington, Jan. 24. — There are now eight bills in the House calling for the repeal or reduction of the 20 per cent admission tax.

Two new ones were introduced today. Rep. Multer, New York Democrat, proposed that it be abolished, while Rep. Talle, Iowa Republican, suggested it be cut to the prewar 10 per cent.

Goldman Petition vs. Warners Denied

PHILADELPHIA, Jan. 24.—Federal Judge William H. Kirkpatrick has denied William Goldman Theatres' petition seeking to force Warners and other companies to dispose of their holdings in the Philadelphia area.

A similar petition was denied last November. On Jan. 5, Goldman again asked the court to broaden its original order made in 1946.

The Goldman interests contend that Warner and 10 other major producers have shown favoritism in placing first run pictures despite the court order decreeing that first run films be placed on the auction block. Belief here is that Goldman will again appeal the decision.

Value of Scophony Video Patents Dubious: Raibourn

Broidy: Reissues Will Boomerang

HOLLYWOOD, Jan. 24.—Blasting reissues as a menace to the long range welfare of the industry, Allied Artists-Monogram president Steve Broidy told a press conference here today, "Distributors and exhibitors are making profits with reissues, but they are not making progress. The industry will pay dearly for this policy in the not distant future."

Broidy pointed out that reissues tend to keep away from theatres those patrons who have been most consistent in their attendance, and when the old films are not clearly advertised as reissues they mislead and antagonize patrons. He added that many reissues contain casts, sets and production values no longer possible with present-day budgets. They make new product look shoddy by comparison, he said, and named instances in which

(Continued on page 4)

Value of the Scophony television patents and processes is obscure, according to Paul Raibourn, president of Paramount Television Productions which, with General Precision Equipment, had shared an exclusive license to them.

Raibourn said that he drew his conclusion from, among other things, the fact that the U. S. War Department had spent what he believed to be in the neighborhood of $1,000,000 in an effort to exploit the patents and "nothing came of it."

Paramount and General Precision relinquished their exclusive licenses to Scophony of America under the terms of the recent consent decree entered in the monopoly suit brought by the Department of Justice against the three companies. Also settled was a cross claims action by Scophony against its co-defendants. Arthur Levey, president of Scophony, consistently has held that the patents

(Continued on page 4)

New Penalties To $5,000 in Plan for AAA

Arbitration Proposals Drafted by Four Majors

Awards up to $5,000 to exhibitors upheld in charges of arbitrary refusal of run by a distributor and up to the same amount on a ruling that a distributor-owned theatre made an excessive offer for a run for the primary purpose of depriving the complainant exhibitor of the opportunity of licensing that run, are embodied in a new plan for an industry arbitration system which has been drafted by the four remaining theatre-owning defendants in the Paramount anti-trust suit.

The distributor, also, could be liable for damages up to $5,000 on charges of having granted a license to an unaffiliated circuit or buying combination with the knowledge that the run in-

(Continued on page 5)

'Forced Percentage' Parleys Open Here

The special Allied States Association committee on "forced percentage selling" yesterday began a scheduled week-long series of conferences here with distribution sales managers. Headed by Col. H. A. Cole of Texas, the committee was instructed last Dec. 1 by the national Allied convention in New Orleans to conduct the conferences with a view toward persuading sales chiefs to relax their percentage picture policies when certain conditions prevail.

The group called yesterday upon Andy W. Smith, Jr., 20th Century-Fox's general sales manager, who,

(Continued on page 4)

Storms Cut Western Attendance 20%

Portland, Ore., Jan. 24.—Continuing severe cold and heavy snow storms in the Rocky Mountain, Great Plains and Northwest areas have cut into theatre attendance for an estimated average of 20 per cent. Theatres have been closely entirely in some sections of Montana and the Dakotas and in other areas the losses range much higher than 20 per cent.

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Stein Heads Fla. Exhibitors' Group

MIAMI, Jan. 24.—At a meeting held in Jacksonville, attended by over 100 Florida exhibitors, a new association was formed under the name of the Motion Picture Exhibitors of Florida. Officers are:

L. A. Stein, president; Boliver F. Hyde, vice-president; M. E. Hensler, treasurer; William C. Umbaa, secretary. Also elected were three directors-at-large: E. D. Martin, Harold Spears and Nat Williams. Three directors will be elected in each of five regional districts of the state, who, with the officers will comprise the association's Board of Directors.

Organization structure of the association is patterned after a similar group in Georgia, except it was voted to allow theatres which are affiliates of distributors to become members. Only one vote is allowed each member in statewide meetings regardless of the number of theatres he represents. Dues for 1949 were set at five cents per seat or 10 cents per car for drive-in theatres.

Purposes of the association include united action against taxes, improvement of the industry and mutual exchange of ideas beneficial to exhibitors.

Immediate need for organization was seen when Stein told the assembly he knew of "three separate bills which are ready for presentation to the Florida legislature, each of which would impose an admission tax on theatres."

Members of the MPEF unanimously voted to become affiliated with the TOA and elected Mitchell Wolfson as their representative to that organization.

Regional meetings will be held within 30 days in five sections of the state for elections of three directors in each. Next general meeting will be held in the latter part of March.

President Stein appointed a temporary regional chairman for each district; they were: Wolfson, Southeast; Robert Boardman, Southwest; James Portlow, Central; Robert Cannon, North; Rufus Davis, West.

Albany Tent Praised For Charity Work

ALBANY, Jan. 24.—Father Thomas Dipace, St. John's Recreational Youth Center, Albany, praised Variety Clubs for their national and local charities at a meeting of Tent Nine tonight at the Ten Eyck Hotel. He thanked the film men "For what they have done and can do, not for me but for the boys and girls of Recreational Center, who will be the citizens of tomorrow and the bulwark of the nation."

He specifically praised film row managers who have recently given the use of pictures for weekly shows at the center. Dan Houlihan, 20th Century-Fox manager in Albany, introduced Father Dipace and chief barker Saul Ullman expressed the thanks of the club.

Shourds on Army Stint

HOLLYWOOD, Jan. 24.—Sherry Shourds, Warner director, has resumed active duty in the Army Air Force as a major to direct the first of a series of Air Force television films on the Berlin airlift. Shourds left for Washington over the weekend.

Review

"John Loves Mary"

(Warner)

AUDIENCES will have a good time as they relax and laugh over the trouble Ronald Reagan whips up for himself with Patricia Neal, his romantic opposite, in "John Loves Mary." For this is a first-rate situation comedy ably produced by Jerry Wald and as competently directed by David Butler.

The possibilities become apparent by way of this briefed story outline: Four years at the wars, Reagan returns to resume his honorable intentions with Miss Neal, daughter of Edward Arnold, U. S. Senator, and Katherine Alexander. Since Jack Carson saved his life at the front, Reagan decides to marry Virginia Field, the light of Carson's life, solely for purposes of getting her into America from England.

Matters turn embarrassing when Reagan learns Carson not only is married to a different light of his life, but about to become a father. Meanwhile, Miss Neal has been biding her time and Reagan's return and wants to marry him without delay. The to-do arising out of an obviously troublesome situation, made the more so by Reagan's decision to hold his peace about what actually gives, is amusing and well brought off. In the finale, with all the principals on deck, he blurts out with the truth and is saved from the count when it is discovered Miss Field is the wife of Wayne Morris whom she had believed dead.

All of these goings on, from Norman Krasna's stage play, lend themselves to situations which are caught with professional adroitness in the film version. But those in charge of this enterprise elected to go considerably further than their subject required in order to become effective. Hitherto thought to have been relegated to its unsung niche in theatrical history, the old burlesque gag of the principal caught with his pants down—and off—is revived and made to weave in and out of the plot. It is as risque and unnice as it ever was, gives a false coloration to the relationship between Reagan and the pleasant Miss Neal and imparts a flavor to "John Loves Mary" which it never needs and could have gotten along quite neatly without.

Performances are competent, even if Carson plays the dim-wit somewhat more broadly than perhaps is required. Miss Neal, a newcomer, shows promise based on further experience. Phoebe and Henry Ephron wrote the screenplay.

Running time, 96 minutes. Adult audience classification. Release date, Feb. 19.

RED KANN

Hear Schine on New Evidence on Feb. 16

WASHINGTON, Jan. 24.—A hearing on whether the Schine circuit should be allowed to introduce new evidence in the governments' anti-trust case has been set for Feb. 16 in Buffalo.

If Judge Knight rules in favor of Schine, over the government's objections, presentation of the new evidence will begin on Feb. 23.

Argument on the Schine motion was originally set for Jan. 18, but was postponed when Schine attorney Bruce Bromley was named to the New York Court of Appeals. Schine asked a two-month delay while new lawyers familiarized themselves with the case, but Judge Knight granted only a month's postponement.

Postpone Hearing On Meiselman Case

CHARLOTTE, Jan. 24.—Hearing on the request of H. B. Meiselman, local exhibitor, for a preliminary injunction against H. F. Kincey, two theatres in the Kincey-Wilby circuit and the eight major distributors, has been postponed until mid-February. It was originally slated for Jan. 19. A definite date will be set later.

Depositions in the case were taken here last week by Meiselman's attorneys, the Washington firm of Claggett and Schilz.

New Pal Production

HOLLYWOOD, Jan. 24.—With lunar rocket travel currently in the military, scientific and public spotlight, George Pal has acquired rights on "Operation Moon," by Robert A. Heinlein, and it will be filmed in a combination of live action, Puppetoon animation, and model techniques.

Broidy on Reissues

(*Continued from page* 1)

old pictures have outdrawn their studios' new pictures on even terms. Broidy said persistence in the use of reissues can lead the industry into a vicious circle from which there is no escape.

Broidy disclosed for the first time that AA-Monogram have switched to family-type stories in conformity with letters from exhibitors citing a widespread demand voiced by school, church, club and civic leaders who complain that violent themes have been overworked. "Wide sectors of the population want this type of picture," Broidy said. "We have made and are making them. It is now up to exhibitors to do their part in giving them what they want."

Broidy revealed that "Bad Boy," Variety Club-sponsored film, will be premiered in 25 or 30 non-Variety Club key centers on the same basis as in the 25 cities which have Variety Clubs, with total proceeds from all premieres going to established charities. He estimated that the net sum accruing to charities will reach $750,000.

'Forced Percentage'

(*Continued from page* 1)

following the meeting termed it a "peaceful" one. He declined to give details of the meeting, and when questioned as to whether he had arrived at any decisions as a result of it he said he would have to weigh the discussion before any action could be taken.

The Cole committee has appointments to confer this week with William F. Rodgers, distribution vice-president of M-G-M; Charles Reagan, Paramount's distribution vice-president; Ben Kalmenson, Warner distribution vice-president; A. J. O'Keefe, Universal-International assistant general sales manager, and Rube Jackter, Columbia assistant general sales manager. O'Keefe will confer in the absence of U-I distribution vice-president William A. Scully who is on the Coast. Jackter will represent Columbia distribution vice-president A. Montague, who will be out of town for several more weeks.

RKO Radio distribution vice-president Robert Mochrie is not scheduled to return here from Hollywood until next Monday and unless the Cole committee extends its New York visit into a second week it will not have conferred with Mochrie at this time. Ned E. Depinet, RKO Radio president, also is in Hollywood.

William J. Heineman, Eagle-Lion distribution vice-president, and James R. Grainger, Republic distribution vice-president, reported yesterday that the Cole committee had not approached them for conference appointments.

Uphold Judgment Of Mass Audiences

Basic research into audience reaction as applied to the motion picture was discussed here yesterday by Prof. William E. Henry, of the Committee of Human Development of the University of Chicago, in an address before the East Coast Previewing Committee of the Motion Picture Association of America. He upheld the judgment of mass audiences and declared:

"Very often critics are merely talking to themselves. Criticism of the motion picture frequently reflects frustration on the part of the individual who criticizes. More valid criticism comes from the audiences as they register their preference by attending or staying away from the theatre. Audiences are not reacting only in terms of the social acceptability of the picture; they are reacting in terms of their own basic human interest.

"It is frequently said that if motion pictures are made for mass audience taste, great pictures will not be made. This," Prof. Henry said, "is false to fact. Great pictures have been popular pictures. What we need is more insight into the depth and range of mass audience taste. Such knowledge now exists ready to hand for the creative artist, as he makes the great pictures of today and tomorrow."

See No Quota Change

(*Continued from page* 1)

his 45 percentage a trial for at least one year.

Exhibitor association leaders are planning a big campaign in the next month or so which, they hope, will lead to a reduction on Oct. 1. Meanwhile, W. R. Fuller, the Association's general secretary, has gathered an impressive dossier of cases of exhibitors who claim they find it impossible to comply with present quota requirements.

Scophony Patents

(*Continued from page* 1)

when put to use would mean marked advances in theatre television projection and transmission at considerably less costs.

Raibourn expressed the belief that the patents are devoid of value.

Arbitration Plan

(*Continued from page* 1)

volved was sought primarily to exclude the complainant exhibitor from negotiations for the run and an excessive amount was offered.

Copies of the draft, all stamped "tentative," were distributed to RKO, the Little Three and the Department of Justice in Washington yesterday. The present plan is to present the proposals to the New York Federal Court on Jan. 31.

RKO Defers Approval

RKO has taken the position that its endorsement of any such system must await approval of its reorganization by company stockholders when they meet in late March. Also, an RKO official said yesterday that the company is "sympathetic toward the idea of arbitration," but preferred to wait until the newly-proposed plan is in a "more definitive" state. United Artists and Universal have the matter under consideration. Louis Frohlich, Columbia counsel, is on record as being opposed to arbitration.

The exhibitor must assert his claim within 30 days after the alleged refusal of run and an affirmative decision would mean that the arbitrator could award him not less than $100, nor more than $5,000, the amount being the exhibitor's "actual pecuniary loss."

The exhibitor could institute a further proceeding on the charge that the distributor failed to comply with the award and the second award, if made, could be between $100 and $5,000.

$5,000 Is Damages Limit

A proceeding could be brought under either or both provisions dealing with excessive offers for runs but the exhibitor may recover combined damages up to $5,000, covering his "actual pecuniary loss."

Burden of proof is on the distributor in clearance disputes.

The distributor could be penalized up to $500 on a finding that the licensing of one film was conditioned on the sale of one or more others. On this the exhibitor must assert his claim within five days after receipt of the distributor's written approval of the exhibitor's signed application.

Where no license is entered into the exhibitor must mail to the distributor's home office a notice of claim and the grounds for it not more than five days after the exhibitor claims the alleged offer was made. Damages up to $250 could be awarded.

American Arbitration System would administer the system and the New York court would appoint an Appeals Board of three, one of them as chairman with a salary of $20,000 per year, with the other two to receive $17,500.

Three to Serve on Committee

A committee of three to budget cost of maintenance and operation would be appointed, one by AAA, one by the Appeals Board chairman and the third by the distributors. The money would come from filing fees with additional amounts to be paid by the distributors on sums proportionate to their gross receipts in the U. S. in 1948. Following the first year of operation the distributors would pay on the basis of their revenues for the immediately preceding 12 months.

Administration provisions of the proposed system are the same as those contained in the original system of 1940.

The plan appears to be a more stringent version of the one drafted last December, but which was rejected by Paramount. For one thing, the paragraphs on the excessive offers for runs have been added. Also, the previous plan gave the exhibitor his choice of arbitration or a court proceeding, but if he elected to take arbitration he couldn't go to court. Substituted for this is a provision that the exhibitor's rights to "take any proceeding which it otherwise could to enforce provisions of any decree or to punish willful violation of any decree" would not be impaired.

Need a change?



How about giving yourself the new outlook? Just take a few days for a TWA Quickie Vacation and pack them full with fun in Southern California or the Southwest Sun Country. Phoenix, Las Vegas or Los Angeles are but hours away by swift TWA Skyliner. *Big savings on family travel and round trips!* Call your local TWA office or your travel agent.

TV Films

(*Continued from page* 1)

Mitchell's contention from the audience of several hundred. Film producers, television executives, attorneys of both industries, and others, were on hand from many sections of the country.

Mitchell held that "people with know-how" can combine their talents to make television films at the low costs he indicated. Hunt Stromberg, Mitchell said, told him that he could make the films within the low price range.

Among other speakers at the one-day meeting was Seymour M. Peyser, member of the law firm of Phillips, Nizer, Benjamin and Krim, who discussed legal problems affecting the telecasting of films. Among the problems cited by Peyser were film rights, actors' rights, musical and performing rights, and the question as to whether film telecasts can be legally shown in taverns and theatres.

Melvin L. Gold, president of the National Film Council, sponsor of a proposed "uniform television exhibition contract," headed an afternoon discussion of the contract form and content. The proposed document encompasses such contractural features as: print delivery, warranties, availability procedure, mode and time of delivery of films, physical examination of prints. payment of license fees, run and clearance, return of prints, additional stations and sponsored broadcasts, alteration of prints, diminution of operations, and various general provisions.

KRS, MPAA Omit U.K. Probe Evidence

LONDON, Jan. 24.—The Kinematograph Renters Society (distributors) and the Motion Picture Association of America have decided not to submit evidence to the government's Portal Committee inquiring into distribution and exhibition. Both, however, will be prepared to assist Lord Portal with any information he may require of them.

The Producers' Association completed its oral evidence with the testimony of ABPC's Robert Clark and Sir Henry French, director general of the association. George Elvin, general secretary of the Association of Cinematograph and Allied Technicians, is expected to be the next witness before the committee.

U.A. to Study

(*Continued from page* 1)

Service Studio, Hollywood, and of California theatres.

The Nassour and Nasser plans are understood to provide for supplying U. A. with a minimum of 20 pictures annually and are related to programs for keeping the Nassour and General Service studios in full operation. While the two plans are not linked, it would be possible for U. A. to avail itself of both if they commend themselves to the company, it was indicated.

The U. A. board also will study proposals for a possible consolidation of some exchange operations with another distributing company, it is reported. Such a move contemplates operating economy and would involve only a few of the smaller exchanges.

U. A. officials appeared optimistic yesterday over prospects of a solution of the company's more pressing financial and product supply problems as a result of the meetings held with company owners Mary Pickford and Charles Chaplin in Hollywood last week. It was indicated that for the first time in years U. A.'s owners are in agreement with the board and management that something has to be done to revitalize the company's product sources if it is to continue to occupy its important place in the industry.

TOA to Ask

(*Continued from page* 1)

the organization believes that the best that can be hoped for this year is a reduction of the tax to 10 per cent.

The Washington TOA meeting also will give serious consideration to a plan under which exhibitors may seek a television license from the Federal Communications Commission for initial experimental broadcasting of large screen television programs to participating theatres.

The plan would be sponsored by a group of TOA exhibitor members, rather than by the organization itself, if it receives FCC approval.

Ted Gamble, TOA board chairman, arrived here yesterday from Portland, Ore., and will meet with executive committee members today on final plans for the Washington meeting agenda. Most of the members of the committee will leave here for Washington on Thursday.

Stage Shows in New Test

CLEVELAND, Jan. 24.—Loew's State Theatre, which has not presented a stage show since Mickey Rooney made a personal appearance in Sept., 1940, revives the policy this week with a stage show headed by Jane Powell.



ED SULLIVAN* HAS SWITCHED TO "FAMILY HONEYMOON"

"My all time favorite comedy was 'It Happened One Night' ... until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Noted correspondent of the Chicago Tribune — New York Daily News Syndicate

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MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 65. NO. 18 NEW YORK, U.S.A., WEDNESDAY, JANUARY 26, 1949 TEN CENTS

Jackson Park Suit Settled For $454,000

No Modification of Loop Decree Granted

CHICAGO, Jan. 25.—The Jackson Park Theatre's supplemental damage suit, pending in Federal District court here since 1942, was settled yesterday for $454,000.

Thomas McConnell, attorney for the theatre, agreed to the stipulation with Paramount, 20th Century-Fox, Loew's, RKO and Warner. The settlement is equivalent to the actual damages claimed in the action, which originally sought treble damages of $1,362,000.

Each defendant is to pay approximately 19 per cent, or $87,160. Included in the settlement is a $100,000 appeal bond posted in U. S. District court here.

While the Jackson Park had been awarded $360,000 by the Supreme Court in 1946, the supplemental suit

(*Continued on page* 4)

Sue Schine, 8 Majors For $2,000,000

The eight major distributors, Schine Theatres, J. Meyer and Louis W. Schine and a number of Schine theatre subsidiaries were named defendants in a $2,523,000 triple-damage anti-trust action filed yesterday in U. S. District Court here by theatre owner Hubert P. Wallace and his Auburn Capital Theatre Corp. of Auburn, N. Y. Filing attorney was Milton Pollock of New York.

Plaintiff's complaint alleges unlaw-

(*Continued on page* 4)

Call Gov't Witnesses In Griffith Case

OKLAHOMA CITY, Jan. 25.—Government witnesses took the stand here today as hearings on the Griffith anti-trust case resumed before Federal Judge Edgar S. Vaught.

Alexander A. Moulder, operator of the Criterion in Sapulpa, Okla., was called by the government, but his testimony largely supported defense contentions that his business had not suffered because of circuit buying competition. On direct examination by Milton Kallis, assistant attorney gen-

(*Continued on page* 4)

Paramount, US Talks On Decree Continue

Leonard Goldenson, Paramount theatre vice-president, and Robert O'Brien, secretary of the company, returned to New York yesterday after two more days of continued negotiations with government officials in Washington on a settlement of Paramount's part in the industry anti-trust suit.

10-Day Extension On Little 3 Brief

United Artists, Columbia and Universal have been given an additional 10 days for preparation of their joint brief and proposed findings in the industry anti-trust suit. The three companies now have until Feb. 10 to submit the brief to the government, which has agreed to the added time, instead of Jan. 31, which was the original deadline.

Current illness of Edward Raftery, UA attorney, prompted the extension bid.

The "Little Three," in their brief, will ask the New York Federal Court again for a decree which would not enjoin them entirely from franchise deals with exhibitors, from the inclusion of admission prices on contracts for the limited purposes of determining rentals, and from licensing road shows and extended runs.

N. Y. Grosses Heavy; 'Wives', $137,000; 'Command', $65,000

New, choice product hit the first-run scene this week, much to the approval of the public and theatre operators. Business is very good. Everybody's happy.

"Command Decision" is a prosperous tenant at the State with the first week's gross is estimated at a very heavy $65,000. "Letter To Three Wives" is top-rung at the Music Hall where, with a stage show, the initial week's take is figured at a strong $137,000. At the Roxy, "Chicken Every Sunday" with Tony Martin, Dean Murphy and an ice revue on stage is another healthy newcomer on the basis of its first week's returns, estimated at $98,000.

"Man from Colorado" with the Ink Spots and Blue Barron's orchestra

(*Continued on page* 4)

M. P. Associates to Be a Variety Tent

The membership of the Motion Picture Associates, 30-year-old charity organization made up of New York area exhibitors, film salesmen, industry publicists, trade journalists, and others from the industry, yesterday voted unanimous approval of its board's proposal that the organization

(*Continued on page* 4)

Pickford Gets Option to Buy Chaplin Stock

If Not Exercised, He Can Buy Her UA Shares

By RED KANN

Mary Pickford and Charles Chaplin, equal partners in United Artists, have interchanged options under which either may become 100 per cent owner of the company in the next approximate 90 days. For the first time in the checkered career of the company, the butt of untold accurate and inaccurate reports, there is now in effect a commitment firm enough to determine its future. But not necessarily so, at that.

U. A. directors were apprised of the development at their special financing meeting here yesterday.

Under the bylaws of the corporation, the partners first must offer their interest to each other where a sale is contemplated. In pursuance of these bylaws, Chaplin has given Miss Pick-

(*Continued on page* 4)

2nd Money for Two For UA from Hughes

Howard Hughes will provide second-money financing for the immediate production of two independent films to be made for release through United Artists as part of his obligation to UA for the latter's return to him of "Vendetta," "The Outlaw" and "Mad Wednesday." Hughes produced the latter three as UA releases originally, but they sought to recoup distribution rights when he acquired control of RKO.

James Nasser will provide completion money for the two which UA now is to get and which will be made

(*Continued on page* 4)

Columbia Will Re-Release 41 Films

Columbia currently has 21 productions for re-release, with another 20 set for coming months. All productions, Columbia said, will be backed with a new advertising campaign.

Among films already in release are: "Texas," "Arizona," "Golden Boy," "She Couldn't Take It," "Shut My Big Mouth," "Good Girls Go to Paris," "The Doctor Takes a Wife,"

(*Continued on page* 4)

Production Will Expand With Video, Says Coy

BOSTON, Jan. 25.—The growth of television makes certain expansion of motion picture production and new competitive forces in the film production industry, Federal Communications Commission chairman Wayne Coy declared here today, in his most complete and up-to-date analysis of the television outlook.

Coy spoke before a joint luncheon-meeting of the Radio Executives Club and the Advertising Club.

When television is more fully developed, he said, video stations will use "much more film per year than has ever been produced in America."

If present film producers produce all of the films needed for television and theatres, Coy said, there will be spirited bidding for their output. It may be, he added, that the costs of quality pictures will be more than

(*Continued on page* 4)

Delay Recommended On African Action

Possibility that a foreign managers' committee and Francis Harmon, Motion Picture Association of America vice-president, might leave for South Africa in the immediate future to consult with government officials on the 50 per cent film revenue cutback recently imposed there has lessened.

The projected trip appears to be several weeks away, if it is made at all, as a result of cabled advices from Joseph Seidelman, Universal foreign manager, who is in Johannesburg now, reporting that a visit at this time would be inopportune. Seidelman and M. A. Schlesinger, who is also in Johannesburg from New York, believe there is a possibility of changes occurring in attitude toward the recent restrictions in some quarters there.

Personal Mention

JOSEPH M. SCHENCK has returned to California from Miami, having changed his plans for returning here.

•

CHARLES EINFELD, 20th Century-Fox vice-president in charge of advertising-publicity, is scheduled to arrive here from the Coast by plane today.

•

ED HINCHY, head of the Warner playdate department, was in New Haven yesterday, will go to Pittsburgh tomorrow and to Cleveland Friday.

•

BENJAMIN BERGER, head of North Central Allied, and MRS. BERGER will leave here today for a vacation in Europe.

•

VINCENT SHERMAN, Warner director, and MRS. SHERMAN, will leave England with their two children Saturday by plane for New York.

•

GEORGE W. HORAN, Warner Northeastern district sales manager, was in Buffalo yesterday and is due to return to Boston Friday.

•

CHICO MARX and GEORGE COULOURIS will sail today from New York for England on the *S. S. Queen Mary.*

•

WLADIMIR LISSIM, RKO general manager for Europe and the Near East, will arrive in New York today on the *S. S. America* from Paris.

McClure Leaves Army Orientation Post

Col. John Allen has succeeded Gen. Robert A. McClure on the Army's reorientation program, in which McClure has widely used motion pictures as a top aid in that work. He will be given a troop assignment.

Meanwhile, Brig. Gen. G. L. Eberle is being succeeded by Maj. Gen. Carter B. Magruder as chief of the Army's Civil Affairs Division, which administers occupied territory in Europe and Asia, including film activities.

Slipper To Head New NTS Omaha Branch

National Theatre Supply plans to open a branch in Omaha shortly, with Glenn K. Slipper, formerly of the sales staff of NTS's Los Angeles branch, as manager, it was disclosed here. The addition brings the total of NTS branches to 29.

William Wright, Actor

HOLLYWOOD, Jan. 25.—Friends of William Wright, 37-year-old film player, have learned of his death in Ensenada, Mexico, of cancer. Wright formerly was a contract player at Columbia but for the last three years had been freelancing. His widow, two children, Bill and Karen, and his mother survive.

To Speak at Allied Memphis Meeting

MEMPHIS, Jan. 25.—William L. Ainsworth, Fond du Lac, Wis., and Trueman J. Rembusch, Indianapolis, will speak before the Allied Independent Theatre Owners of the Mid-South at a one-day convention at the Hotel Chisca in Memphis on Feb. 9. Ainsworth is national president and Rembusch is national treasurer of Allied.

Edward O. Cullins, Memphis, president of the newly-organized Allied Mid-South branch, said the following Allied officials have also accepted: John W. Wolfberg, president, Allied Rocky Mountain Independent Theatre Owners, Denver; Morris M. Finkle, president, Allied of Western Pennsylvania; Col. H. A. Cole, chairman of the board of Allied of Texas, Dallas; Maurice J. Artigues, general manager, and W. A. Prewitt, jr., president of ATO of the Gulf States, both of New Orleans.

Heavy Agenda for Allied Committee

The special Allied States Association committee on "forced percentage selling," which on Monday began a week-long series of conferences here with distribution sales chiefs with a view toward securing revisions in percentage picture policies, is expected to have its heaviest meeting schedule in the last part of the week.

Those expected to meet individually with the group either tomorow or Friday are Charles Reagan, Paramount; William F. Rodgers, M-G-M, and Ben Kalmenson, Warner. A. J. O'Keefe, Universal-International assistant general sales manager, is expected to confer with the committee today in the absence of W. A. Scully, U-I distribution vice-president. The group conferred with Andy W. Smith, Jr., of 20th-Fox on Monday.

200 at Testimonial For Milton Mooney

CLEVELAND, Jan. 25.—Some 200 Variety Club and Industry members attended a testimonial banquet at the Statler Hotel here last night honoring out-going Chief Barker Milton A. Mooney. Nat Wolf was co-chairman with Nate Schultz and presented Mooney with a wrist watch.

Out-of-town guests included: Paul Mooney, Jules Lapidus, Edward Schnitzer, John J. Maloney, Sam Galanty, Albert Dezel, Paul Broder, Arthur Greenblatt, Edward Salzberg, Moe Dudelson, Harris Dudelson, Harold Raives, Bert Stern, Harry Hendel, James Nash and others of this area.

3 'Red Pony' Premieres

By invitation of civic organizations of San Francisco, Oakland and Salinas, Cal., Republic has arranged a three-city world premiere of John Steinbeck's "The Red Pony," on Wednesday, Feb. 2, at the Fox Theatre, San Francisco; the Orpheum in Oakland; and the California in Salinas, it was announced today.

Hollywood 'Normal,' Say Pine, Thomas

The Paramount production team of William Pine and William Thomas consider the industry in Hollywood to be in a "normal" economic condi- at present. In New York to set preliminary promotional and releasing arrangements for "El Paso," their first under their new "big budget" deal with Paramount, Pine and Thomas maintained yesterday that most of the "weeping and wailing" about "hard times" in Hollywood originates with those who are reluctant to admit that the prosperity enjoyed during World War II has made them lose all sense of what "normal" is for the industry. "The difference," Thomas said, "is that before, money did not count, and now it does."

The producers envision $2,000,000-plus domestic gross for "El Paso" and each of the other near-$1,000,000 budget pictures which they will turn out under the deal which replaced the one calling for about eight $200,000 budget pictures a year. Individual pictures in the previous deal grossed an average of $400,000 domestically.

Gamble Ent. Will Buy More Theatres

Gamble Enterprises plans further expansion in the Midwestern theatre field for later this year but no deals are in work at this time, Ted R. Gamble, president, said here yesterday.

The company already has acquired the former Monarch Theatres and a half interest in Standard Theatres, Wisconsin. At the same time the bulk of its theatres in the Pacific Northwest has been sold.

Gamble said he will move from Portland, Ore., next fall and will establish new headquarters either in New York, where he now maintains an office, or in Chicago or Indianapolis.

Lockwood, Sullivan, Wolfson to Capital

WASHINGTON, Jan. 25.—Arthur Lockwood, Gael Sullivan and Mitchell Wolfson and other executives of the Theatre Owners of America, are due to arrive here late tomorrow to lay the groundwork for the meeting of the TOA board and various organization men on Friday and Saturday.

Ask Trumbo Case Delay

WASHINGTON, Jan. 25.—The Government has asked for a delay until Feb. 1 in the deadline for filing with the U. S. Court of Appeals for the District of Columbia its brief opposing the appeal of Dalton Trumbo, screen writer convicted of contempt.

Annual Shea Meeting

CLEVELAND, Jan. 25.—Shea Theatres opened its annual two-day meeting here today at the Carter Hotel, with president E. C. Grainger presiding. Tomorrow the company will entertain personnel and visitors at a dinner, with Bert Sanford, Altec Service sales executive, as toastmaster.

Newsreel Parade

DEAN ACHESON being sworn in as Secretary of State and the election in Israel are current newsreel highlights. Other items include Winston Churchill, Axis Sally, the crisis in China and sports. Complete contents follow:

MOVIETONE NEWS, No. 8—Rhodes parley. Israel prepares for first election. China civil war nears end as Chiang retires. Dean Acheson sworn in. Archbishop Athenagoras flies to Turkey. President Truman given American Federation of Musicians union card. Winston Churchill paints on Riviera. New York Film Critics honor Olivia de Havilland. Yachting. Dog skiing.

NEWS OF THE DAY, No. 242—Chiang out as China's leader. First election stirs Israel. Bull let loose in a china-closet. Churchill on vacation. Dean Acheson sworn in. Ski-meet thriller. Ice boats in speed regatta. Mr. America title.

PARAMOUNT NEWS, No. 45—China at the crossroads. Egypt-Israel armistice talk. Israel air-force at rites for RAF pilot. All-American Israel settlement. Dean Acheson takes over. Ski festival.

UNIVERSAL NEWSREEL, No. 216—Volcano in Mexico. Fight ends Greek cross ceremony. Dean Acheson sworn in. Bull in china shop. Chamois hunting. Ice boating. Ice show.

WARNER PATHE NEWS, No. 47—People in the news: Dean Acheson, French Foreign Minister Schumann, Winston Churchill, Axis Sally. A car that flies. New York Critics make film awards. Diamond fashions. Ice sports.

1,349 Films Passed By British Censors

LONDON, Jan. 25.—British Board of Film Censors in 1948 passed 1,349 pictures for public exhibtion, made up of 587 features and 762 shorts. The total is 59 less than in 1947.

Pictures passed for adults only numbered 371, compared with 276 in 1947; those for universal exhibition, 973, compared with 1,130 the previous year, and those labeled "horrific," five, compared with two in 1947.

'Gratitude Train' Due Here on Feb. 2

The French "Gratitude Train," which left Le Havre on Jan. 14 bearing 250 tons of cultural and historical gifts from the people of France to the people of America will arrive in New York on the S.S. *Magellan* on Wednesday, Feb. 2.

The project was conceived as an expression of thanks for the "American Friendship Train," organized a year ago by Drew Pearson with Harry M. Warner as chairman.

Aid 'Dimes' in Phila.

PHILADELPHIA, Jan. 25.—More than 150 independently-owned theatres representing about two thirds of the houses in Philadelphia, as well as theatres of 20th-Fox-Paramount and Translux, are assisting in the March of Dimes campaign. About 5,000 women volunteers started the week long collections yesterday.

'Agreement' Voted 'Best'

The Federacion de Redactores Cinematograficos of Havana has selected 20th Century-Fox's "Gentleman's Agreement" as the best American picture released there in 1948.

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THE JOINT IS JUMPING AT 1540 B'WAY!

Listen in on M-G-M's Home Office!



(Book "Movies And You" Series For Your Industry's Sake!)

Pickford Option

(*Continued from page* 1)

ford an option to purchase his half in 30 days for a reported $3,000,000, but the period may extend to 40 days if a final 10 days are required to conclude the legal niceties provided the option is inaugurated within the initial 30-day period.

Actually, therefore, on evidence of intention, Miss Pickford has 40 days in which to acquire the Chaplin interest. In the event she is unsuccessful in organizing the syndicate on which she is known to be working, the option arrangement which she holds thereafter swings to Chaplin who would be empowered to purchase the Pickford interest in an identical period of time.

The two-way option, obviously, encompasses terms agreeable to each prospective seller. Furthermore, it does not necessarily follow that the figure set by Chaplin for his half interest necessarily would be the same price which Miss Pickford would fix in the event the option to buy her out moves into the Chaplin area.

The odds, however, appear to be running in the direction of Miss Pickford although it remains to be seen whether or not she will act. For several years, Chaplin has voiced willingness to sell out at his own terms, of course. But he has maintained with consistency that what have been presented to him as firm offers—for cash—somehow or other have evaporated into the ozone whenever the time of decision had been approached. The unchallengable fact, moreover, is that of all the well-nigh myriad of reports and rumors battering UA into occasional unconsciousness and raising unfortunate havoc with its distribution machinery, the one definitive offer involving a change of ownership is the one made by Si Fabian in mid-1947. It is one of the missing chapters in the history of those negotiations that on the almost momentous day when Fabian visited Miss Pickford at her New York Hotel he expected acceptance of his offer only to be advised like a bolt out of the blue that the deal was off.

It does not follow under the current option arrangement that the control of UA will undergo a change. Miss Pickford may not exercise her option either by way of a change of heart or an inability to arrange the outside financing it is understood she contemplates as part of the deal. If and when the identical option reverts to Chaplin, it is entirely within possibility that he, too, may decide not to buy the Pickford shares because of price, a decision to maintain the status quo or an inability to arrange the necessary finances.

2nd Money for Two

(*Continued from page* 1)

at Nasser's General Service Studio. They are "Mrs. Mike," starring Dick Powell and produced by Sam Bischoff, and "Quicksand," starring Mickey Rooney and produced by Rooney's company, Rooney-Stiefel, Inc.

Hughes is to provide a total of $600,000 in guarantees for independent product for UA under the deal. To what extent that will be stretched beyond the first two films was not disclosed.

MPAA Files Denial in SWG Conspiracy Suit

Motion Picture Association of America and its member companies, defendants in the "blacklist" action brought in U. S. District Court here by the Screen Writers Guild and a group of 30 writers, yesterday filed with the court a blanket denial of the conspiracy charges which were brought.

SWG and the writers brought the suit last June under the anti-trust laws for an injunction to stop the functioning of the "code" adopted by the MPAA against the hiring of persons suspected of being subversive and un-American.

N. Y. Variety

(*Continued from page* 1)

become a local tent of International Variety Clubs. Announcement of the transformation was made at the luncheon-meeting which followed the balloting, and at which Max A. Cohen, president, and other MPA officers for 1949 were inducted.

Inducted with Cohen were the following: Morris Sanders, first vice-president; Robert Fannon, second vice-president; Saul Trauner, secretary; and Jules Reiff, treasurer. The new board of directors consists of David Snaper, William Murphy, David Levy, Leo Brecher, Cohen, Nat Furst, Ray Moon, Bert Sanford, Si Levy, Harold Rinsler, Howard Levy, Charles Penser, Jack Ellis, Fred J. Schwartz, and Harold Klein, who is chairman.

The induction luncheon was presided over by Harry Brandt. Some 400 members and guests attended. Seated at the dais, in addition to MPA officers and board members, were: Joseph Bernhard, Tom Connors, George Dembow, Herman Gelber, William German, Leonard Goldenson, William Heineman, Malcolm Kingsberg, Bernard Kranze, John J. O'Connor, Ted O'Shea, Sam Rinzler, Herman Robbins, George J. Schaefer, Sol Schwartz, Andy W. Smith, Jr., Gael Sullivan, Joseph Vogel, and others.

Video Production

(*Continued from page* 1)

television broadcasters can pay, and in that event either film producers will have to tailor pictures for video or telecasters themselves will have to produce.

Coy stated that he was sure the FCC's television "freeze" could not be lifted before March 30, but that "it is still a good target date."

Fifty to 70 television channels may ultimately be required to establish a nationwide competitive system, the FCC official said. He declared that he hoped that the need for additional channels will be met before the end of 1949 by expansion into the ultra-high frequencies. There is considerable doubt, he said, that the FCC yet has enough data for television in those frequencies, and a further hearing may be held.

MPI Meets on Publicity

HOLLYWOOD, Jan. 25.—The Motion Picture Industry Council, under the chairmanship of Dore Schary, met here tonight at the Beverly Hills Hotel to consider suggested plans for establishing a public relations agency to improve the industry's external representation.

Jackson Park Suit

(*Continued from page* 1)

represents damages which the theatre alleged resulted from its inability to secure product for a five-year period prior to the beginning of litigation. The statute of limitations held the claims for damages to a five-year period.

No modification of the Jackson Park decree entered by the Federal Court here is included in the settlement, although Paramount has been negotiating with McConnell for an arrangement which would permit the equivalent of three weeks' Loop playing time for a picture instead of the two weeks specified in the decree.

Sue Schine, 8

(*Continued from page* 1)

ful conspiracy and combination, and charges restraint of trade since 1933 by the distributor defendants in Auburn. Wallace contends additionally that the Schine interests have deliberately interfered with attempts he said he has made to purchase property for building theatres in Auburn, Newark, Cortland and Canandiagua, all in New York. Wallace said the alleged interferences not only foiled his attempts to buy the properties but were costly to him.

Griffith Case

(*Continued from page* 1)

eral, Moulder asserted that he had been denied half of RKO's 1940-41 product.

During cross examination, defense counsel Charles Cochran brought out that Moulder has had first runs from four major and two minor distributors. Judge Vaught asked the witness if he could use any more product than he is using at present. Moulder replied, "No."

Ask Ruling on Joint Building Contracts

WASHINGTON, Jan. 25.—When a theatre company owned jointly by a "Big Five" defendant and an independent has a contract with a firm for a new theatre, what happens to that contract when the Supreme Court says such joint ownerships are illegal?

That is the question that the Kass Realty Co. is going to propound this week to U. S. District Court here. It will seek to intervene in the suit which the K-B Amusement Co. filed here last year to force Stanley Corp., Warner Theatres operating subsidiary, out of the jointly-owned McArthur Theatre.

Cole Decision to Highest Court: Loew

HOLLYWOOD, Jan. 25.—Loew's will "exhaust every legal resource to upset the Yankwich decision" in the Lester Cole case, company counsel said today, after disclosing the company will file notice of appeal later this week and post a bond in an amount sufficient to cover all possible ultimate costs, inclusive of Cole's salary during the interim. Appeal will be taken first to the U. S. Court of Appeals in San Francisco, and thereafter, if necessary, to the U. S. Supreme Court, a company attorney indicated.

Higher Express Rate For Films in Canada

Ottawa, Jan. 25.—In view of certain tariffs already filed and others to follow later, it is understood that Canadian express companies are contemplating higher express charges for films. A 20 per cent cut was allowed by the companies in 1936 and it is understood the new rates would revert to their former scale at least.

N. Y. Grosses Heavy

(*Continued from page* 1)

probably will give the Capitol about $60,000 in its first week and that is good. "Act of Violence" is causing no complaints at the Criterion which looks for $25,000 in a first week.

"Snake Pit" continues at a good clip at the Rivoli where the 12th week should bring in $28,000. "The Accused," with Ray McKinley's orchestra and the Mills Brothers, is likely to give the Paramount a second week's gross of $62,000, enough profit there. "Unknown Island" is doing all right at the Rialto where about $9,000 is seen for a third week.

"Joan of Arc" is a vigorous long-range performer at the Victoria where it should be good for $29,000 in an 11th week. "Red Shoes" still is showing strength at the Bijou where a gross of $14,000 is expected in the 15th week. "Adventures of Don Juan" with Tommy Dorsey's orchestra is holding up well at the Strand where $40,000 is figured for a fifth week.

At the Astor, "Enchantment" has yet to show signs of box-office fatigue with an estimated $26,000 expected in a fifth week. "Hamlet" is holding to a near-capacity pace at the Park with a 17th week's take of $15,300. Second week of "Boy with Green Hair" should gross $18,000 at the Palace.

Columbia Re-releases

(*Continued from page* 1)

"Let Us Live," "The Daring Young Man," "More Than a Secretary," "Lost Horizon," "Adam Had Four Sons," "Only Angels Have Wings," "Coast Guard," "Sahara," "Destroyer," "Flight Lieutenant," "One Night of Love," "It Happened One Night," "Commandos Strike at Dawn" and "The Invaders."

The 20 which will be released within coming months are: "Mr. Smith Goes to Washington," "His Girl Friday," "Holiday," "Penny Serenade," "The Talk of the Town," "Pennies From Heaven," "You Can't Take It With You," "Three Yanks in Trinidad," "The More the Merrier," "Adventure in Manhattan," "Louisiana Hayride," "Kansas City Kitty," "Beware Spooks," and "So You Won't Talk." In addition the company have a "horror" combination consisting of "The Bogey Man Will Get You" and "Return of the Vampire" and, at the end of March, will release doubles, "Dirigible" and "Submarine," and "Penitentiary" and "Women in Prison."

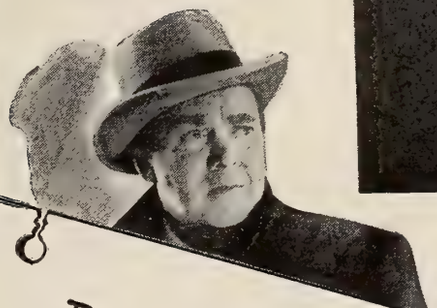
Vogel Named by M-G-M

HOLLYWOOD, Jan. 25.—Robert M. W. Vogel has been appointed M-G-M's studio liaison man with the Production Code Administration, succeeding the late Al Block.

Don't touch me.

RAY
MILLAND
AUDREY
TOTTER
THOMAS
MITCHELL





PARAMOUNT
MESSAGE NO. 2
Re: "Nick Beal"

Starting at least two engagements before "Nick Beal", give 2½ minutes screen-time to its gasp-generating trailer. We've packed this powerful picture with powerful accessories right from trailer to last-day ad.

in

"ALIAS *Nick Beal*"

with
GEORGE MACREADY · FRED CLARK

Produced by
ENDRE BOHEM · Directed by JOHN FARROW

Screenplay by Jonathan Latimer • Original story by Mindret Lord

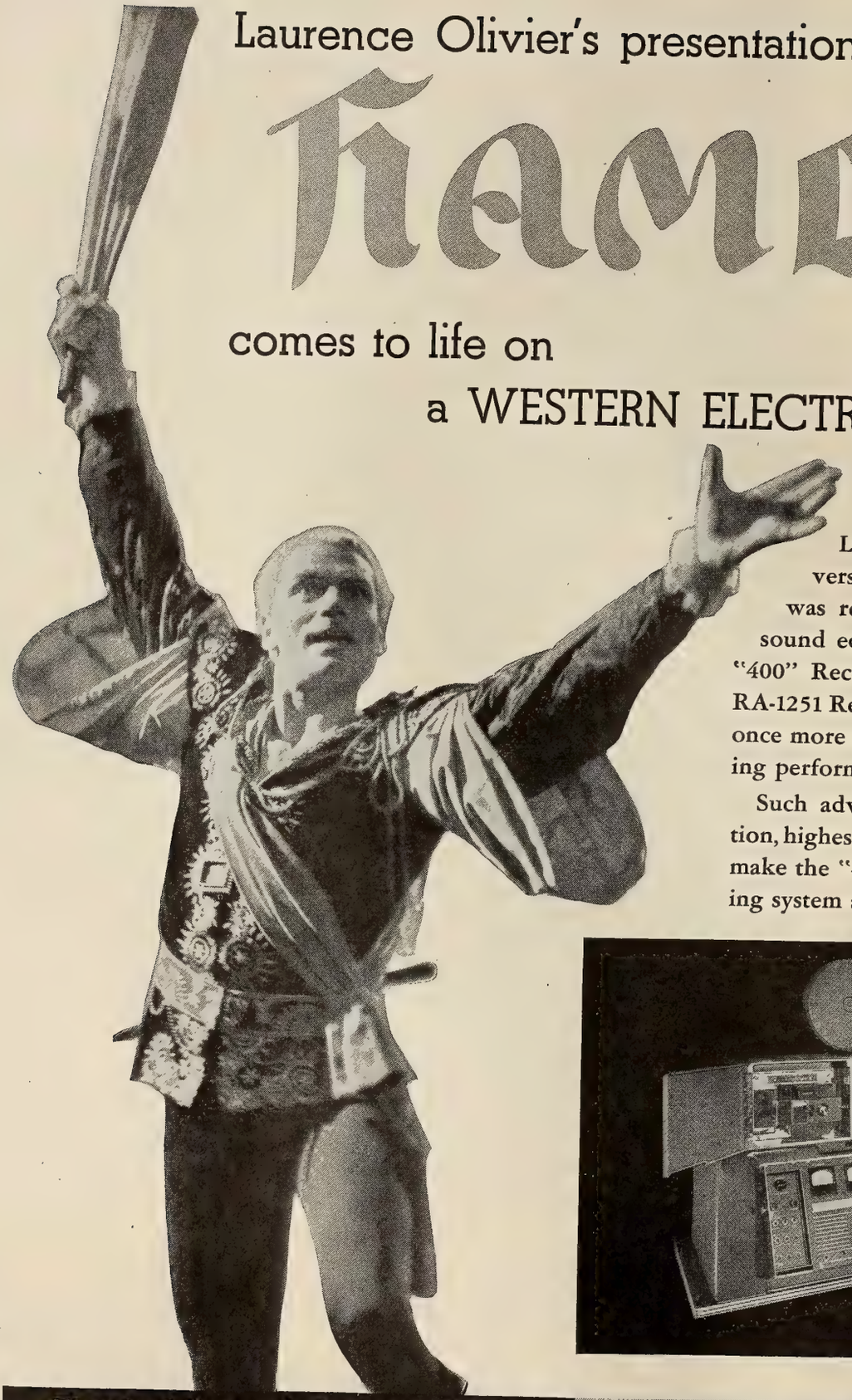
Be sure to book
"The Movies And You"

Laurence Olivier's presentation of

HAMLET

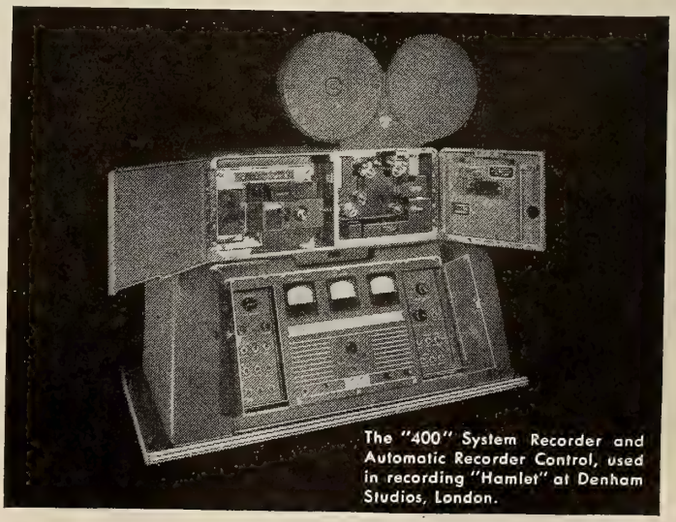
comes to life on

a WESTERN ELECTRIC Sound Track



Laurence Olivier's magnificent version of Shakespeare's tragedy was recorded on Western Electric sound equipment. The new De Luxe "400" Recording System and the new RA-1251 Re-recorders have demonstrated once more their reliability and outstanding performance.

Such advantages as *automatic* operation, highest sound quality and versatility make the "400" the outstanding recording system available to the industry.



The "400" System Recorder and Automatic Recorder Control, used in recording "Hamlet" at Denham Studios, London.

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.
Hollywood office—6601 Romaine St.

HAMLET

Produced and Directed by	Laurence Olivier
Recorded at	Denham Studios
Sound Supervisor	Cyril Crowhurst
Sound by	Western Electric

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 19 NEW YORK, U.S.A., THURSDAY, JANUARY 27, 1949 TEN CENTS

SRO to Close 'Temporarily'; Weigh 3 Plans

Call Division Managers For Series of Parleys

LOS ANGELES, Jan. 26.—The Selznick Releasing Organization is "closing temporarily and perhaps permanently," the company announced here tonight. Division managers are due here to sit in with company executives this weekend on the first in a series of meetings to determine the organization's future course.

The announcement said that the duration of the closing will be determined by the timing of release plans for "Portrait of Jennie," "Third Man," "Fallen Idol," and "Gone to Earth." Three alternative methods of

(*Continued on page 5*)

5th-Walnut Enters Appeal Brief Here

Fifth and Walnut Amusement Co. of Louisville yesterday filed a brief with the U. S. Circuit Court of Appeals here calling for an appeal from the judgment entered last June by Federal Judge Vincent L. Leibell on a jury verdict in favor of major distributors in the $2,100,000 triple-damage anti-trust action of Fifth and Walnut. Filing attorney was Monroe E. Stein.

Plaintiff's brief contends that Judge Leibell erred in refusing to admit as evidence certain findings-of-fact and earlier court opinions submitted by

(*Continued on page 5*)

Elstree Studio in London May Close

LONDON, Jan. 26. — Negotiations have broken off between British-Lion and Lady Annie Henrietta Yule's representatives for the former's taking a long-term lease on the latter's Elstree Studio. British-Lion is using the studio currently on a temporary rental basis, but it has rejected Lady Yule's terms for a long-term lease.

The present Elstree production activity is scheduled to be completed on Feb. 7. Failing by then to obtain other tenants, the studio will close, causing dismissal of some 250 workers. Dismissal notices were issued today following the rupture in the B-L—Yule negotiations.

U. S. Films Far in The Lead in Mexico

Mexico City, Jan. 26. — Prime popularity of American pictures in Mexico was again proven in 1948. The National Cinematographic Industry Commission reports that of 345 pictures exhibited in Mexico last year 185 were American. Next were Mexican, 72, then French, 28; English, 24; Argentinian, 15; Italian, nine; Spanish, eight, and one each for Russian, Swedish, Cuban and Australian.

Fewer pictures were exhibited in Mexico last year compared to the 392 in 1947 of which 261 were American.

Blumberg Absolved In 'U' Stock Suit

Federal Judge Simon H. Rifkind has dismissed in U. S. District Court here the suit brought by Stephen Truncale, minority stockholder of Universal, against Nate J. Blumberg, president of the company.

Truncale's action, filed by Milton Pollack, attorney, alleged that a gift of warrants made by Blumberg, part of which were later sold by the donee, was improper.

A similar action by the same stockholder against J. Cheever Cowdin, chairman of the board, and Charles Prutzman, vice-president and general counsel, was dismissed last October.

Judge Rifkind's opinion sustaining Blumberg's motion to dismiss the suit against him cited the opinion rendered by Judge Medina in the suit affecting Cowdin and Prutzman.

Canada Probe For TV, Films

OTTAWA, Ont., Jan. 26.—The Canadian government will appoint a royal commission to examine the situation in Canada of the motion picture, radio and television industries, it was disclosed here today.

It is reported that Rt. Hon. Vincent Massey, chancellor of the University of Toronto and a brother of actor Raymond Massey, will be the chairman of the probe. The hearings are expected to open in Ottawa without delay.

Notice of the government probe came without warning but it is expected that the National Film Board, the Canadian Broadcasting Corp. and Film-Television Factors will appear before the commission. Whether film distributing companies will be drawn

(*Continued on page 5*)

New Posts for Six in UA Foreign Set-up

Six new appointments and promotions in United Artists' foreign organization were announced here yesterday by Arthur W. Kelly, UA executive vice-president, prior to his departure last night for London aboard the *S. S. Queen Mary*.

Alexander Cavina has been appointed special representative in Cairo, succeeding Albert V. Steinhardt, resigned. Cavina will serve as home office liaison with Ideal Motion Pictures, UA's distributor in Egypt.

In China, Henry George Roche and Tsal-Shuen Jao have been named co-managers of the company's Shanghai office, following the resignation of

(*Continued on page 5*)

Arnall Ready To Seek U. S. Aid for Films

Plans Early Visit to Acheson, Trip to Coast

Motion pictures are the best salesmen of the American way of life and as such they are deserving of the government's wholehearted aid in dealing with foreign market problems wherever they may arise. Ellis Arnall, new president of the Society of Independent Motion Picture Producers, said yesterday.

Arnall is scheduled to leave here for Washington today, where he will begin a series of conferences with key government officials on the foreign problems of independent producers. He will return to Atlanta after his Washington visit and will leave for

(*Continued on page 5*)

Decree Causes More Loop 1st-Run Duals

CHICAGO, Jan. 26.—For the first time in the Loop, three Balaban and Katz theatres are simultaneously playing first-run double feature programs. The bills are: "Slightly French" and "Shockproof," at the Roosevelt, both from Columbia; "The Dark Past" and "Jungle Jim," also Columbia, at the State Lake; "Belle Starr's Daughter" and "Jungle Patrol," 20th-Fox.

A factor for the two-for-ones is that B. and K. is faced with a booking problem because of the Jackson Park decree which imposes a two-week limitation on runs.

Seek to Avert Italian Import Curbs: Lissim

Fear is being felt in industry circles that Italy may impose severe import restrictions on U. S. and other foreign films, Wladimir Lissim, RKO Radio European general manager, reported here yesterday on his arrival on the *SS America* from Paris. Italy today is one of the best markets in Europe, he asserted.

As a result of the threat, other countries are virtually pouring films into the country. Lissim disclosed that industry conferences are now being carried on with the Italian government to continue its present policy

(*Continued on page 5*)

Report Many Houses Using Stage Shows

CHICAGO, Jan. 26.—"Live" entertainment bookings have reached a high for the past two years, according to Filmack Trailer Co., which reports that many exhibitors are using stage shows to bolster declining weekday grosses.

Filmack bases its report on a survey of exhibitor requests for trailers to aid in the exploitation of Western and hillbilly acts, magicians, "spook" shows, name acts and bands. Midwest

(*Continued on page 5*)

Legal Doubts Delay 'TV' Newsreel Sales

Because legal aspects are in doubt, Paramount has rejected a request by Telenews Newsreel for permission to show a print of the Paramount televised Presidential inauguration ceremonies at the latter's San Francisco newsreel theatre, it was disclosed here.

It was the first time that an unaffiliated theatre made such a request of Paramount, although it is understood that several circuits have considered the possibility of purchasing newsreel prints made on Paramount's video system. It is said Paramount plans to charge $5-a-minute and a minimum of $200 per print if a legal "green light" is forthcoming.

Austrian Starts a Television Service

Establishment of a television consultant service to act as a liaison between the video field generally and the fields of entertainment, advertising and business is announced by Ralph B. Austrian, television pioneer.

Until recently vice-president in charge of television for Foote, Cone and Belding, Austrian was president of RKO Television Corp. for four years and was assistant vice-president of RCA Manufacturing Co. for seven.

Viewing television's growth as "bewildering in its ramifications to current and potential users of the new device, as well as to station operators themselves," Austrian's announcement cited motion picture producers, distributors and theatres as being particularly unsure of how to proceed with regard to television.

Fabian Honored at Birthday Party

S. H. Fabian, president of Fabian Theatres, was honor guest yesterday at a birthday party given at Toots Shor's Restaurant here by Sam Rosen, the circuit's secretary-treasurer.

Some 250 persons attended, among them Barney Balaban, Joseph Vogel, John Murphy, James R. Grainger, William F. Rodgers, M. J. Mullin, Sam Pinanski, Ted Gamble, Walter Vincent, J. Robert Rubin, Gradwell Sears, Andy W. Smith, Jr., Joseph Bernhard, Harry M. Kalmine, Gus S. Eyssell, Tom Connors, Charles Reagan, Ted O'Shea, John J. O'Connor, Charles O'Reilly, Louis Frohlich and Morton Thalhimer.

20th-Fox Luncheon For Schlaifer Today

Charles Schlaifer, outgoing director of advertising-publicity at 20th Century-Fox, will be feted by his department heads today at a luncheon in the St. Moritz here.

Schlaifer will leave on a four-week vacation this weekend. He will open his new advertising and public relations offices, to be known as Charles Schlaifer and Co., about April 1.

Leo Gottlieb Will Manage FC Branch

B. G. Kranze, sales vice-president of Film Classics, has appointed Leo Gottlieb branch manager of FC's Pittsburgh branch, replacing Hyman Wheeler who resigned. Gottlieb was a salesman for Universal-International.

Beall Leaves Manley

DALLAS, Jan. 26.—Ray Beall has resigned as director of public relations of Manley, Inc., effective March 1. Beall was advertising-publicity director of Interstate Theatres in Dallas for many years before resigning last year to join Manley.

Brooklyn To Honor Kaye

Screen comedian Danny Kaye will return to his native Brooklyn today to be "inaugurated" as honorary mayor of the borough at a dinner tonight at the Hotel Towers. Kaye will begin a Roxy engagement here Feb. 1.

Personal Mention

GEORGE BROWN, Paramount studio advertising-publicity manager, is due in New York from the Coast this weekend.

•

E. K. (TED) O'SHEA and EARL SWEIGERT, Paramount sales executives, are in Pittsburgh today for conferences with branch manager DAVE KIMELMAN. They will return to New York tomorrow.

•

J. D. TROP, independent producer, has returned here from a tour of Southern cities where he photographed exteriors for forthcoming films.

•

HOWARD MINSKY, assistant Eastern division sales manager for 20th Century-Fox, left New York last night for Cleveland and a tour of Midwestern exchanges.

•

M. L. SIMONS, editor of M-G-M's *The Distributor*, will be in Hollywood today from New York, after making a stopover at his home in Paris, Ill.

•

BURTUS BISHOP, JR., Midwestern M-G-M sales manager, has left New York for Chicago after spending a month at the home office.

•

BEN KATZ, U-I Midwest publicity representative, has returned to New York from Chicago.

•

H. J. YATES, Republic president, is due in New York from the Coast.

LYNN FARNOL, Goldwyn Productions Eastern advertising-publicity manager, left here for Chicago last night.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, who was due to arrive in New York yesterday from Hollywood by plane, is traveling by train instead and will arrive tomorrow after a one-day stopover in Chicago.

•

ARTHUR SACHSON, Goldwyn sales manager, GUS SCHAEFFER, RKO district manager, and MAX WESTEBBE, RKO Albany manager, were in Gloversville, N. Y., yesterday from New York.

•

MORRIS MECHANIC, owner of the New and Centre Theatres in Baltimore, was married here yesterday to the former CLARISSE BARRON of Cleveland.

•

LILLYAN MINK, secretary to RUSSELL MOSS, IATSE Local No. H-63 business agent, will leave New York by plane Feb. 12 for the Coast to be married.

•

AL ZIMBALIST, Film Classics advertising-publicity director, will leave here today for Indianapolis and Milwaukee.

•

B. G. KRANZE, Film Classics vice-president and general sales manager, will leave here today for Washington.

Welcome Planned for 'Gratitude Train'

With the "Gratitude Train," bearing gifts from the people of France to the people of America, arriving in New York on Feb. 2, plans for an elaborate welcome in New York City have been instituted by the Mayor's Committee for the Reception of the Gratitude Train, with Grover A. Whalen as chairman.

"The "Gratitude Train" was organized as an expression of thanks from the people of France for the American "Friendship Train," organized a year ago by Drew Pearson with Harry M. Warner as national chairman.

N. Y. Theatres Aid Salvation Army

More than 400 theatres in Greater New York have agreed to show one of two trailers to aid the Salvation Army's 1949 appeal for $1,100,000, Ivor Kenway, American Broadcasting vice-president and publicity chairman for the drive, reports.

The campaign is scheduled to run from Jan. 31 to Feb. 15.

Red Skelton to CBS

A third major program has shifted from National Broadcasting to Columbia Broadcasting. The Red Skelton program will be heard on CBS beginning in the fall, filling an evening comedy spot.

Cinema Lodge Will Honor Gov. Dewey

New York's Cinema Lodge of B'nai B'rith will honor Gov. Thomas E. Dewey for his pioneering in anti-discrimination legislation in New York State at the Hotel Astor here on Thursday evening, Feb. 3. S. Arthur Glixon is president of the Lodge.

Gov. Dewey will be presented with the Cinema Lodge "Honor Scroll" by Leonard H. Goldenson, president of Paramount Theatres Service Corp., a member of the advisory board of Cinema Lodge and a director of the Anti-Defamation League of B'nai B'rith. Arthur H. Schwartz, counsel to the Commission on Coordination of State Activities, will be chairman of the ceremonies, which will be attended by city and state officials and entertainment industry leaders.

Durbin To Address NTFC

Speaking on "Advertiser's Use of Films on Television," Charles J. Durbin, American Television Society president, will address the National Television Film Council at a dinner-meeting to be held here today at the Brass Rail.

3 Wolf Speaking Dates

During the next month Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head, will speak before clubs and businessmen's groups at Culpepper, Va.; Dover, Del., and New Rochelle, N. Y.

Haines Disposed of 120 Reels in U. S.

Ronald Haines, managing director of British Foundation Pictures and British Documentary Films, together with Mrs. Haines, his co-producer, has returned to London after a tour that included visits to Hollywood, Montreal and Quebec.

During his visit here Haines arranged with various video interests for television distribution of more than 120 reels of documentary shorts, according to Richard Gordon, Western Hemisphere representative for both companies. At the same time it was announced that Haines will distribute in the United Kingdom several independent American features.

Columbia To Make Three in England

Columbia expects to produce three and possibly four features in England, some for British consumption only, others for world distribution. Joseph Friedman has been named vice-president of Columbia International and will be business manager of U.K. production activities, dividing his time between London and Hollywood.

Max Thorpe, assistant managing director of sales in London will become managing director, succeeding Friedman.

Several Planned By Welles: Sloane

Orson Welles has a multiplicity of films planned for overseas production, Everett Sloane, actor who returned from Italy on the *SS America*, said yesterday. Sloane, who has appeared in several Welles productions, has just completed a part in 20th Century-Fox's "The Prince of Foxes," which was made in Italy.

Sloane asserted he may return to Italy shortly to work with Welles in more films. He disclosed that Welles has temporarily abandoned his production of "Othello."

Alperson Slates Two Films at $1,700,000

Eddie Alperson, president of Alson Productions, which releases through 20th Century-Fox, reported here yesterday that he has completed arrangements to start production of W. R. Burnett's "Texas Story" in April, and George Bruce's "Sword of Monte Cristo" in June. Each will be budgeted at $850,000, he said.

Here for conferences with 20th-Fox home office executives, Alperson will return to Hollywood on Saturday.

Mrs. Mary Schenck, 70

Mrs. Mary Schenck, 70, mother of Marvin Schenck, vice-president of Loew's, and Dr. Samuel B. Schenck of Brooklyn, died in her sleep yesterday morning in St. Petersburg, Fla.

Mrs. Schenck was vacationing with her husband, Louis Schenck, brother of Nicholas M., Joseph M. and George Shenck. Mrs. Schenck was a sister-in-law of Mrs. Annie Nayfack and Mrs. Sara Berger. The remains will be brought here for Sunday services at the Park West Memorial Chapel.

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THE NATION WILL ROAR FROM SHORE TO SHORE!... FEB. 19

JOHN LOVES MARY



THAT KISS-TERICAL STAGE SMASH IS READY FOR YOUR SCREEN!

Trade Shown for Exhibitors! Previewed for the Public!

EVERY SCREENING CERTIFIES THAT THE ROMANCIN' RIOT OF 1949

IS YOURS FROM WARNER BROS.



STARRING

RONALD REAGAN · JACK CARSON · EDWARD ARNOLD

WAYNE MORRIS · VIRGINIA FIELD and introducing PATRICIA NEAL

DIRECTED BY DAVID BUTLER

PRODUCED BY JERRY WALD



Fox Movietone Reel Loses Video Sponsor

Fox Movietone News' 10-minute newsreel clip, telecast Monday through Friday over National Broadcasting's television network, has been dropped by the sponsor, R. J. Reynolds Tobacco (Camels), effective Feb. 11. William Esty is the agency.

Client will replace the program with a new NBC news show, combining film and "live" material, running 15 minutes and to be shown at 7:45 to 8 P.M., EST, over 14 stations on the East-Midwest cable.

Paul Alley, NBC's video news film chief, will handle the film portion and John Cameron Swayzee will be pivot man in the newsroom pickups.

Switch by Reynolds, which will pay $2,000 per day for the new program, is said to be motivated by a desire for more "on-the-spot" material.

N. Y. Committee To Aid Boy Scouts

The 1949 drive of the Greater New York Councils, Boy Scouts of America, for $2,000,000 to build and expand Scout camps is being aided by a motion picture industry committee, headed by Andrew W. Smith, Jr., of 20th Century-Fox, and including the following:

W. Stewart MacDonald, Warner; Charles Reagan, Paramount; John Murphy, Loew's; William Heineman, Eagle-Lion; Eugene Arnstein, Film Classics; Pat Scollard, Paramount; John J. O'Connor, Universal; O. R. McMahon, RKO; Robert Goldfarb, United Artists; Burton Robbins, National Screen Service; John Curtain, Republic.

Review

"The Life of Riley"

(Brecher—Universal-International)

THE transference from radio to the screen of "The Life of Riley" has been accomplished without sacrifice of dramatic format or loss of innate warmth. The film, as does the radio program, features William Bendix in the lead, and presents a series of incidents in the life of a $59.20-a-week riveter which are both believable and endearing. The picture marks the first motion picture production for radio producer and screen writer Irving Brecher and he has fashioned it into a laugh-getter of much popular appeal, with the humor on the broad side. Many merchandising angles derive from the film and it seems headed for reliable box-office success.

For the most part, the story, in radio fashion, strings together several comic incidents involving Bendix. A climax is reached when Bendix's daughter, played by Meg Randall, decides to marry a wealthy man whom she does not love instead of the poor man she does love, in order to rescue the family from economic collapse. It develops that the wealthy man is a worthless gambler, and Bendix in his uniquely awkward manner discovers this just in time to prevent an unfortunate marriage.

Brecher, who also directed and wrote the screenplay, has scattered some fine mirth-provoking touches throughout the story. Rosemary DeCamp is most engaging as Bendix's wife. Bill Goodwin, as the prosperous friend who excites in Bendix a fever to get ahead, offers an enjoyable portrait, and so does Jimmy Gleason, Bendix's factory-working buddy. As for Bendix, who is always blundering and blustering in and out of situations, he has a lot to do and does it in odd and enjoyable ways.

Running time, 87 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

Harmon at AMPA Meet

Francis S. Harmon, vice-president of the Motion Picture Association of America, will be a guest at the luncheon-meeting of the Associated Motion Picture Advertisers tomorrow in the Hotel Piccadilly. Irene Dunne will be honor guest and will receive a plaque from Mrs. Jessie M. Bader, chairman of the Protestant Motion Picture Council on behalf of RKO's "I Remember Mama," voted best picture of

Relief Fund Show To Be 'Greatest'

HOLLYWOOD, Jan. 26.—The greatest all-star show ever staged, and the greatest financial return from any single theatrical performance, are the goals set for the Motion Picture Relief Fund Benefit, to be held at the Shrine Auditorium, April 16. Louis B. Mayer chaired a meeting attended by ranking representatives of all studios, unions and guilds held here this morning at the Beverly Hills Hotel.

William Perlberg will act as coordinator for Mayer, functioning in concert with representatives appointed from all executive, talent and labor groups in the industry. Theatre participation will be directed by Charles Skouras, with George Jessel and Jack Benny acting as co-chairmen of the committee which will produce the show.

Slight Increase in Coast Production

HOLLYWOOD, Jan. 26.—The production tally rose to 24 from last week's index of 22. Six pictures were launched, while four were finished.

Shooting started on "Kazan" and "Blazing Trail," Columbia; "The Great Speculator" (Skyline Pictures), Film Classics; "Red Hot and Blue," Paramount; "Susanna Pass," Republic; "Twilight" (Hakim), United Artists. Shooting finished on "In the Good Old Summertime" and "Neptune's Daughter," Metro-Goldwyn-Mayer; "You're My Everything," 20th Century-Fox; "Illegal Entry," Universal-International.

Spot Check Opens in N.Y.

Spot Check, Inc., a new firm offering motion picture advertising services surveys of commercial film spot reception in theatres throughout the country, has opened offices in New York. Surveys of television spot reception will also be available.

N.S.S. Holiday Trailers

Special trailers for Lincoln's and Washington's Birthday observances are ready for release at National Screen Service exchanges.

Exchange Mediation Meet Inconclusive

IATSE and distributor negotiators were still closeted at a late hour last night with commissioner L. A. Stone, of the Federal Mediation and Conciliation Service, who is attempting to bring both sides to an agreement on a new contract for the country's 6,300 exchange workers. Yesterday's meeting was the third with Stone, and it offered the last opportunity for reaching an agreement before the IATSE general executive board meets in New Orleans beginning Monday.

United Artists reportedly has withdrawn from the negotiations, which would lend to confirm previous reports that the distributors' ranks have broken regarding the acceptability of "IA's" demands for a general pay increase, according to observers. William MacMillen, Jr., Eagle-Lion vice-president, who sat in on earlier negotiations as an "observer," reports that he has withdrawn after securing sufficient details regarding "IA's" demands. E-L, unlike the other distributors, holds a separate contract with the union.

New Video Academy Bestows 1st Awards

HOLLYWOOD, Jan. 26.—Newly-formed Academy of Television Arts and Sciences last night bestowed its first annual awards in banquet ceremonies at the Hollywood Athletic Club. Statuettes were awarded to station KTLA, for outstanding over-all achievements; to Charles Mesak of Don Lee, for technical accomplishment; Shirley Dinsdale, for being the outstanding television personality; Marshall Grant-Realm Productions, for the best film made for television; and the "Pantomime Quiz Time," for being the most popular video program.

Legion Rates 5 'B'; 2 Others Rated 'C'

Seven new pictures have been reviewed by the National Legion of Decency, with five receiving a B classification and two a C classification.

Rated Class B are Republic's "Homicide for Three," Film Classics' "The Judge," Columbia's "Ladies of the Chorus" and "Shockproof," and Republic's "Wake of the Red Witch." In class C are: Superfilm's "Genius and the Nightingale" and "Recall of Love."

Fire Destroys Theatre

CHARLOTTE, Jan. 26.—The Royal Theatre, operated by the Wilby-Kincey circuit at Wilmington, N. C., was completely destroyed by fire.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

BANKING FOR THE MOTION PICTURE INDUSTRY



BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Arnall Ready

(Continued from page 1)

Hollywood from there in the near future.

Arnall expressed satisfaction with the recent appointment of Dean Acheson as Secretary of State and said he plans an early visit with him.

The SIMPP president denied the validity of arguments to the effect that the motion picture is no more entitled to government cooperation in its foreign marketing problems than other industries. He contends that the motion picture is unique as a salesman of America and that it is performing a goodwill and ideological mission for the government that no other American product or industry is capable of, a mission that numerous government agencies and huge expenditures are endeavoring to perform.

For that reason, he believes, the motion picture is deserving of special governmental consideration wherever it is hamstrung abroad.

Denies Report of New Code

Arnall denied any knowledge of a report published by a New York newspaper columnist yesterday that SIMPP is considering the preparation and adoption of its own production code of ethics. He also said he has no knowledge of any new anti-trust suits planned by the SIMPP similar to that pending in Federal Court at Detroit.

Robert J. Rubin, SIMPP counsel; Marvin Faris, secretary; Walt Disney, and others, will leave here this weekend for Detroit for pre-trial examinations to be held there next week in connection with the SIMPP suit against United Detroit Theatres and Co-operative Theatres of Michigan.

Arnall is using office space at Goldwyn Productions headquarters here while permanent office space for SIMPP is being sought.

Italian Curbs

(Continued from page 1)

of free imports and unhindered dubbing.

While the status of the industry in France remains unchanged, and in Switzerland and Belgium business has fallen off, the situation in Italy is quite the opposite, Lissim said. Many theatres are being built and there is a tremendous interest in motion pictures, he declared.

In France, exhibitors thus far are not perturbed by the results of the Franco-American film agreement which limits the number of American film imports to 120. He said that there is a backlog of about 300 American films so no pinch has been felt.

Production in France is very difficult, he observed, because of high costs. Practically all French producers are looking to Italy as a production scene because of the low costs there, he said.

In the Near East, grosses have fallen considerably because of the troubled political situation, Lissim declared.

Lissim, who is here on a periodic visit, expects to remain six weeks.

Seek End of 'Blue Law'

CHICAGO, Jan. 26.—Six Zion, Ill., residents have filed an injunction against further enforcement of the Sunday "Blue Law," voted for on Dec. 22 by the Zion City Council, which prohibits Sunday shows and other forms of business.

Review

"Henry, the Rainmaker"

Hollywood, Jan. 26

(*Monogram*)

INTENDED basically for homey folk, this homespun comedy is a type that is patterned in appeal for those who followed the Jones Family and Hardy Family subjects. With that in mind, it should be most profitable. It is bright, clear, clean and convincing.

With Raymond Walburn and Walter Catlett matching wits in the story and their well-seasoned talents, the picture takes such admirable care of its 64 minutes on the screen that pleased patrons will wonder why Hollywood does not turn out a great deal more in this wholesome category and a great deal less of the arty, complicated, suffer-and-struggle stuff. This is entertainment in the best sense of the term.

The story, written by D. D. Beauchamp and scripted by Lane Beauchamp, centers around a conflict between Walburn, a civic-minded family man, and Catlett, the town's politically-successful mayor, who has held up a garbage disposal contract in the interests of promoting re-election. Walburn announces his candidacy for the mayoralty, on a garbage-nuisance platform, but is influenced to withdraw when Catlett corrects the condition complained of. Later, following a quarrel between their respective sons, Walburn reenters the campaign, this time charging Catlett with responsibility for a long dry spell, and employs a professional rain-maker to demonstrate what should be done to meet a situation like that. The rain comes, which is good from Walburn's point of view, but keeps on coming, which is bad, and all this is the basis of cumulative comic developments which end appropriately with the appointment of Walburn's daughter's suitor as flood control engineer.

William Tracy, Mary Stuart, Barbara Brown and Gary Gray lead an eminently satisfactory supporting cast. A Mayfair production, the film was produced by Peter Scully and directed by Jean Yarbrough.

Running time, 64 minutes. General audience classification. Release date, not set.

5th - Walnut Appeal

(Continued from page 1)

Stein. It holds, also, that the jurist erred in not having charged the jury in connection with a first-run move-over deal referred to in the plaintiff's allegations.

Defendants have 20 days more in which to file briefs in opposition to the appeal before the court will decide whether an appeal hearing should be held.

During the U. S. District Court trial here, Republic and Universal were dismissed as defendants. Plaintiff's brief cites as defendants the "Big Five," and United Artists, Columbia, and certain subsidiary companies.

Weigh 3 Plans

(Continued from page 1)

distribution are said to be under consideration.

First is the resumption of SRO in a streamlined form; second is the use of facilities of one or another existing distribution set-up; and the third is described as a method never used in the industry heretofore. The final decision is expected at a meeting scheduled for May 1. No change in foreign distribution operations is entailed.

New Hempstead House

The Erone Corp., Dr. Frank A. Calderone, president, has obtained a building loan of $900,000 from a client of Sullivan and Cromwell, attorneys, on the motion picture theatre under construction on Franklin Street in Hempstead, L. I. The building will have a seating capacity of 2,400 and is scheduled for completion about June 1.

Using Stage Shows

(Continued from page 1)

and Southern exhibitors favor "live" entertainment to a greater extent than exhibitors elsewhere, it was said.

The return of amateur nights on a large scale is also noted. Several large circuits have recently instituted amateur nights in all of their theatres.

Bob Hope Seeks Airways

WASHINGTON, Jan. 26.—The Federal Communications Commission has set for hearings on Feb. 28 three bids—including that of Bob Hope—for Louisville station WHAS, its FM affiliate, and its television construction permit. Hope, Crosley Radio and Fort Industries have each entered bids of $1,925,000 for the properties.

New Posts for Six

(Continued from page 1)

Constantin Goldin, manager. Roche will handle administrative affairs, with Jao in charge of sales. At the same time, Wai Sun Tsui was appointed acting manager of the Hongkong branch. Both offices will report to New York directly in the future.

On the British front, William J. Smith, who has been acting secretary of UA in London, has been confirmed in his appointment as secretary. George M. Marks has been promoted from salesman to branch manager in Glasgow, Scotland, replacing William Bendon, who retired after 27 years' service, because of ill health.

During his stay in London, Kelly will announce the successor to David Coplan, whose resignation as managing director in Great Britain becomes effective Feb. 12.

Canadian Probe

(Continued from page 1)

into the probe and whether the trade will find itself government-regulated is open to question.

There is no word in the Viceroy's speech to indicate any proposal for import quotas on films from the United States or for preferential treatment toward British films. The speech did promise reduction of restrictions on imports because of Canada's improved foreign exchange position. The Foreign Exchange Control Act will be prolonged, it was promised but there is a hint of modification of import duties.

The opening of Parliament was recorded by moving picture cameramen.



CALVERT* HAS SWITCHED TO "FAMILY HONEYMOON"

"My all time favorite comedy was 'Bringing Up Baby' ... until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*JOHN CALVERT

Star of the "Falcon" Motion Picture Series.



THERE'S chicken Every Sunday

(and weekdays too!)

FOR SHOWMEN EVERYWHERE!

Come and get it with.....





There's No Business Like 20 Century-Fox Business

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 20 NEW YORK, U.S.A., FRIDAY, JANUARY 28, 1949 TEN CENTS

Pennsylvania 1st State to Censor Video

Orders All Television Films To Be Submitted

PHILADELPHIA, Jan. 27.—First known official censoring of television motion pictures in the country has been applied here by the Pennsylvania State Board of Censors.

Determining approval or disapproval of television films, as all motion pictures, is that part of the state censorship statute which provides that, "The board shall approve such films, reels or views which are moral or proper; and disapprove such as are sacrilegious, obscene, indecent or immoral, or tend in the judgment of the board, to debase or corrupt morals."

The new regulation promulgated and adopted by the board relative to

(Continued on page 4)

Report Says Film Workers Loyal

WASHINGTON, Jan. 27.—The House Un-American Activities Committee of the defunct 80th Congress, in a final report on its work during 1947 and 1948, stresses Rep. J. Parnell Thomas' remarks on the opening of the Hollywood hearings in October, 1947, that the vast majority of film workers are loyal Americans.

The committee said that it had "clearly disclosed the outlines and the

(Continued on page 3)

ECA-MPEA Contract Extended to Aug. 1

WASHINGTON, Jan. 27.—The Economic Cooperation Administration today extended its convertibility guaranty contract with the Motion Picture Export Association (Germany), Inc., for film distribution in Germany, for another six months and for another $227,129.

In December, ECA announced it would guarantee MPEA convertibility of $230,000 for its operations from Aug. 1, 1948, through January. Today's action boosts the total to $457,139 for the year ending Aug. 1, 1949.

ECA officials said that MPEA

(Continued on page 3)

N. Y. Case Prompts Probe of Film Firms in Television

WASHINGTON, Jan. 27.—The Federal Communications Commission today opened the way for action to strip Paramount and its subsidiaries of their television stations should the Commission decide such a course of action is necessary under the Supreme Court's Paramount case decision.

The Commission also placed a big question mark next to the plans of any Paramount case defendant to expand in or into the television field.

Balaban and Katz has applied to the FCC for renewal of its license for commercial television station WBKB in Chicago and two other experimental stations there. Allen B. DuMont laboratories, which the FCC says Paramount controls, had an application in

(Continued on page 4)

Video No Substitute For Films: Disney

The film-going public will not find a real substitute for motion pictures in television, in the opinion of Walt Disney. At at interview at the RKO Radio home office yesterday the producer expressed the belief that television is going to be "a terrific medium" but he doubts that films could be made profitably for television with the same quality and standard as those made for theatres.

Disney asserted that he has no television plans at present. The medium has to settle into a pattern before he will make any decision, he said. He revealed he has been approached by television interests for the sale of old

(Continued on page 4)

PARA. DECREE IN TWO WEEKS: CLARK

Expects Agreement To Be Ready for Signing Then; Para. in Day-Long Meet

WASHINGTON, Jan. 27.—Attorney General Tom Clark said here today that he expects to have a proposed consent decree with Paramount Pictures on his desk "ready for signing within a week or two weeks."

Clark said that he talked about the case earlier this week with Assistant Attorney General Herbert Bergson and Special Assistant Robert Wright and that "they told me there were just a few final details to be cleared up."

He would not discuss provisions of the proposed decree.

It is widely reported, however, that in addition to providing for the separation of Paramount's theatre operations from production-distribution, any decree entered into by the government would also call for the divestiture of

(Continued on page 4)

The Decline Is Over, Says Eric Johnston

Los Angeles, Jan. 27.—Motion Picture Association of America president Eric Johnston, departing from the prepared text of a speech on world economics, last night told the local Chamber of Commerce that he believes television will stimulate rather than retard motion picture production. He challenged reports that present conditions in the film industry are desperate. Johnston said attendance is down only about 10 per cent, and he believes the decline is over.

He will return East on Saturday.

Dinner Opens TOA Tax Drive

WASHINGTON, Jan. 27. — The Theatre Owners of America's campaign to get action on reduction of Federal admissions taxes opened at a quiet dinner given here tonight by Arthur Lockwood, Gael Sullivan and other TOA executives.

Some dozen Congressional leaders were guests of the TOA men and the

(Continued on page 3)

Allied 'Percentage' Unit Report Pends

Allied States Association's special "forced percentage selling" committee, headed by Col. H. A. Cole of Texas, will leave New York today prepared to draft a report for the national Allied board of directors on the week-long conferences the committee held here with distribution sales chiefs. Instructed to do so last Dec. 1 by the

(Continued on page 4)

1948 Film Dividends 3rd Highest on Record

WASHINGTON, Jan. 27.—Publicly-reported cash dividends of motion picture companies in 1948 were off 18 per cent from the record 1947 payments and but only a shade below 1946 payments, the U. S. Commerce Department reported here today. The 1948 totals were still the third highest on record, however.

Film firms reported cash dividends of $44,905,000 for 1948, compared with $54,641,000 for 1947, and $46,714,000 for 1946.

Commerce Department officials usually figure that publicly-reported cash dividends account for 60 to 65 per cent of all dividends when all indus-

(Continued on page 4)

Movietone Will Have New Television Reel

Fox Movietone News will further develop its year-old television newsreel department and is currently striving for completion of a "new arrangement" of a daily video reel to take the place of the current one which will lose its television sponsor, Camel Cigarettes, on Feb. 11. Current reel is presented nightly, Monday through Friday, over National Broadcasting at 7:50 to 8 P.M., EST. This is to be replaced by a new 15-minute NBC news telecast employing equal film footage and actual newsroom pickups.

Canadian Probe Seen On Criticism Curb

OTTAWA, Ont., Jan. 27.—Establishment of a royal commission to investigate television, radio and film activities is seen by observers here as an attempt by the government to curb, during the current session of Parliament, criticism of existing governmental agencies concerned with the problem.

Questions before a royal commission, a quasi-judicial body, cannot be discussed in Parliament according to established procedure. Sharp disputes are expected to arise before the official probe begins, as the feeling here is that Canada lags behind Britain and the U. S. in relations between the government and the industries.

Personal Mention

FRANCIS HARMON, MPAA vice-president, will leave New York over the weekend for a week at the Hollywood office. He plans to return to New York about the end of February after a vacation at Palm Springs.

•

MORTON A. SPRING, first vice-president of Loew's International, will leave New York by air next Tuesday for Hollywood, from where he will start a two-months' tour of M-G-M branches in Australia and New Zealand.

•

JOHN G. MCCARTHY, managing director of the international division of MPAA, will leave here over the weekend for Washington, where he will confer with State and Commerce Department officials.

•

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager, will leave here for the Coast this weekend.

•

JUSTIN HERMAN, Paramount producer-director, will leave New York tomorrow by plane for the Caribbean on a location trip.

•

HARRY BUCKLEY, United Artists vice-president, will leave here Monday for a few weeks' vacation in North Carolina.

•

CHARLES SCHWARTZ of the Schwartz and Frohlich law firm will leave the Coast today by train for New York.

•

LEONARD COOPER, SOPEG organizer, will marry MISS BONNIE SITKOFF at the Hotel Woodstock here on Sunday.

•

JOSEPH KRUMGOLD has arrived in New York from Israel with the completed negative of the first Israeli film.

•

DAVID LIPTON, U-I advertising-publicity director, will leave here for the Coast today.

•

HAL HORNE is scheduled to return from Hollywood to New York at the weekend.

S. O. S., Unions Sign

S. O. S. Cinema Supply Corp. here has renewed contracts with Local No. 20940 American Federation of Office Employes and Local No. 15 International Association of Machinists, both AFL. A wage increase, with adjustments on holiday pay, are included, retroactive to Dec. 1, the company said.

'Brotherhood' Broadcast

Entire proceedings of the "kick-off" luncheon for "Brotherhood Week," to be held on Feb. 4 in the Waldorf-Astoria here, will be broadcast over the ABC network.

Insider's Outlook

By RED KANN

THE future of their company has been disposed of so often that the administrative heads of United Artists are shock-proof by this time. But the prospective armor which rumor, report and wishful thinking have set up is not so sturdy that little trickles of excitement over the latest turn cannot penetrate.

The latest turn, of course, revolves somewhat uncertainly around the option on each other's half interest exchange by Mary Pickford and Charles Chaplin. As already reported, Mary had 30 days in which to declare herself and an added 10 to polish off legal details if a deal to buy out Chaplin is in undisguised motion by the time the initial span is up. Under the bylaws, Charlie has the same right. What's important here is the existence of the options. They enter a muddled and oft times battered situation for the first time.

■

There is significance in the fact that Miss Pickford has the privilege of acting first although she may do nothing about it. It tends to confirm that Chaplin meant it when repeating his willingness to sell out—for cash and considerable of it. With Mary it has been a long history of indecision ranging from willingness to uncertainty and refusal to step out of the company of which she was one of the organizers 30 years ago in April.

Established soon enough will be what she does about it. Or can do. She can pass. She might be able to put together a group which would put up the necessary moola, and is so trying. This could mean an exchange of one partner—Chaplin—for another partner—the financing group—but the suggestion also is around the new partner, if there is one finally, might not be a 50 per center. Or, once the Chaplin stock is acquired, Mary could turn around and sell all the stock to her associates in the formulating syndicate or to some entirely different individual or group.

Could be.

■

Mystery elements are present at the other end of the line, too. If the option rights swing to Chaplin because Mary does not, or cannot, lift them, it should not be automatically assumed that Charlie would emerge as the sole owner of UA. Mary may place a valuation on her half interest too high for his pulse. Or he could decide for the status quo or perhaps run into difficulties setting up the financing necessary for the buy if the price to him is acceptable. Or buy and then sell to interests not now in the picture.

The finance committee, representing both of the present owners, is a factor, also. Its proposal under which UA would sell exhibitor franchises and thereby raise $4,000,000 to finance production still has breath in it. A large-scale production program engineered by the Nassour brothers with Huntington Hartford [A. and P. chain store] money might jell. One plan would not replace the other so that, conceivably, both might burgeon on parallel tracks.

UA's current position meanwhile, reflects gains. From September through December the company showed a net profit of about $250,000. During the first two weeks of January, business outraced the same two of '48. The uptake goes to the credit, mainly, of "Red River," which UA now figures will do a domestic gross of $4,200,000.

■ ■

On the state of the box-office, it is interesting, also ironic, to note how the prophets of doom have gone into reverse gear and with the greatest of ease, at that. It seems now that the 1948 domestic intake of the Johnston-office companies was off only 10 per cent from incredible, fabulous record-breaking 1946, and only 7½ per cent under 1947 when the end of the world was not in sight, either.

There ought to be some embarrassed faces.

■

Footnote: At 9 P.M. Monday at the Music Hall all the ropes were up and the inside and outside lobbies groaned with people waiting to catch "A Letter to Three Wives," which deserves it.

Paramount has no complaints about "The Paleface."

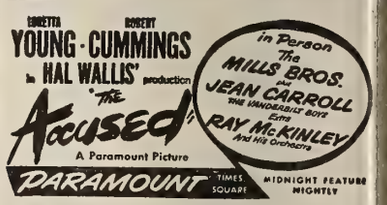
Metro none over "Easter Parade," "The Three Musketeers" and now "Command Decision."

Warner ditto on "Johnny Belinda."

How are *your* ulcers these days?

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
'A LETTER TO THREE WIVES'
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION



Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
12th WEEK! VICTORIA BROADWAY & 46th ST.

DAN DAILEY - CELESTE HOLM
'CHICKEN EVERY SUNDAY'
A 20th Century-Fox Picture
On Variety Stage — TONY MARTIN
BEATRICE KRAFT - DEAN MURPHY
On Ice Stage — "MASQUERADE"
Starring ARNOLD SHODA - JOAN HYLDOFT
ROXY 7th Ave. & 50th St.

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Albany TOA Will Meet on Legislation

ALBANY, N. Y., Jan. 27.—The regional Theatre Owners of America will hold a luncheon-meeting here for all Albany-area exhibitors next Wednesday to discuss four bills pending in the state legislature which, a TOA bulletin points out, "should be of interest" to exhibitors.

One is Assemblyman Richard Goldwater's measure prohibiting discrimination because of race, creed, color, or national origin, in places of amusement. Bill provides that where a place of amusement has been convicted of two discriminatory violations in one year, all licenses shall be revoked and no application by another party would be considered for six months.

Other bills listed by the TOA are for a minimum wage of 75 cents hourly, unless the Industrial Commission prescribes a higher rate, with maximum eight-hour day, 40-hour week, time and a half for overtime; a bill extending unemployment insurance after Jan. 1, 1950, to employers of one of more persons; a bill to repeal the Enabling Act permitting counties and cities to impose special taxes, including a five per cent tax on admissions.

SRO Weekend Coast Parley 'Called Off'

Selznick Releasing Organization has "called off" the meeting of company executives and division managers which was slated to be held this weekend on the Coast, Robert Gillham, Eastern advertising-publicity director, reported here yesterday.

The company announced Wednesday evening that it is "closing temporarily and perhaps permanently," with the duration of the closing to be determined by the timing of release plans for four recently-completed pictures. Announcement of a new meeting to supplant the one which has been "called off" may be forthcoming on the Coast.

Questioned as to his future status with SRO in light of the reported pending closing, Gillham pointed out that his contract is with Vanguard Films, SRO production affiliate, and not with the distribution organization.

Paul Broderick, 45, Paramount Executive

Paul J. Broderick, 45, special representative of Paramount, died of a heart attack Wednesday night at his home here. The funeral will be held Saturday morning from St. Ignatius Loyola Roman Catholic Church.

Broderick was with Paramount since 1928, when he joined as supervisor in the sales statistical department. He was promoted to chief accountant in Paramount's Boston branch the following year and in 1939 was promoted to booking manager and chief accountant. In September, 1945, he returned to Paramount from the Army, as office manager in Chicago. In 1947, he was transferred to the New York office for branch surveys.

Services for Mrs. Schenck

Funeral services for Mrs. Mary Schenck, 70, mother of Marvin Schenck, vice-president of Loew's, who died Wednesday in St. Petersburg, Fla., will be held here at the Park West Memorial Chapel on Sunday at 10:30 A.M.

ECA Extension

(*Continued from page* 1)

planned to distribute in bizone Germany, including the American and British sectors of Berlin, up to 30 prints each of 44 black-and-white feature films, 26 one-reel black-and-white films, and 8 feature-length color films. The black-and-white films will be made in Germany from master prints and raw materials shipped from the U.S., while the Technicolor prints will be shipped from the U.S.

The announcement today stressed that the films and magazines guaranteed under two other contracts were going into "European areas where Communist - inspired anti - American propaganda is exceptionally intense." ECA administrator Paul J. Hoffman said that he believed the distribution of American publications and films in ERP countries will help to strengthen "faith in the free institutions of Democracy."

ECA was given an appropriation of $10,000,000 for 1948-49 for guaranteeing information media convertibility of at least part of the costs of distributing films, books, magazines and other items in Marshall Plan countries.

Sturges, King, Other AAA Heads Reelected

All officers of the American Arbitration Association have been reelected. AAA has long been identified with commercial, legal, labor and other disputes within the film industry, and with many other industries.

Reelected were: Dean Sturges, board chairman; H. O. King, executive committee chairman; Sylvan Gotshal, vice-chairman of the board; William J. Graham, treasurer; A. Hatvany, secretary-assistant treasurer; Paul Felix Warburg, vice-president; Frances Kellor, first vice-president; Paul Fitzpatrick, administrative vice-president; J. Noble Braden, tribunal vice-president; Martin Domke, international vice-president.

20th's Ad - Publicists Fete Schlaifer Here

Ten 20th Century-Fox publicists, exploiteers and advertising colleagues of Charles Schlaifer, outgoing director of advertising-publicity, gave him a luncheon in the Hotel St. Moritz here yesterday. Attending were: Sterling Silliphant, Ulrich Bell, Christy Wilbert, Earl Wingart, Rodney Bush, Sid Blumenstock, Jerry Novat, Louis Shanfield, Abe Goodman and Jonas Rosenfield.

Schlaifer will open an advertising-public relations office here in April.

Walker and Schaefer On Charity Drive

Frank C. Walker and George J. Schaefer have been named treasurer and assistant treasurer, respectively, of the special gifts committee of the Archdiocesan Catholic Charities Drive, by Francis Cardinal Spellman. Both are to serve on the Cardinal's Committee of the Laity for the 30th annual fund appeal which this year has a goal of $2,500,000.

A special film industry committee is being organized here.

More A.B.P. Production

LONDON, Jan. 27.—Associated British Pictures has announced its most ambitious production program to date despite the mounting talk of a catastrophic slump here.

TOA Tax Drive

(*Continued from page* 1)

outlook for admissions tax reductions was canvassed, but no Congressman was committed.

The TOA board meeting really gets going tomorrow, with business sessions in the morning and afternoon. Reports will be heard on legislation, National Screen Service, public relations and taxation.

The TOA television committee met for three hours today with two FCC television officials, John McCoy and Hart Cooperthwaite, heads of the legal and engineering departments, respectively. Mitchell Wolfson, television committee chairman, said the discussions were informal, covering everything but with no conslusions.

He indicated that there will be no very definite recommendations, but that the committee will continue to study the picture as a whole, with a report to the TOA board scheduled for Saturday. Sullivan, Lockwood, Walter Reade, Jr., Herman Levy, Marcus Cohn, and Harry Lowenstein attended the committee meeting.

DeMille Heads Film Council on Coast

HOLLYWOOD, Jan. 27.—Chairmanship of the Motion Picture Industry Council passed from Dore Schary to Cecil B. DeMille at a closely-guarded meeting Monday night, it was learned here as news leaked out in spite of Schary's admonishment to all attending that Council actions be kept secret pending an official announcement. It was also reported that Art Arthur, writer, was proposed for the post of executive secretary. No date was set for the next meeting.

The Council is an organization composed of production, management, talent and labor, formed to promote goodwill for the industry.

Set Feb. 10 for 4th Exchange Mediation

Commissioner L. A. Stone of the Federal Mediation and Conciliation Service has set Feb. 10 for the fourth meeting here with both sides in his attempt to break the negotiations deadlock between the IATSE and distributors on terms for a new national exchange workers contract. The third meeting, held last Wednesday, reportedly brought "progress" toward an agreement.

It was not possible for Stone to set a meeting date for next week since "IA" negotiators, Thomas J. Shea, James J. Brennan and Louise Wright will spend the entire week in New Orleans at the "IA" mid-winter executive board meeting.

100 Dates for U-I's "The Life of Riley"

More than 100 dates in the Ohio-Indiana-Kentucky territories have been set for the Irving Brecher U-I production of "The Life of Riley," in conjunction with the world premiere in Cincinnati on March 4.

Plans for the premiere and the territorial dates were finalized yesterday as a series of meetings between sales executives and David Lipton, advertising-publicity director, were concluded in the home office.

Art Leazenby Joins E-L

DETROIT, Jan. 27.—Art Leazenby has resigned as manager of the Cinema Theatre here to join E.-L.

Taxation May Ruin Swedish Production

By SVEN WINQUIST

STOCKHOLM, Jan. 25. (By Airmail).—There are indications that the government's taxation program will destroy the production capacity of the Swedish industry, which usually turns out 50 pictures a year.

In 1949 the number of pictures to be produced probably will drop to around 30, or possibly as low as 25. When admission taxes were raised at the beginning of 1948, admission prices also rose and the result is that attendance has decreased.

An ordinary Swedish film costs the producer around $86,000. If he is to get his money back the picture must be seen by about 700,000 persons. At the same time, however, the government gets about $140,000 in taxes. So far the government has refused all financial help to the Swedish industry, in sharp contrast to other Scandinavian countries.

Swedish producers reportedly lost some $560,000 on films made in 1947. The whole problem will be discussed by industry representatives with the Finance Ministry in the near future.

Film Workers Loyal

(*Continued from page* 1)

pattern of Communist activity in the industry and could not within the limits of its time and resources" examine every single phase of Communist activity within the industry, but it had disclosed the broad picture.

Quoting Thomas' remarks to the effect that motion pictures have a tremendous influence in view of their impact on mass audiences, the committee said "these factors assume special importance in the present period in which the international Communist propaganda machine is engaged in a cold war of slander against the U.S."

The report cited records which the committee had introduced to prove alleged Communist affiliations of the 10 Hollywood employes who refused to answer questions on their Communist Party membership.

'IA' Board Meets in New Orleans Monday

IATSE international president Richard F. Walsh, general secretary-treasurer William P. Raoul, assistant international president Thomas J. Shea, and vice-president James J. Brennan left New York yesterday for New Orleans where the mid-winter meeting of the "IA" executive board will open Monday at the Hotel Roosevelt. Meeting is scheduled to continue through next Friday.

Among matters on the agenda are various problems relating to grievances, contract negotiations, and jurisdictional disputes in the film industry. Additionally, the board will act on various appeals from judgments handed down by the international president in disputes between locals.

Omaha Tent Gives $1,100

OMAHA, Jan. 27.—Gifts totaling $1,100 have been made to four local institutions by the Omaha Variety Club. Chief barker F. A. Van Husan named the four as the Children's Memorial Hospital, Masonic Home for Boys, St. James Orphanage and Booth Memorial Hospital.

Paramount Decree

(*Continued from page* 1)

approximately 500 theatres from the company established to take over Paramount interests in that field.

Such a divestiture, it is said, would leave the new independent theatre company with more than 600 houses.

The divestiture would apply to "closed" situations and to certain others where competition exists but in which Paramount affiliated theatres occupy a position dominant enough to be considered a potential monopoly, it is said.

It is further reported that the Paramount negotiations with Justice Department officials are far enough advanced at this time to be concerned only with discussions of individual situations and theatres in which divestiture is in dispute.

Another report, lacking confirmation, is that Paramount is asking five years in which to complete the divorcement and divestiture processes, with the government leaning toward a shorter period. It is said that virtually all other phases of a decree have been agreed upon.

Balaban Returns from Florida

Barney Balaban, Paramount president, interrupted a Florida vacation to return here to preside at company meetings during the past two days for further discussion of the continuing negotiations between the company and the Department of Justice on a settlement of the anti-trust suit against the company.

Top Paramount officials engaged in an all-day meeting at the home office yesterday which was not even interrupted at the luncheon hour. Midday refreshments were delivered to the conferees while they continued their discussions. The meeing ended late in the day.

Allied 'Percentage'

(*Continued from page* 1)

national Allied convention in New Orleans, the Cole committee endeavored while here to persuade sales managers to relax their percentage picture policies in favor of flat rentals when certain conditions prevail. Sales managers have indicated they will take under advisement the Cole committee's point at issue.

In addition to Cole, the committee includes Charles Niles, Iowa; Jack Kirsch, Illinois; Martin Smith, Ohio, and Sidney Samuelson, Pennsylvania. Before leaving today for their respective headquarters, they will have conferred with Andy W. Smith, Jr., 20th Century-Fox; William F. Rodgers, M-G-M; Charles Reagan, Paramount; Ben Kalmenson, Warner; A. J. O'Keefe, Universal - International; Rube Jackter, Columbia, and Paul Lazarus, Jr., United Artists, all individually.

Cole reported yesterday that his committee will return to New York during the week of Feb. 6 for a conference with Robert Mochrie, RKO Radio distribution vice-president, who this week was in Hollywood.

New Elstree Production

LONDON, Jan. 27.—Threatened closing of the Elstree Studios appears to have been alleviated by the disclosure that Alfred Hitchcock will start a new production there in April. Jane Wyman probably will star in the film with Warner said to be guaranteeing distribution on a world-wide basis.

Reviews

"Shockproof"

(Columbia)

"SHOCKPROOF" starts out as an interesting melodrama about a romance between a conscientious parole officer and a pretty former prison inmate who is assigned to his charge. Principal roles are filled with earnest effort by Cornel Wilde and Patricia Knight, who in real life is Mrs. Wilde. So long as the script by Helen Deutsch and Samuel Fuller remains within an area of logic in examining the fading antagonism and burgeoning affection between the two principals (and it does so up to about the story's half-way point), the film is arresting entertainment. But when it decides to convert the moral parole officer and his oft-errant charge into a couple of desperate fugitives from justice after the lady inflicts a bullet wound in a love-smitten, blackmailing gambler, all conviction is lost. A pat finale, wherein the hospitalized gambler declines to identify Miss Knight as his assailant, follows several sequences of formula escape-and-hide melodrama, and the since-married lovers retreat from the screen for a life of bliss.

Evident story weaknesses notwithstanding, "Shockproof" should get satisfactory business, primarily by virtue of Wilde's marquee value. Moreover, the film is not without some good exploitation possibilities. Production values are good, and performances measure up with a cast rounded out by John Baragrey, Esther Minciotti, Howard St. John, Russell Collins, Charles Bates and others. Earl McEvoy was associate producer.

Running time, 79 minutes. Adult audience classification. For January release.

CHARLES L. FRANKE

"A Canterbury Tale"

(Rank—Eagle-Lion)

A MODERN-DAY parallel has been given the famous Chaucer tale in this J. Arthur Rank production of "A Canterbury Tale." Despite occasional obscurity in story development, it emerges as a picture of many charming qualities and is commended to selective audiences. A production of the Archers, it was produced, directed and written by Michael Powell and Emeric Pressburger. The team has succeeded in catching some inspired scenery and bringing out smartly-etched performances.

The story weaves around a set of four persons who find themselves making their way to the famous cathedral town along the Pilgrims' Way made famous by 14th Century travelers. The tale comes out in retrospect as John Sweet, who portrays a U. S. Army sergeant, tells his bride about his trip to the historic town in order to see the birthplace of his grandmother and forget the sweetheart who hasn't written. The other three modern-day pilgrims who take the journey are played by Sheila Sim, a girl who believes her sweetheart was killed in war action; Dennis Price, a British sergeant who always wanted to play a church organ, and Eric Portman, a judge who does his penance in Canterbury following some melodramatic episodes. By the time the leisurely-paced story comes to its end, Canterbury has bestowed its unique blessings on all four travelers. Fragments of droll humor are scattered throughout.

Running time, 95 minutes. Adult audience classification. Release date, Jan. 21.

MANDEL HERBSTMAN

Film Dividends

(*Continued from page* 1)

tries are averaged. They said today, however, they believed that publicly-reported dividends of film firms account for a much higher percentage than 65 per cent.

Commerce officials said four firms, RKO, 20th Century-Fox, Universal and Warner, accounted for $8,000,000 of the $9,736,000 drop from 1947 to 1948 in publicly-reported dividends. RKO and Universal paid about half of amount of 1947 dividends, while 20th-Fox paid about two-thirds, and Warners about 80 per cent, according to these officials.

Cash dividends reported for December, 1948, announced today for the first time, amounted to $7,593,000, compared with $7,959,000 in December, 1947. In only two months in 1948 were dividends ahead of 1947, and then only by the slimmest margin. In most of the other months, 1948 figures were substantially below 1947.

Commerce gave these figures for the four companies chiefly responsible for the drop: RKO, $2,340,000 in publicly-reported cash dividends this year, against $4,680,000 in 1947; 20th-Fox, $6,172,000 against $8,948,000; Universal, $964,000, against $1,904,000; Warner, $9,120,000, against $11,104,000.

Film Firms in Video

(*Continued from page* 1)

for renewal of licenses for station WABD in New York and 10 other experimental stations. All of these are due to expire on Feb. 1.

Instead of renewing these licenses for the usual one-year period, the FCC announced it was granting only temporary licenses, revocable at any time. It is said it is doing this "pending an examination of the qualifications of the licensees in the light of the Supreme Court's decision in the Paramount case."

FCC officials said that a similar policy probably would apply to DuMont's Washington station and to Paramount Television Productions' Los Angeles outlet when they apply for renewals.

A Commission spokesman said that there is no fixed date for the "examination" referred to in the Commission's order. "It could be a week or a year away," one official said.

Canadian Pioneers Meet

TORONTO, Jan. 27.—The Canadian Picture Pioneers held its eighth annual meeting here today at the King Edward Hotel, with J. Earl Lawson presiding. Twenty new members were inducted and the death of six members during 1948 was commemorated.

To Censor Video

(*Continued from page* 1)

the projection of motion pictures by television provides that, "All motion picture films, reels or views intended for projection or broadcast by television in Pennsylvania must first be submitted by the exchange, owner or lessee . . . for censorship purposes, and must not be projected by television in Pennsylvania unless first approved by the board and a seal issued therefor upon payment of the proper fee, and said proper approval seal displayed upon every showing."

Board Sets Fee

The Pennsylvania board's fee is $2 per reel. Notice of the new ruling was made public over the signature of Mrs. Edna R. Carroll, board chairman.

Censoring of television motion pictures poses several problems. So far as is known none of the regulations of the seven states which censor films specifically require seals for reels made exclusively for home or other private exhibition. Under the new state ruling here, video films telecast to homes apparently will be subject to censorship. The ruling specifically mentions "all motion picture films."

Miss Mary Keith of the board's office here, when asked about the status of "live" or on-the-spot telecasts not filmed, pointed out that the state regulation specifically mentions and applies only to films.

May Delay Tele News

Which creates an important potentiality in relation to the status of on-the-spot material picked up by a theatre, recorded on film and subsequently projected to the theatre screen. The New York Paramount Theatre uses this method—the first large-screen television in the country—and the same method to be used by others. If a theatre is required to submit films made in this manner, the delay would preclude any immediate projection of such material, and much of its on-the-spot value would be lost.

Because the censor laws and procedure of the six other censoring states more or less follow the same pattern, adoption of Pennsylvania's new procedure on television motion pictures is looked for. The six states are: Kansas, Maryland, Massachusetts, New York, Ohio, Pennsylvania and Virginia. A state law is on Florida's books but it is not functioning. City boards exist in nearly all of the keys, and in many places rulings of the board are accepted by cities in the rest of the state.

Video No Substitute

(*Continued from page* 1)

subjects but as yet he has not decided to release them.

There always will be a demand for pictures, Disney said, "and if they are good, people will go to see them." Television, he added might serve as a helpful medium "to excite people to see them."

Fears and dissension in Hollywood have quieted down, Disney said, predicting a brighter future. He revealed his staff is down to 600, compared to the 1941 peak of 1,400.

Disney, who is here on a tour of the openings of his "So Dear to My Heart," said that "Two Fabulous Characters" will be released in October. He is working on two others, "Cinderella," which will be released a year from now, and "Alice in Wonderland," to be released in two years.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 21 NEW YORK, U.S.A., MONDAY, JANUARY 31, 1949 TEN CENTS

US Ticket Tax Income for '48 Off Only 1⅓%

December's Revenue Was Better Than Last Year's

WASHINGTON, Jan. 30.—General admission tax collections during 1948 totaled $385,125,454, a drop of less than one and one-third per cent from the $389,867,479 collected during 1947, according to U. S. Bureau of Internal Revenue figures released here today.

Collections by the Bureau for the 12 months in 1948 reflect box-office business for December, 1947 through November 1948, since taxes are collected monthly on the previous month's business. Similarly, the 1947 figures reflect business for December, 1946

(*Continued on page 3*)

Allied Asks Flat Rentals for Some

Although distribution sales chiefs who conferred here last week with Allied States Association's special "forced percentage" committee declined to divulge conference details, it was learned at the weekend that the committee concentrated most of its suasion against percentage picture selling to small, low-grossing theatres. It is understood that the sales heads, who were approached individually, made no firm commitments to the Allied committee, but rather assured it that consideration would be given to the matter. The companies, it was said, emphasized that they would have to retain the right to determine which pictures would be sold on flat

(*Continued on page 4*)

Astor Headquarters For N. Y. Variety

Future home of the Variety Club of New York, outgrowth of the 30-year-old Motion Picture Associates, is the Hotel Astor where arrangements for adequate space are now under way.

Variety of New York will be known as Tent No. 35 of Variety International. Robert J. O'Donnell, international chief barker, who has been conferring here with Max A. Cohen and Chick E. Lewis returned to Dallas this weekend.

Life Insurance For Salesmen

Adoption by the national Colosseum of Motion Picture Salesmen of a $5,000-per-member life insurance plan which was proposed several months ago was reported here by Charles Penser, chairman of the New York Colosseum lodge.

The plan of the film salesmen's union has been financed in the amount of $10,000, representing donations of $10 by each of the union's 1,000 members, Penser disclosed. This fund, he said, will remain in the Colosseum's

(*Continued on page 4*)

See Negotiations for Monroe Settlement

CHICAGO, Jan. 30.—Negotiations for a cash settlement involving considerably under $100,000 are expected to start shortly in the Monroe Theatre anti-trust suit, which sought treble damages of $1,580,000.

The suit, instigated by Lubliner and Trinz, former operators of the Loop Monroe Theatre, charged that the defendants conspired to prevent the house from obtaining product from Jan. 1, 1933, to March 4, 1945. Defendants are: Balaban and Katz, Publix Great States, Warner, Loew's, RKO, 20th-Fox, Paramount, Columbia, Universal and United Artists. The plaintiff's attorney is Seymour Simon.

Last week, the Jackson Park Theatre's supplemental damage suit, which was pending in Federal Court here since 1942, was settled for $454,000.

End of 'Recession' Looms: Youngstein

Indications at present are that industry thinking in terms of "recession" and "retrenchment" is about to end, Eagle-Lion advertising-publicity vice-president Max E. Youngstein declared on Friday in an address as president of the Associated Motion Picture Advertisers. He spoke at an AMPA luncheon-meeting at which film star Irene Dunne received in behalf of RKO Radio the Protestant Motion Picture Council's annual award to "I Remember Mama" as the "best picture of 1948."

Youngstein cited as evidence of his observation an interview with William M. Dozier, vice-president and associate production head of Universal-International, appearing in the Jan. 29 issue of *Motion Picture Herald*, by William R. Weaver, the *Herald's*

(*Continued on page 4*)

Maryland, Too, May Censor Video Films

Baltimore, Jan. 30.—The Maryland State Board of Censors is understood to be seriously considering adopting an amendment to its censorship regulations providing for the compulsory submission to it of all television motion pictures, requiring a fee for inspection and a board seal to appear on each film to be televised.

Pennsylvania last week enforced such a rule, as previously disclosed.

Telecasters Will Fight Pa. Censors

Pennsylvania State Censor Board's newly-promulgated regulation directing that all television motion pictures be submitted for approval as a requisite to their use on video will be contested by that industry on the grounds that the measure runs counter to Interstate Commerce laws. Other objections will be raised but this will be the main argument, it is said here.

Position is taken that many of the film programs televised in Philadelphia originate in other cities, thus the regulation is contrary to free interstate commerce. Censorship of films in theatres is another matter, it is pointed out, in that the picture is given its immediate projection in the theatre itself and no other state is involved.

Scope of New Ascap Video Pacts Studied

Telecasters are examining the scope and specific nature of the music rights which American Society of Composers, Authors and Publishers has authority to license as discussions continue on the first non-gratis Ascap contracts to be issued in the video field.

Negotiations on actual terms must await determination of the extent to which the video stations would be covered with a standard license for music reproduction and for the special pact which entails additional fees.

Groups of costumed singers, reproduction of props used in a stage or motion picture "production" numbers and other staging devices and music presentation methods are being studied in their relationship to Ascap licensing. Continued progress is being made on these points, it is said.

TOA Demands Film Sales To TV Stop

Membership Also Urged To Enter Video Field

WASHINGTON, Jan. 30.—The TOA television committee strongly opposed the practice of major film companies in making their films available for television broadcasting and warned them that a continuation of such a policy might bring TOA reprisals.

At the same time the committee made sweeping recommendations to plunge exhibitors into the television business. Among the recommendations presented to the TOA board by the committee headed by Mitchell Wolfson were these:

That TOA take appropriate steps before the FCC to secure allocations of frequencies for theatre television; that each TOA member carefully analyze his own market and consider whether he should, on his own or with others, apply for a television license; that TOA explore the possibility of providing theatres with an exhibitor television service through use of a common carrier system.

Ask TOA to Warn Producers

The committee recommended that all film producers and distributors be advised by TOA in the "strongest possible terms," that it would be "a grave danger and injustice to provide television with motion picture films designed and created for exhibition in theatres and which have been made possible by theatre exhibitors."

The committee said this stand was not based on any desire to hamper television but rather on the belief that the policy of these producers would,

(*Continued on page 4*)

Para. Brief Today; Others Are Delayed

Paramount's brief in the industry anti-trust suit will be submitted to the New York Federal Court and the Department of Justice today, presumably along with proposals for the new industry arbitration system. Warner and 20th Century-Fox will file tomorrow or Wednesday because of printing delays and late corrections. Loew's and the Little Three have had their filing time extended.

Personal Mention

HOWARD LE SIEUR, United Artists advertising-publicity director, will return to New York today from Hollywood.

•

NED E. DEPINET, RKO president, ROBERT MOCHRIE, RKO distribution vice-president, and S. BARRET McCORMICK, RKO Radio head of advertising, left Hollywood yesterday by plane for New York.

•

SAM SHAIN, exhibitor relations head for 20th Century-Fox, is in Charlotte to attend the convention of the Theatre Owners of North and South Carolina there.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, has arrived in New York from the Coast.

•

JULES B. WEILL, Masterpiece Productions president, arrived here yesterday after a two weeks' vacation in Florida.

•

EDGAR L. WALTON, Republic assistant general sales manager, left here over the weekend for Denver.

•

CHARLES LEONARD, Charlotte Astor Pictures representative, is in Atlanta for a week.

•

HARRY L. KERR, Screen Guild salesman in Charlotte, is the father of a daughter, born Jan. 26.

•

GEORGE BROWN, Paramount studio publicity director, is due here from the Coast next Friday.

•

EDWARD ALPERSON left here for Hollywood over the weekend.

Free "Bad Boy" Trailer

HOLLYWOOD, Jan. 30.—A special trailer and accessories are being made available gratis by National Screen Service to theatres holding premieres of Allied Artists' "Bad Boy," the film sponsored by Variety Clubs International.

Gloria Bell Dies at 22

Mrs. Gloria Bell, 22, daughter of Ken Prickett, M-G-M exploitation representative in New England with headquarters in Boston, died at her home in San Antonio on Friday, it was learned here. Death came suddenly.

Ann Williams, 60

CHICAGO, Jan. 30.—Funeral services will be held here tomorrow for Ann Williams, 60, wife of Frank Williams, head film booker for Warner Theatres here. Mrs. Williams died of a heart attack Friday morning.

'Fame' Award to Stern

Motion Picture Daily—Fame scroll was presented to Bill Stern, voted Best Sportscaster in the DAILY's radio poll, on his National Broadcasting program on Friday night.

Tradewise . . .

By SHERWIN KANE

PUBLIC curiosity about that amusement world baby with the over-activethyroid, none other but television, seems to be concerned largely with what it will do to motion pictures. Or phrased another way, What will motion pictures do about television?

The public assumption that television will challenge motion pictures, first and most directly, is falacious, according to the best opinions we are able to get from advertising executives whose future livelihood depends upon their ability to chart the dollars and cents value of television from day to day just a mite more accurately than television promoters themselves.

Advertising men right now are trying to find the answer, not to what television will do to motion pictures, but what it will do to radio. In their cycle, that answer requires discovery long before the need arises to solve whatever riddle television may present to motion pictures.

Already the advertising world is looking for reductions in radio network rates commensurate with the loss of radio listeners to television. They confidently expect important rate adjustments in the very near future.

There is no such immediacy about the motion picture industry's competition from television.

•

Advertising specialists in the television field do not say that the new medium will not affect motion picture theatre attendance.

What they do say is that it will affect radio and other home diversions first and more importantly.

They know that the home in which a television set is in use harbors no listeners to radio programs on competing time segments, with the possible exception of outstanding or unusual radio attractions, of which there are not too many.

For radio, that is a problem as of now, not the future.

What is radio doing about it?

Well, CBS for one certainly is doing something about it.

It is rapidly gathering to itself radio's outstanding programs.

Its apparent reasoning is that if radio's best can't compete successfully with television, then network radio is done for completely, and CBS will, at the very least, have some mighty fine attractions to switch from radio microphones to television cameras.

•

The point that most advertising executives appear to be agreed upon is that television's audience is fundamentally a stay-at-home breed. They are people who, if they were not parked before the home television set, would be reading a newspaper, magazine, novel or school text book; would be playing bridge or gin rummy, or just sitting around gossiping the time away, albeit most of them with radios turned on.

They do not believe that the placid elders, the daughters without a date for the evening, the sons with home work to do, who comprise much of the television audience of today, would be at the movies if they were no television set in the home. They would be far more likely to be right where they are, which is where they were of an evening before television ever came into their lives, for the belief is that they are largely those same persons who comprise the age groups and social stratas which motion pictures count among their most elusive prospects.

That is, as of now.

As television programs improve and sets in use increase there no doubt will be a very serious changing of the audience pattern. But that places the motion picture's television problem well behind those of the radio industry, the book, magazine and newspaper publishers, even the playing card manufacturers and the phonograph, record, piano and musical instrument manufacturers, anyone, in fact, who caters to home diversions.

Advertising men add that the forthcoming reductions in radio network advertising rates undoubtedly will be transferred to television by most advertisers. That will hasten the day of better television programming, the effects of which will be to bring into clearer focus exactly what the medium is likely to mean to motion pictures and theatres when it is settled in its rightful place as one more diversion available to the public in its constantly increasing leisure hours.

Newsreel Parade

OPERATION Haylift, as well as news from Israel, Italy, Berlin and Russia are highlights of current newsreels. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 9—Operation Haylift. Giant bomb removed in London. Mexican floods. Pets receive blessing in Rome. David Ben-Gurion wins Israel backing. Mao Tze-Tung Red victor in China. Tyrone Power meets De Gasperi. New bomber. Baseball. Ski jumping. Water skiing.

NEWS OF THE DAY, No. 243—Missing spy witness caught. Ben-Gurion wins Israel's first election. Animals receive special blessing. London digs out deadly war bomb. Fashions. Aqua-ski thriller. Baseball: 1949 debut.

PARAMOUNT NEWS, No. 46—Film record of Russian peace offensive. Cold war over 'I Chose Freedom.' News on the novel side: metallic bathing suit. Koala bears in Australia. New super jets.

UNIVERSAL NEWSREEL, No. 217—Operation Haylift. New jet. News in brief: Italian warships; Works of art arrive from Italy; New swim suits. Ski club. Water skiing.

WARNER PATHE NEWS, No. 48—Overseas news: Berlin, Monte Carlo, Marseilles. Pulptown. Metal bathing suits. Koala bears in Australia. Sports: baseball school in Florida; Lou Boudreau signs baseball contract.

E. C. Mills Leaving; To Reside on Coast

E. C. Mills, member of the United Artists board of directors, will leave here tomorrow for the Coast where he will reside in the future.

Mills has submitted his resignation to the U.A. board because of his change of residence but it probably will not be accepted until the special directors' committee on financing and reorganization of U.A., of which Mills is a member, is dissolved.

The last of a series of farewell luncheons for Mills was given to him on Friday at the Lambs Club by the officers of the Times Square branch of Chemical Bank and Trust Co., of whose advisory board Mills is a member.

8th WB Stockholder Suit

Marking the eighth such action to be taken since last Sept. 20 against Warner executives, Warner minority stockholder Abraham Fistel has filed in U. S. District Court here a suit against United States Pictures, Warner Brothers, Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner, Morris Wolf, John E. Bierworth, Samuel Carlisle, Albert Warner and Samuel Schneider, alleging conspiracy in behalf of United to the detriment of Warners. Suit asks for an accounting on a production-distribution deal made in 1945 between the two companies.

Dividends Non-Taxable

Four 25-cent dividends paid in 1948 to General Precision Equipment stockholders has been tentatively ruled nontaxable by the Internal Revenue Bureau, according to Ralph N. Harder, GPE treasurer.

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US Ticket Tax

(*Continued from page* 1)

through November, 1947. A comparison of actual box-office business, rather than tax collections, for 1948 and 1947 will not be possible until the January, 1949 tax collection figures are made available at the end of February. It is said here to be hard to see how the January figures can change very greatly the over-all picture of only the slightest drop in ticket tax income.

Many exhibitors point out that general admissions tax figures include admissions to sports events, legitimate theatres, and other shows, and claim that it is possible than an increase in the take of those fields may cloak a sharper motion picture theatre business decline. They also point out that even if business has held up very well, their costs have risen sharply, and hence their profits are badly cut. In any event, motion picture theatres pay the bulk of ticket taxes.

General admissions tax collections in December, 1948, were $37,927,132, a shade higher than the $37,785,638 collected in December, 1947. December was the fifth month in which 1948 collections exceeded those in the comparable 1947 period.

Total admission tax collections for December, 1948, including roof garden and cabaret taxes and taxes on leases, overcharges and other miscellaneous items as well as general admission tax collections, were $42,761,330, compared with $42,930,914 in December, 1947.

Lockwood Challenges Tax Figures As Theatre Barometer

WASHINGTON, Jan. 30.—TOA president Arthur Lockwood today sharply challenged the idea that government tax collection figures mean motion picture business was as good in 1948 as in 1947. Lockwood said these figures must be viewed with four serious reservations:

1) He estimated that 500 new drive-in theatres have opened since the war's end and another 500 closed-in theatres. Collections from these 1,000 new theatres could mask a drop in general business, since there is no comparison of the number of theatres covered by the figures from year to year.

2) Theatre prices in many areas have been inching up, meaning that attendance could fall without tax collections falling.

3) There is no breakdown on the amount of general admissions tax collections that come from motion picture theatres. Rather, they are lumped with taxes from sports events, concerts, legitimate theatres and other general admissions. A rise in these collections could offset a drop in film tax collections.

4) Even if grosses did remain steady, rising costs mean lower profits for the exhibitor.

TOA executive director Gael Sullivan revealed that TOA had requested the Treasury Department to make available a further breakdown of the admissions tax collections, with receipts from motion picture theatres specifically segregated. He said the request had been made to Under-Secretary Foley, and that the Treasury's attitude was "generally favorable." A definite answer is expected within 10 days or two weeks, he said. He added that Foley's only hesitation seemed to be from a fear that other industries paying excises would make similar demands.

Sullivan said there would be two great advantages from such a breakdown: The industry could see exactly what areas were experiencing box-office slumps, and local groups could use the figures in fighting local taxes, as indications of how much they were already paying in federal excises.

Seaton Urges T-H Repeal

HOLLYWOOD, Jan. 30. — George Seaton, Screen Writers Guild president, has urged repeal of the Taft-Hartley law in telegrams to Senate and House labor committees and to all California congressmen.

Video Package Plan

United World Films television department has developed a new leasing plan under which 11 series of short subjects have been packaged with stations permitted to retain the reels in their libraries for more than one showing over a specified period, rather than rent each reel separately.

Congressmen Favor Ticket Tax Cut

WASHINGTON, Jan. 30.—Theatre Association of America executive director Gael Sullivan said here at the weekend that the Congressmen who attended the dinner given here Thursday night by TOA's Arthur Lockwood, and Sullivan were "sympathetic" to the idea of reducing the 20 per cent levy, but they all pointed out that final responsibility lay with the House Ways and Means group.

Nine Democratic Congressmen who broke TOA bread were: House Majority Leader McCormack of Massachusetts, House Judiciary Committee Chairman Celler, and Reps. Mansfield of Montana, Fogarty of Rhode Island, Young of Ohio, Comer of Mississippi, Havenner of California, Kirwan of Ohio and Price of Illinois. Rep. Hagan of Minnesota was the lone Republican.

Canadian Firm to Make M-G-M Records

M-G-M Records has granted a franchise to Quality Records of Toronto for the exclusive manufacture and distribution of M-G-M records in Canada. Quality is a newly-organized corporation controlled by All-Canada Radio Facilities, operators and owners of a number of radio stations. A large plant is being erected in Toronto.

On the board of Quality are Harold Carson, president of All-Canada Radio; Clifford Sifton and Eric Harvie, newspaper executives; A. G. A. Spence, banker; Guy Herbert, general manager of All-Canada Radio; C. C. Moskowitz, L. Friedman of Loew's, and Frank Walker, company head.

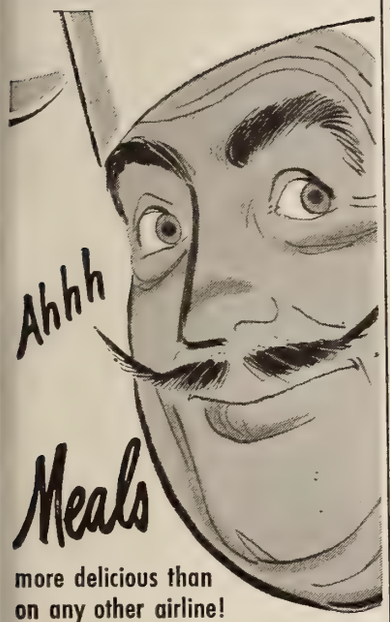
MGM Coast Meetings To Start Tomorrow

HOLLYWOOD, Jan. 30.—Preliminary meetings pertaining to M-G-M's forthcoming "preview of product" and sales conferences are scheduled to get under way Tuesday at the Culver City studios with the arrival there of William F. Rodgers, sales vice-president and general sales manager, from New York.

Upon his arrival, Rodgers will confer with studio executives Louis B. Mayer, Dore Schary, Edward Mannix, Howard Strickling, Ralph Wheelwright and others relative to plans for the studio screenings and preview of at least nine new pictures to be released after March 1. Among the productions most likely to be ready for screening are "The Stratton Story," "Neptune's Daughter," "The Barkleys of Broadway," "Take Me Out to the Ball Game," "Little Women," "Great Sinner," "Edward, My Son," and "The Secret Garden."

M. L. Simons, editor of *The Distributor* and assistant to H. M. Richey, arrived from the East on Jan. 26 for conferences with Strickling and his staff. He also will meet with Rodgers in finalizing the program of activities for the 70 sales, field and home office executives who will gather for the sessions, the first of its kind to be held here by M-G-M in more than 11 years.

Accompanying Rodgers from New York will be Irving Helfont, home office assistant to George A. Hickey, Western sales manager, and Burtus Bishop, Jr., Midwestern sales head with offices in Chicago.



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JACK BAILEY* HAS SWITCHED TO "FAMILY HONEYMOON"



"I always thought 'The Egg and I' was the funniest picture I ever saw . . . until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Emcee of "Queen for a Day"

TOA Board Meet

(*Continued from page* 1)

by cutting attendance, make it impossible for theatres to support topnotch productions.

The committee said producers who allow television advertisers to "give away" their product would soon find that they had jeopardized their own welfare by diminishing box office returns.

TOA, the committee said, should keep track of films finding their way to television screens so that TOA members "may correctly assess the damages caused by such unfair practices and may be enabled to take those steps legally permissible to protect their businesses."

The report commended "those industry leaders who have adopted a long range view to protect their own business and the business of their exhibitor-customers and have declined to make available for television those films created and paid for by motion picture theatres."

Recommended TV Trailers

Another recommendation was that producers use specially made trailers to sell films through television as part of national pre-release campaigns. Producers, the National Screen Service and exhibitors should also investigate the possibility of making trailers for television to be rented by thetres for advertising over local television stations.

Committee members were Walter Reade, Jr., M. A. Lightman, Marcus Cohn and special consultant Bob Horne. They held a series of meetings on Thursday and Friday with top FCC officials.

Among other reports, conclusions and recommendations given at the TOA mid-winter board meeting here Friday and Saturday were:

Reduction of the 20 per cent admission tax is imperative, and while the outlook for a cut is not too bright, there is still a chance and a vigorous fight should be made.

National Screen Service can do a lot better by exhibitors and exhibitors should not enter exclusive contracts with the company.

Meet with Harmon Tomorrow

A special committee should meet tomorrow with Motion Picture Association vice-president Francis Harmon to enlist distributor suport in fighting unfair competition from theatres on Army and Navy posts and installations.

Dues will be assessed on an annual basis, instead of the present two-year basis, with the next collection in September.

TOA membership continues to expand, with a new unit due in April in Colorado, the Colorado Association of Theatre Owners, and another unit due within 90 days in Ohio, hitherto an Allied States preserve.

Conciliation boards have been set up by 10 state units, and five more are in the process of formation. Allied has joined in three so far.

In between meetings, the board members heard off-the-record luncheon speeches from Under-Secretary of the Treasury Foley, Attorney General Clark and FCC chairman Coy, were the guests of the MPA at a cocktail party Friday evening, and attended a special screening of the four industry public relations shorts.

Executive director Gael Sullivan said that the extra 10 per cent admissions tax had been imposed with the understanding it would come off as soon as the war emergency was over, and that that time had come. "This tax and rising costs have so thinned the profit margin that it is now imperative it be removed," he said.

TOA president Arthur Lockwood stated that "small exhibitors particularly have been getting squeezed by rising costs plus lower attendance due in part to the tax. Many of them say that they net less each week than they pay in taxes."

He said that if the tax were cut, he was sure "practically every exhibitor would pass it along to his customer. That's what happened after World War I."

Officials Express Optimism

Sullivan and Lockwood refused to be pinned down on the outlook for tax reduction at this session of Congress. They said the Congressmen they talked to at the dinner Thursday night were generally sympathetic but stressed the need for high government revenues and the claims of other industries for tax reduction.

Sullivan did say, "I wouldn't have asked these congressmen to dinner if I weren't hopeful about it. I am more hopeful today than when I came down here. If exhibitors, merchants and unions will all bring pressure on every member of the Ways and Means Committee to remove this tax on this necessary and popular form of entertainment, it will come off."

Lockwood said, "I think there is a chance, and we are going to pursue it."

Avoid Local Tax Problem

Sullivan said that no position had been taken on the host of local and State taxes that threaten exhibitors, explaining, "That is a local problem."

The committee to confer with Harmon on Army-Navy theatre competition is headed by A. Julian Brylawski, with Paul Williams and Fred Kent the other two members.

Sullivan said the two problems were admission of unqualified civilians to Army-Navy low-admission theatres and the effect on the exploitation and return to private exhibitors of pre-release film showings at post theatres. TOA president Arthur Lockwood said the committee's work would be "exploratory."

"MPA made the arrangements with the government," he said. "We assume they had good reasons. We want to find out what they were."

Sullivan said that the big trouble was the effect on box-office business of pre-release of films at nearby Army or Navy theatres. He said there haven't been many complaints about civilian admissions, "but where there have been complaints, they've been very serious."

He estimated that there had been about six such "serious situations." He cited Newport, Rhode Island, as one particularly bad spot.

The TOA executive director said he would continue his efforts to get cheaper film transportation. He indicated he had gotten nowhere so far with the Postoffice Department in his request for railway postoffice service for films.

Railway Express, he said, is carrying on a national survey to see the volume and type of film business before entering into any talks about cutting express rates for films. The railroads gave him a runaround in his attempts to get film transported by baggage, referring him to Railway Express. Finally, he said, TOA was still working with bus companies to remove the Interstate Commerce Commission's rules against bus companies carrying inflammable films.

Review

"A Man About the House"

(*London Film—20th Century-Fox*)

STARTING leisurely, "A Man About the House" tosses up some stormy emotions, and as is usual with British pictures, it has some effective character construction. The story is a mature and engrossing one, of general appeal, but belonging to the adult audience classification. Based on a novel by Francis Brett Young, it tells of two genteel British spinsters who go to an Italian town where they have inherited a villa and eventually find their entire lives transformed.

Cast in the leads are three actors of distinction but who are little known on these shores. They are Kieron Moore, who plays the romantic, scheming peasant who runs the villa, and Margaret Johnston and Dulcie Gray as the prim spinsters. At first the two ladies go to the Italian town intent upon selling their villa but soon they surrender to its charms, its scenery, music, and way of life. At the same time Moore cynically works his way into Miss Johnston's affections and then marries her as part of a plan to take away the villa. Now, by slow stages, he begins to feed her poison. In time he is exposed and he hurls himself off a cliff. His wife, however, still loving him, is sheltered from the knowledge of his poisonous intentions.

In the background of the story is a romance between Miss Gray and Guy Middleton, a visiting doctor who discovers Moore's plan in time. Leslie Arliss has done a capable job of direction, building up suspense cumulatively. A London Films production, it was produced by Edward Black and adapted by John Perry.

Running time, 93 minutes. Adult audience classification. For February release.

MANDEL HERBSTMAN

Salesmen's Insurance

(*Continued from page* 1)

national treasury pending the death of one of its members, whose next of kin then will receive $5,000. Thus, the $10,000 is being held in reserve to cover the deaths of two members. As soon as a $5,000 insurance benefit is paid, Colosseum members each will contribute $5 more to bring the fund up to $10,000 again.

N. Y. Colosseum Sets March 21 For 1st Annual Dinner-Dance

New York lodge of the Colosseum of Motion Picture Salesmen of America has set March 21 for the holding of its first annual dinner-dance at the Tavern-on-the-Green here, it was announced yesterday by lodge chairman Charles Penser. The arrangements committee consists of Leo Greenfield (chairman), Robert Finkel, Jules Reiff and Meyer Solomon.

Allied on Flat Rental

(*Continued from page* 1)

rental and which percentage, and to whom.

A detailed report of the committee, which is headed by Col. H. A. Cole of Texas, will be submitted to the Allied board at its Feb. 14-15 meeting in Washington, the committee announced at the weekend prior to leaving New York. Meanwhile, the four-man group is scheduled to return here next week for additional conferences, particularly with RKO Radio distribution vice-president Robert L. Mochrie who is not due to return here from the Coast until today.

Instructed by the national Allied convention in New Orleans on Dec. 1 to apprise the sales head of the organization's opposition to so-called "forced percentage" playing, the Cole committee told company executives that the "practice of forced percentage playing is economically and morally unsound because: (1) it discourages showmanship and leaves little or no incentive for the exhibitor to advertise and exploit the picture; (2) it results in improper playing time; (3) it creates constant friction between buyer and seller, and (4) it adds a financial burden upon the industry in cost.

Ainsworth Condemns Practice

The resolution, which instructed Allied president William L. Ainsworth to name the "forced percentage" committee, characterized percentage selling as "an unwelcome partnership" between exhibitors and distributors. "Forced percentage playing," the resolution held, "gives the distributors an interest in and a control over the independent theatres contrary to the spirit and intent of recent court decisions, and, in addition, enables them to drain off most and sometimes all of the profits in the guise of film rentals, thereby imposing a severe hardship on those theatres, especially the small and low-grossing ones."

On the Cole committee's agenda for conference last week were: Andy W. Smith, Jr., 20th-Fox; Charles M. Reagan, Paramount; Gradwell L. Sears, United Artists; A. J. O'Keefe, Universal-International; William F. Rodgers, Loew's; Ben Kalmenson, Warner, and A. Montague, Columbia.

End of 'Recession'

(*Continued from page* 1)

Hollywood editor. The AMPA president quoted liberally from the Weaver article wherein Dozier deplores the fact that advertising expenditures were "axed" by the film companies along with other costs when the so-called "recession" came. That, Dozier indicated, was a "penny-wise-pound-foolish advertising policy," according to Weaver's article.

Other speakers at the meeting were Francis Harmon, vice-president of the Motion Picture Association of America; Dr. Daniel A. Poling, president and editor of *Christian Herald;* Mrs. Jesse Bader, president of the PMPC, who presented the award to Miss Dunne. RKO Radio president Ned E. Depinet and distribution vice-president Robert Mochrie sent telegram greetings to AMPA from Hollywood which were read by Youngstein.

Mrs. Bader told the gathering of about 200 that 80 per cent of the pictures reviewed last year by her organization were recommended to PMPC's constituency, and that 40 per cent of the pictures reviewed were given "family" ratings.

FIRST IN FILM NEWS

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VOL. 65. NO. 22 NEW YORK, U.S.A., TUESDAY, FEBRUARY 1, 1949 TEN CENTS

Clark Favors New Plan of Arbitration

Wants Exhibitor Views On That and Bidding

WASHINGTON, Jan. 31.—U. S. Attorney General Tom Clark said here that he believed the arbitration plan being proposed by the Paramount case defendants would be "very helpful and would give exhibitors protection in the selection and availability of films."

At the same time, he said, he believed exhibitors had a right to be heard on the proposed plan, and that he would be glad to have the views of exhibitor organizations.

Clark made the observations in a brief talk at the Theatre Owners of America board meeting here Saturday. On another aspect of the Paramount case, the Attorney General admitted that competitive bidding "is going to be pretty hard to control. We don't want a dog-eat-dog system

(*Continued on page 6*)

Theatres Handicap Video Applicant: Coy

WASHINGTON, Jan. 31.—Federal Communications Commission Chairman Wayne Coy admitted here that the theatre owner applying for a television station may start out with one or more strikes against him merely because he is a theatre owner.

Speaking at the Theatre Owners of America board luncheon Saturday, Coy said that the FCC has a policy of trying to get radio broadcasting in the hands of diverse people, and not let-

(*Continued on page 6*)

TOA Hits Rentals On Industry Films

Washington, Jan. 31. — A resolution that producers-distributors bear half the cost of the industry public relations films, "The Movies and You," instead of exhibitors paying full single-reel rental prices for them, as now proposed, was adopted by Theatre Owners of America executive committee here.

The payments would go into a revolving fund to finance future pictures.

TOA Convention Set For Los Angeles

Washington, Jan. 31.—Theatre Owners of America has selected Los Angeles for its next national convention. The date for the meeting has not been set yet but it is likely to be held early in October rather than in September, as has been customary.

Carolinas' Meeting Weighs Conciliation

CHARLOTTE, Jan. 31.—Theatre Owners of North and South Carolina were promised the cooperation of 20th Century-Fox in whatever plan of conciliation they decide to introduce in this exchange territory.

A. W. Smith, Jr., 20th-Fox sales manager, told the semi-annual exhibitor convention which opened here today, that there have been no court suits in territories in which the conciliation plan he first introduced in conjunction with Ben Berger in Minneapolis, is in effect. He explained the plan to the meeting, which also heard an account of the Theatre Owners of America's regional conciliation plan, and promised his company's cooperation with whichever plan is approved by the meeting when put to a vote tomorrow.

Arthur Lockwood, TOA president, reported to the meeting on television

(*Continued on page 3*)

Cowdin, Blumberg Cite Industry's 'Inherent' Strength

Many factors of underlying strength in the industry often seem to be ignored in current appraisals of the industry's condition and outlook, J. Cheever Cowdin, chairman of the board of Universal, and N. J. Blumberg, president, declared yesterday in an analysis of the industry contained in the company's annual stockholders' report.

The industry possesses certain inherent qualities of great basic stability, they pointed out. "Recreation is an essential human need—and the 'movies' provide this need in its most popular form," they stated. "Its appeal is to the whole family. It is in-

(*Continued on page 3*)

'U's' 1948 Net Loss Put at $3,162,812

Universal yesterday reported that restrictions on dollar remittances from foreign markets, high costs in production and distribution, and some falling off in domestic attendance caused a net loss of $3,162,812 for the year ended Oct. 30, 1948, after a tax credit of $1,240,000. This compares with a net profit of $3,230,017 in the preceding year.

J. Cheever Cowdin, chairman of the

(*Continued on page 3*)

Reagan Quits Post as Para. Sales Manager

Balaban To Name New Manager in Few Days

Charles M. Reagan yesterday announced his resignation as a director of Paramount Pictures and as vice-president in charge of distribution.



Charles M. Reagan

At the same time, Barney Balaban, president of Paramount, announced that he had accepted Reagan's resignation "with the deepest regret." Balaban further stated: "Charlie Reagan leaves us after many years of devoted effort in behalf of our company during which he has contributed much to its welfare.

"My warm personal relationship with him moves me to express my sin-

(*Continued on page 3*)

Para., US Meet on Final Decree Draft

Paramount home office executives were in Washington yesterday for what appears to be the final series of meetings, this week, on the precise language and details of terms of the company's settlement with the government of its part in the industry antitrust suit. It is understood that the delegation comprised Leonard Goldenson, theatre vice-president; attorneys Louis Phillips and Walter Gross and Robert O'Brien, corporate secretary.

Under the anticipated consent de-

(*Continued on page 3*)

Wrather Hits Banks' 'No-Risk' Policies

Because banks engaged in financing independent production "have taken film loans out of the business category and put them into the 'personal' category," independent producer Jack Wrather will make his next picture, "Crackdown," with his own resources

(*Continued on page 3*)

TOA Asks All-Industry Meet; Ticket Tax Action

WASHINGTON, Jan. 31.—Theatre Owners of America executive committee at its next meeting, probably in the near future in New York, will call on Eric Johnston to re-schedule the all-industry meeting to consider major problems confronting the industry.

Such a meeting was to have been held in Hollywood during January, with representatives of exhibitor organizations in attendance, but was called off after exhibitor acceptances had been given.

Other resolutions adopted by the meeting here at the weekend included:

A resolution that producers and distributors cease supplying Army and Navy theatres with films until after they had been shown in all competitive privately-owned theatres.

A suggestion from executive director Gael Sullivan that exhibitors use

(*Continued on page 6*)

Bob Bowers Heads Mid-south Allied

Memphis, Jan. 31.—Named manager of Allied Theatre Owners of the Mid-south, Inc., Bob Bowers of Memphis, for five years with M-G-M, will open permanent offices Feb. 7 at the Hotel Chisca here.

The new Memphis chapter of Allied will hold a meeting on Feb. 9 at the Chisca for all independent exhibitors in the territory. Allied leaders, including William L. Ainsworth, national president, and Trueman J. Rembusch, national treasurer, who will speak.

Personal Mention

JAMES M. MULVEY, president of Samuel Goldwyn Prod., is expected back in New York today from Detroit.

•

HARRY GOLDBERG, Warner theatre advertising-publicity director, will return here today from Chicago and Milwaukee.

•

GEORGE SEATON, Screen Writer Guild president and 20th Century-Fox writer, is in New York from the Coast en route to Europe.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of the Virginia TOA at Roanoke on Feb. 7.

Ascap's Convention To Open Here Today

First convention of the American Society of Composers, Authors and Publishers since before the war will open at the Waldorf-Astoria Hotel here today with 68 field representatives in attedance. Fred Alhert, president, and Herman Greenberg, licensing chief, will be among executives who will address today's session. Purpose of the three-day meeting is to acquaint the field personnel with the functions of various home office departments and executives. Public relations also will be taken up, it is expected.

Interest in Ideal Bought by Esquire

CHICAGO, Jan. 31.—Purchase of the controlling interest in Ideal Pictures Corp. by Esquire, Inc., has been announced by David A. Smart, chairman of the board of the latter. The acquisition is part of a planned expansion in the 16mm. field by Coronet Films, a subsidiary of Esquire.

Ideal will continue to operate with emphasis on the distribution of non-theatrical films.

18 Millions in E-K Employees' Savings

ROCHESTER, N. Y., Jan. 31.—Savings of Eastman Kodak employes in the Eastman Savings and Loan Association reached a record high of $18,280,046 in 1948, according to the association's annual statement issued today. This is an increase of $2,616,149 over 1947.

Wolfberg Enters Video

DENVER, Jan. 31.—John M. Wolfberg, president of Wolfberg Theatres, is president of a new television company, formed to take over the pending application of Gifford Phillips for a television permit. Phillips is also a member of the new company, and so are Harris P. Wolfberg, John's father, and Quigg Newton, mayor of Denver, among others.

Tri-State Exhibitors Fearful of Floods

MEMPHIS, Jan. 31.—Exhibitors and distributors in flooded sections of Arkansas, Mississippi and Tennessee had their fingers crossed today as freezing weather and four to six inches of snow followed floods which washed out bridges, flooded highways and drove families in lowland sections to higher ground.

Film Transit of Memphis reported it was getting through with film to all sections but there are several emergency situations that require special effort. Film Transit drivers reported that in some cases film had to be rowed across swollen streams to exhibitors who waited on the other side in their cars. This was because a highway or bridge was flooded out. There were other such temporary makeshift arrangements.

Four mid-South theatres were closed temporarily as a result of the weather. Charles Bowen closed his Joy theatres at Shannon and Nettleton, Ark., because of bad weather. Operator B. H. Trotter closed the Princess at Calico Rock, Tenn., because films sent by parcel post did not reach him. W. C. Ellis closed the Wesco and switched his film to the Ellis at Cleveland because bad weather did not justify operating both houses.

C. Goetz Joins Roth In Three Companies

Charles S. Goetz has joined George Roth in Four Continents Films, Royal Pictures, Inc., and Viro Pictures, to distribute product in both the reissue and new films markets. In addition to theatrical and non-theatrical distribution, Goetz and Roth also plan to enter distribution in the television field.

New product now being prepared includes "Appointment with Crime," "Woman to Woman," "The Agitator" and "Laughing Lady." Currently in distribution are "Murder in Reverse," "Love on the Dole," "Springtime" and "Waltz Time." They are also handling the American and Canadian distribution of "Nanook of the North" and "Street Corner."

Zeitels Will Handle Foreign Productions

Harry Zeitels has resigned as sales manager for Mayer-Burstyn, Inc., to enter his own business as national sales representative for several foreign distributors. He will open his own offices here within two weeks.

Zeitels has been in the industry since 1918 when he joined Vitagraph. He was with RKO for 17 years before becoming associated with Mayer-Burstyn, with whom he was associated for the past two years.

Johnston Denver Address

DENVER, Jan. 31.—Eric A. Johnston, president of the Motion Picture Association of America, will talk on "Business and the State of the Nation" at a luncheon-meeting of the Denver Chamber of Commerce on Feb. 7.

Army Film Library To Aid Telecasters

WASHINGTON, Jan. 31.—The Army has set up a special television film library to supply official motion pictures to television stations for use on television programs, it was announced yesterday.

Demand from video broadcasters for official films has been increasing rapidly, the Army said, and the library is designed to simplify service to television stations and to overcome difficulties that have been encountered in obtaining legal clearance of many Army films for televising. Some films in the library collection have been cleared in full, while footage has been deleted from other films which could not be cleared in full.

The library, to be known as the Central Television Film Library, is at the Signal Corps photographic Center in Long Island City. Films can also be obtained through public information offices in the six Army area headquarters.

PCCITO Meeting To Pick Poole Successor

PORTLAND, Ore., Jan. 31.—A new executive secretary to replace Robert Poole, who resigned, will be selected by the Pacific Coast Conference of Independent Theatre Owners at its meeting here this week. The organization also will vote on whether to transfer headquarters from Los Angeles to another city.

Among those attending the meeting are: Rotus Harvey, Ben Levin, Homer Tegtmeier and Harold Franklin, San Francisco; Sam Gillette, Tolle, and Harold Kessler, Bingham Canyon, Utah; Charles Minor, Los Angeles; Hugh Bruen, Whittier, Cal.; C. J. Severson, Wold Point; Jack Suckflorff, Sidney, Mont.; Le Roy Johnson and L. O. Lukan, Seattle.

New Postponement of Anglo-U.S. Meet Seen

WASHINGTON, Jan. 31.—Due to unsettled conditions in both foreign and domestic industry operations, another postponement of the first meeting of the Anglo-U.S. Film Council is almost a certainty and J. Arthur Rank, chairman of the British group, has been so advised, Eric Johnston, president of the Motion Picture Association of America said here today.

Goldwyn Continues PCA

HOLLYWOOD, Jan. 31.—Samuel Goldwyn will continue to avail himself of the Production Code Administration services of the Motion Picture Association of America until his resignation, tendered on January 18; becomes effective one year from that that date, the producer said here today.

AFL Group Quits MPIC

HOLLYWOOD, Jan. 31.—The Motion Picture Industry Council, which last week appeared to be about to begin functioning on a formal basis, suffered a new setback today when the Hollywood AFL Film Council withdrew its participation.

Taplinger Forms Agency

HOLLYWOOD, Jan. 31.—Robert S. Taplinger today announced the formation of an advertising agency handling entertainment and industrial accounts, to be known as Robert S. Taplinger and Associates. The new film will have offices in Beverly Hills, Chicago and New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount's "My Own True Love" starring PHYLLIS CALVERT · MELVYN DOUGLAS with WANDA HENDRIX
IN PERSON THE THREE SUNS MONICA LEWIS WALLY BROWN LEWIS & VAN Extra BOYD RAEBURN And His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
12 th WEEK! VICTORIA BROADWAY & 46th ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver. Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Reagan Resigns

(Continued from page 1)

cere hope that his plans for the future will be crowned with success and accompanied by the fullest measure of good health and happiness. I know that he carries with him the best wishes of his many friends in our industry.

"I plan to announce the appointment of our new general sales manager within a few days."

Reagan has been with Paramount throughout his entire career in the industry which began in 1920 as a salesman in the Cincinnati exchange. He rose progressively to Indianapolis branch manager; district manager for the Cincinnati, Indianapolis and Louisville territory; district manager at Chicago, and Western division manager to his appointment in 1941 as assistant general sales manager of Paramount. In 1944 he was elected a vice-president and director of Paramount in charge of domestic distribution, following the resignation of Neil Agnew.

Reagan's resignation is not effective immediately and he will remain with the company for a brief period. He stated yesterday he could not announce his future plans at this time.

E. K. O'Shea, assistant to Reagan, has been reported unofficially as a possible successor as general sales manager.

Cowdin, Blumberg

(Continued from page 1)

expensive. It serves a huge mass market embracing every social and economic level."

While "the immediate outlook in 1949 is for a further decline in dollar remittances" from the industry's foreign markets, the Universal executives stated, "there is some reason to believe that we may be nearing the bottom of the trend."

The decline in domestic theatre attendance, Cowdin and Blumberg stated, "contrary to general opinion," was probably less than 10 per cent last year as compared with 1947. "This decline should probably be regarded not so much as a trend, but rather as a leveling off from the abnormal peaks of 1946-47," they declared.

Economy Results Are Hidden

"The results of production economies will not appear to any important degree on income statements for some time because of the fact that the industry still has a backlog of pictures made or committed for at high costs one to two years ago that will continue to have an adverse influence on earnings until they are entirely liquidated," the "U" heads said, adding:

"The unemployment that has developed in Hollywood and in other sectors of the industry emphasizes the need for the industry to act promptly. Demand for the industry's product has not diminished, but the necessity for turning out a quality product at costs commensurate with present revenues has become imperative."

Cooperation of theatre-owners and exhibitors, in affording producers a proper share of revenues from a picture, and in promoting effectively the pictures shown, is particularly essential, Cowdin and Blumberg stated. They pointed out that, with exhibitors able to pick only pictures of known popular appeal, the production end of the business alone bears the major financial risk in making a picture, and in order to justify this risk, must be able to rely on a commensurate proportion of the revenues.

Small Business Com. Will Be Continued

WASHINGTON, Jan. 31.—The House is expected to approve on Wednesday a resolution continuing the special House Committee on Small Business. The House Rules Committee unanimously approved the bill today, clearing the way for floor action at the next meeting of the House.

The resolution is being sponsored by Rep. Patman of Texas, who is in line to head the committee when it is re-established. He was a member of last session's Small Business Committee, which sharply criticized practices of major film producers and distributors.

Univ. 48 Net Loss

(Continued from page 1)

board, and N. J. Blumberg, president, in a report to stockholders, stated that although the company's increasingly drastic economy program has succeeded in bringing about a substantial reduction in costs, these savings have not yet shown up to an important extent in the company's operating figures, "primarily because of the over-all lag that is inherent in the operations and accounting of a motion picture company."

Figures Based on Old Costs

Cowdin and Blumberg told stockholders that "current earnings are still reflecting the results of higher-cost pictures made many months ago and before existing economies could become effective."

Foreign operations, the report continued, have been so rearranged that they cause virtually no drain on the company in terms of dollars. All offices and operations abroad are being conducted almost entirely with foreign currencies.

Inventories and unliquidated advances to producers and others declined $7,771,689, to $25,109,058 at the fiscal year-end, of which $1,750,000 reflected a revision of the company's amortization tables for charging off the cost of pictures after release. This decline, the reported stated, is beginning to reflect the replacement of higher-cost inventory with lower-cost inventory consisting of approximately the same number of pictures of comparable high quality.

Gross Revenues Decline

Gross revenues for the year totalled $57,989,307, a decline of $6,969,098 from the preceding year when the total of $64,958,405 included $3,875,000 received in partial consideration on an arrangement for the reissuance of old pictures. Although representing a drop of 11 per cent, last year's revenues were the highest in the company's history with the exception of the preceding year, the report pointed out.

Gross revenue from the company's pictures abroad, the net earnings of which were realized or are realizable in U. S. dollars, amounted to $19,408,147, compared with $22,648,677 in 1947, a decline of $3,240,530. Dollar remittances from Britain declined to $4,164,000, from $4,880,000 in the preceding year, a drop of 15 per cent.

The company continues to maintain a strong financial position, the report stated. "The ratio of current and working assets to current liabilities improved from 5.75 to one at the end of the previous fiscal year to 7.20 to one."

Wrather Hits Banks

(Continued from page 1)

entirely. Describing the present attitude of the banks toward independent production financing as being responsible for "an unhealthy situation" in Hollywood, the Texas oil man turned producer said here yesterday that he will avoid all "outside" financing, including "second money" so-called, regardless of what the picture may cost.

Here from Hollywood with Mrs. Wrather (actress Bonita Granville) on a two-week combined business and vacation trip, Wrather waxed bitter in explaining recent developments in the field of film financing. He said uninhibited financing methods and policies that prevailed during the lush war period were responsible for the new approach since banks suffered severe losses during the earlier period as a result of some "very promotional" production schemes.

Wrather explained that whereas previously banks would make loans up to 60 per cent of budgets without guarantees, they now will loan no more than 50 per cent and demand unconditional guarantees. In other words, he said, the banks were willing to engage in business risks before, while at present they will take no business risk whatever. Moreover, he complained, the banks insist now on approving scripts, actors, etc., when making loans to independents.

Wrather, whose recently-completed "Strike It Rich," like his three previous pictures, will be released by Allied Artists, said he has been conferring with Eagle-Lion president Arthur B. Krim with a view toward closing a releasing deal for "Crackdown."

Carolinas' Meeting

(Continued from page 1)

developments along the line disclosed at TOA's executive committee meeting in Washington over the weekend. Herman Levy, TOA counsel, and Gael Sullivan, executive director, addressed the meeting on taxation, legislation and other subjects.

MPEA Asks Army for More Dollars Abroad

Irving A. Maas, vice-president and general manager of the Motion Picture Export Association, reported here yesterday that the MPEA has communicated with the U. S. Army on the question of receiving "royalty and costs" for 1949-50 to cover MPEA operations in Germany and Japan. Since the end of the war, MPEA has gotten no returns from its operations in those countries, nor has it recouped costs.

Maas declined to indicate how much MPEA is seeking but it has been reported that the amount is $7,000,000. The subsidy, it is expected, would be in addition to the $457,139 which the U. S. distributors have been guaranteed in Western Germany by the Economic Cooperation Administration.

Griffith Case to Recess

OKLAHOMA CITY, Jan. 31.—Government testimony in the Griffith mandate hearing before Judge Edgar S. Vaught will be completed tomorrow or Wednesday, Justice Department aides said here today. George Wise and Milton Kallis, government lawyers, said that they will ask a recess in the proceedings when all of their witnesses have been heard so they can study Griffith records.

Para. Decree Draft

(Continued from page 1)

cree, Paramount will be divided into two separate companies, one for exhibition and the other for production-distribution.

As reported in MOTION PICTURE DAILY last Friday, Attorney General Tom Clark expects that final papers will be ready "within a week or two weeks."

Meanwhile Paramount has been granted an additional 10 days for presenting its brief and proposed judgment in the suit to the Department of Justice. The latter consented to the extension of the deadline from yesterday to Feb. 10, thus giving Paramount an opportunity to make some revisions in its draft of the brief.

N. Y. Sets Reception For 'Gratitude Train'

New York has prepared an "all out" reception for the French "Gratitude Train" which will arrive aboard the French freighter *Magellan* on on Wednesday, carrying 49 box-cars of gifts from the people of France and the President of the Republic to the people of America. The *Magellan* will be escorted by police and fire boats, and other harbor craft, to the Statue of Liberty, where it will be greeted by a water salute by the fire boats.

The train is an expression of thanks by the French people to the people of America for the "Friendship Food Train," organized a year ago by Drew Pearson with Harry M. Warner as national chairman.

Griffith-Coleman File Anti-Trust Suit

LOS ANGELES, Jan. 31.—Griffith-Coleman, Inc., operator of the newly-opened La Tijera Theatre here, today filed an anti-trust suit in Federal court against seven majors, and one independent theatre circuit, charging discrimination in granting first-run licenses and asking damages totaling $1,317,000.

Defendants in the suit are 20th Century-Fox, National Theatres, Fox West Coast, RKO, Columbia, Universal, Paramount and Prin-Co-United.

Disney in Detroit On SIMPP Suit

DETROIT, Jan. 31.—Walt Disney, a plaintiff in the $8,750,000 anti-trust suit brought by the Society of Independent Motion Picture Producers against United Detroit Theatres and Cooperative Theatres of Michigan, appeared before defense attorneys here today to make a deposition. Marvin Faris, SIMPP executive secretary, is to appear before Federal Judge Arthur A. Koschinski tomorrow for the same purpose.

Disney said he knew little of distribution matters and referred most defense questions to his brother Roy, who may be subpoenaed. Date for the trial has not been set.

Technicolor Finishes Expansion Program

HOLLYWOOD, Jan. 31.—Technicolor has completed its two-year expansion program and has announced that its Hollywood laboratory facilities will permit the processing of 52 feature pictures this year, compared to 31 in 1948.

. . . IN '49, IT'S

"Will rank with 'T-Men' and 'Canon City'!"—Variety

"HE WALKED BY NIGHT"

Starring RICHARD BASEHART, picked by LIFE MAGAZINE for stardom because the women go for him; and Scott "Canon City" Brady



Walter Wanger's
Spectacular, star-studded dramatic romance!

ROBERT CUMMINGS in

"REIGN OF TERROR"

Co-starring Arlene Dahl, Richard Basehart and Richard Hart



"One of the year's 10 best!"

"THE RED SHOES"

Color by TECHNICOLOR

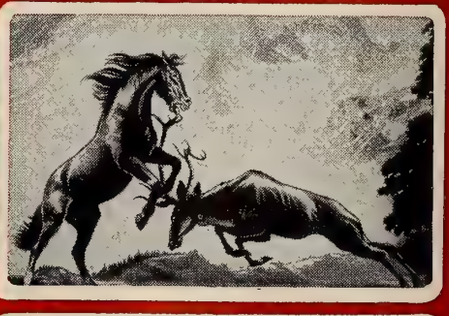
Starring Anton Walbrook, Marius Goring, Moira Shearer
A J. Arthur Rank Presentation



Red Stallion Returns! Greater . . . better than ever before!

"RED STALLION IN THE ROCKIES"

In Glowing CINECOLOR

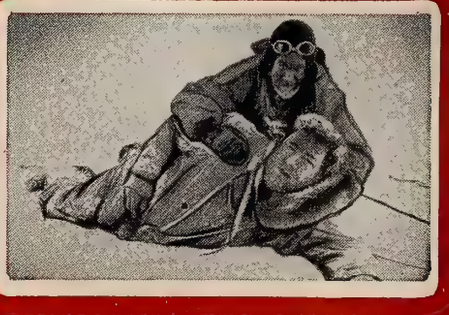


"Magnificent . . . terrifying beauty!"—Variety

"SCOTT OF THE ANTARCTIC"

Color by TECHNICOLOR!

Starring JOHN MILLS of "Great Expectations" fame
A J. Arthur Rank Presentation



JACK SCHLAIFER Presents DRIVE

EAGLE LION!

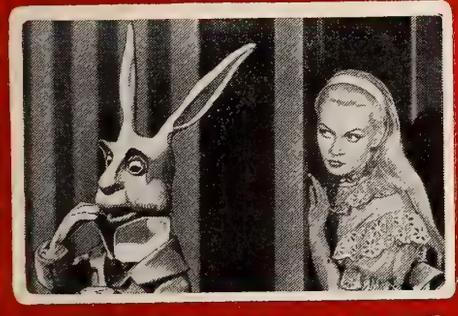


Walter Wanger's *tremendous saga of the Southwest's black gold empire!*

"TULSA"

Color by TECHNICOLOR

Starring SUSAN HAYWARD, ROBERT PRESTON, PEDRO ARMENDARIZ



The world-loved story told in joyous music, color, fun!

"ALICE IN WONDERLAND"

In new ANSCO COLOR!

A Lou Bunin Production, combining Live Action and World-Famous Animated Figures!



"A wacky frolic! Hilarious!"—N. Y. Daily News

HEDY LAMARR and ROBERT CUMMINGS in

"LET'S LIVE A LITTLE"

A United California Production



"THE BIG CAT"

Color by TECHNICOLOR

Great outdoors drama with Peggy Ann Garner, Lon McCallister, Preston Foster, Skip Homeier



"A fine comedy! Racy and lusty dialog and situations!"—Daily Variety

"MIRANDA"

Starring Googie Withers, Glynis Johns, Griffith Jones, John McCallum

A J. Arthur Rank Presentation

4 "RED RYDER" ACTION WESTERNS in CINECOLOR!

With JIM BANNON as the NEW "RED RYDER"
From the great McNaught syndicated comic strip, by special arrangement with Stephen Slesinger

PLUS MORE GREAT PRODUCTIONS FROM THE J. ARTHUR RANK ORGANIZATION!

"Mr. Perrin and Mr. Traill"... "Blanche Fury," Color by TECHNICOLOR... "Don't Take It To Heart"... "Waterloo Road"... "Sleeping Car To Trieste"... "Broken Journey"... "Saraband," Color by TECHNICOLOR and "It Always Rains On Sunday."

Clark Favors

(*Continued from page 1*)

and it may have to be modified as time goes by."

When asked why theatres could not have exclusive licenses with film companies "like clothing stores have Hart, Schaffner and Marx," Clark said this was because of "the abuses in the past." He said he thought there never would be the possibility of an exclusive license system like in the clothing field, "but I think we can work out some plan that may be beneficial to exhibitors."

Clark suggested that TOA submit some plan on this point, and also its views on an alternative to competitive bidding.

After Clark concluded, Ted Gamble told him that it was "apparent that even at this early date the thing has happened that we feared when we intervened in the Paramount case—that competitive bidding would be used not to open competition but to extract more money from exhibitors."

Says Bids Aid Producers

Gamble said that one major company was now engaged in widespread competitive selling not to aid new exhibitors nor to spread its product but solely to increase its profits.

"We are afraid the distributors are seizing on this device," he said. "We may be back in your office one of these days talking about it."

"I am hopeful," the Attorney General replied, "that we or the courts will open the situation in such a way that the exhibitors won't suffer from high prices or lack of films."

Clark made his observations on the new arbitration plan when Si Fabian said that exhibitors were fearful they would not be heard on the plan, even though it affected them vitally, because they are not actually a party to the Paramount case.

The Attorney General said he was generally opposed to the idea of a special anti-trust court. He declared that one special court leads to another, and "soon you have nothing but special courts and everything goes to pot." Special anti-trust courts have been a favorite recommendation of Allied States.

TOA Asks

(*Continued from page 1*)

trailers to enlist public support in their fight against admission taxes and censorship bills, and otherwise use their own screens to "tell our side of the story at local levels."

Adoption of a plan for getting weekly reports on box-office performances of pictures from a cross-section of TOA unaffiliated theatres in small towns playing on pre-release or national release dates, and mailing these to TOA members as a guide to coming pictures.

A deal with an American stock insurance company to try out in three TOA areas liability insurance on a per-seat basis rather than the present more costly per admission audit basis, with possible savings of 30 per cent or greater and eventual nationwide use of the plan.

Sullivan reported that TOA had asked Secretary of the Treasury Snyder to allow taxes to be levied on reduced prices charged 12 to 18-year youths rather than on the full adult admissions price, and had been advised that this was not an administrative matter but rather needed a change in the tax laws. However, he said, Snyder did urge the exhibitors to work with Treasury officials on the problem, "leaving the door open for us to make recommendations."

In a formal resolution to the House Ways and Means Committee, TOA again called on Congress to repeal the admission tax, claiming the government would not lose money since higher attendance would mean higher revenues from regular corporate taxes.

Sullivan said that all major studios had cooperated "splendidly" in moving against abuses in the 16 mm. field whenever unfair competition was called to their attention. He said Youth Month this year would be bigger and better than last year. Some 2,234 exhibitors participated in 1948, he reported, and "we hope to double or triple that this year."

Selling Aids Essential

The trailers and accessories resolution said that a TOA survey of members had revealed a deluge of complaints and absolutely no ability to get relief or improvement. It stressed the fact that high quality, low cost selling aids are as essential as the features themselves, since "the theatre is still our best medium of selling motion pictures."

Finally, there was a threat of further action if this course does not work. In that event, the resolution said, TOA officers were to prepare and present an alternative plan to the next board meeting, or if necessary, at a specially-called board meeting.

TOA president Lockwood was the head of the committee which recommended the new box-office performance check. He said the service was designed mainly for smaller members. About 100 theatres serving areas of less than 25,000 people will be in the sample, and will air-mail reports to New York every week. These will be analyzed, and the results forwarded to members.

Oppose Single-Reel Price

On the matter of the industry's public relations films, the board said that they were a step in the right direction and highly desirable, but that it saw no reason why exhibitors should bear the entire cost, as would be the case if they were sold on a single-reel price basis.

Asked whether TOA members would be told not to show the films if distributors did not agree to this plan, Lockwood said that the TOA board would have to determine a policy in such an event.

Action on Army-Navy Film Showings Not Year Clear

WASHINGTON, Jan. 31.—There seems to be some confusion as to exactly what resolution the board of the Theatre Owners of America did pass on the subject of competition from Army and Navy theatres.

TOA president Arthur Lockwood said the Board called on the producers and distributors not to make films available to service theatres until after they had played all competitive private theatres. He said day-and-date arrangements were objectionable.

A. Julian Brylawski, head of a three-man committee apointed to confer with Motion Picture Association vice-president Francis Harmon on the matter, said the board resolution did not say "after" all private theatres—that day-and-date with private theatres would be okay.

Theatres Handicap

(*Continued from page 1*)

ting any one means of communication get too strong a grip. While such a policy does not preclude exhibitors as a class from getting television stations, he said, it will make it very tough for them in many instances.

Each case must be determined on the basis of its own facts, he stated, but the Commission always bears in mind its policy of favoring diversity. He said he had no doubt that the theatre must be considered a means of communication in administering such a policy.

Skouras on Television

Charles Skouras observed that when people see television they see motion picture films. "We have been in that business for 50 years," he said. "We are entitled to keep on giving the people that service."

Asked whether there was any FCC policy on carrying subjects over common carriers for the exclusive use of theatre owners, Coy said the problem had never been raised.

This was one of the subjects on which the TOA television committee recommended study and investigation. Committee chairman Mitchell Wolfson said the committee was considering various possibilities, including TOA getting a license as a broadcaster through local companies, qualifying as a common carrier, or becoming a production unit to channel sports events and cultural events exclusively to theatre members.

Further Study Recommended

Another subject on which further study was recommended was whether TOA should take steps to get the FCC to allocate frequencies for theatre television. One committee member said, however, that the meeting was unanimously for such a step, and that he expected action would be taken within 60 days before the FCC.

Wolfson said that as far as he knew, only one or two major distributors had made one or two films available to television on an experimental basis, and that these firms had assured him they would not continue the policy.

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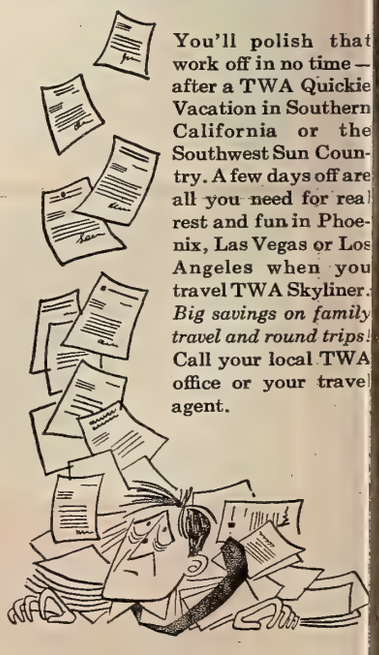
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VOL. 65. NO. 23 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 2, 1949 TEN CENTS

Al Schwalberg Is Named Para. Sales Manager

Succeeds Reagan in Post, Effective Next Monday

Alfred W. Schwalberg was appointed general sales manager of Paramount yesterday by Barney Balaban, president. Schwalberg succeeds Charles M. Reagan, who resigned from the post on Monday.



A. W. Schwalberg

Schwalberg has been assistant to Reagan for the past year. His new appointment is effective as of next Monday.

In making the announcement, Balaban said the new general sales manager "brings to his new responsibilities a broad and ma-

(Continued on page 6)

'Ike's' Book to TV In 20th-ABC Deal

Spyros P. Skouras, president of 20th Century-Fox; Edward J. Noble, board chairman of American Broadcasting; Richard de Rochemont, March of Time's producer; Douglas M. Black, president of Doubleday and Co., and Howard Black, executive vice-president of Time, Inc., disclosed jointly here yesterday that a deal involving the four organizations has been executed for the television presentation of a motion picture series of

(Continued on page 6)

MGM Coast Meet to Stress Anniversary

Promotion plans of international scope for M-G-M's silver anniversary during 1949 will be a highlight of discussion at the "Preview of Product" conferences to be held Feb. 6-12 at the Ambassador Hotel, Los Angeles, and M-G-M's studios at Culver City.

With top executives representing production, distribution and Loew Theatres present, details will be

(Continued on page 6)

14 'U' Directors Up for Reelection

All 14 directors of Universal Pictures Co. will be up for re-election for one year terms at the company's annual meeting of stockholders, to be held March 9 at Wilmington, Del.

Three resolutions offered by small stockholders will be voted upon at the meeting. One would amend the by-laws to require that directors own at least 100 shares of Universal stock; another calls for a summary of occurrences at annual meetings, to be sent to all stockholders, and a third provides for the election by stockholders of independent auditors for the company.

Universal management is opposed to the first two resolutions on the grounds that ownership of stock is no test of a director's ability and because it believes a report of the annual meetings is superfluous in view of the completeness of its annual reports to

(Continued on page 6)

Lippert Says SGP Sale Is 'Doubtful'

HOLLYWOOD, Feb. 1.—The Carl Leserman syndicate formed to purchase Screen Guild Productions "has missed the boat," in the opinion of SG president Robert L. Lippert, who told the press today, "Screen Guild revenues have practically doubled while the Leserman negotiations have been hanging fire, with the result that most franchise holders are no longer disposed to sell at the figures which had been discussed."

Lippert said that negotiations are presently in abeyance, but that he doubts the Leserman group will pursue the project in view of changed conditions.

Some 1st-Run Grosses Off

Returns at many New York first-runs are down this week, income over the weekend having been only fair, while steady rain washed out Monday's business almost entirely.

"So Dear to My Heart" at the Palace is a good newcomer, although the apparent first week's income of $32,000 is short of expectations. A stand-out performer is "Letter to Three Wives" which, with a stage presentation at the Music Hall, figures to draw $137,000 for a second week, actually equalling the first week's take.

An estimated $26,000 for the 13th week of "Snake Pit" at the Rivoli is especially impressive. "Hamlet" with $16,000 indicated for the 18th week at the Park, and "Red Shoes" with a substantial $14,000 in view for a 16th week at the Bijou are both doing well.

"The Accused," with Ray McKinley and the Mills Brothers on stage at the Paramount, concluded a third and final week with a $55,000 gross, which

(Continued on page 3)

Carolinas' TOA Meet Elects New Officers

CHARLOTTE, Feb. 1.—J. B. Harvey of Clover, S. C., was elected president of the Theatre Owners of North and South Carolina today at the closing session of the 37th convention at Hotel Charlotte. George Carpenter of Valdese, N. C., retiring president, was elected first vice-president, H. D. Hearn of Charlotte, second vice-president and Mrs. Walter Griffith was re-elected secretary-treasurer.

The new board of directors include Ben L. Strosier, Rock Hill, S. C.; Ed

(Continued on page 6)

Company Presidents Deny Report That Lewis W. Douglas Will Succeed Johnston

Presidents of member companies of the Motion Picture Association of America yesterday issued the following statement in response to current reports that a successor to Eric Johnston as president of the MPAA is being discussed:

"We wish to deny emphatically a widely published report that Lewis W. Douglas, U.S. Ambassador to Great Britain, would succeed Eric Johnston as President of our Association. Rumors of this character are unfair to two distinguished Americans and do a great disservice to the industry.

"The facts are Mr. Johnston came to the association in 1945 under a five-year contract. Some time later at our insistence his contract was extended to eight years. We expect he will continue with us for many, many years beyond that period. Mr. Johnston is giving outstanding leadership. We need a man of his ability as never before to help in the solution of the difficult problems confronting the industry at home and abroad."

The report concerning Ambassador Douglas was first circulated by Louella Parsons, Hollywood columnist, last Sunday.

Para., D. of J. Agree on Decree Details

Ratification By Both Expected in Near Future

That a definite agreement on details of a consent decree was reached by Paramount with the Department of Justice in Washington was learned yesterday.

Top Paramount officials who were not in Washington were engaged in meetings at the home office throughout most of the day and could not be reached for confirmation. Similarly, Department of Justice officials were engaged in meetings with Paramount executives in Washington and were not available for comment.

However, Attorney General Tom C. Clark had told MOTION PICTURE DAILY last week that he expected to have a proposed consent decree with Paramount on his desk ready for signing within a week or two.

Yesterday's reports were that Austin Keough, vice-president and general counsel of Paramount, and Leonard

(Continued on page 6)

Netter Seen Heading Florida Circuit

Leon D. Netter, for many years second vice-president of Paramount Theatres Service Corp., in all probability will assume direction and operation of Florida State Theatres, Inc., wholly-owned subsidiary of Paramount, under the company's divestiture formula for a consent decree in the New York trust action.

Florida State Theatres is presently operated by Frank Rogers, who is ailing. The circuit, of which Fred H. Kent is vice-president and general counsel, runs approximately 110 theatres in 35 Florida cities and towns, including 11 in Jacksonville where the company headquarters.

Transcription Net Starts on Feb. 15

Transcription Broadcasting System, a new network, will begin operations on Feb. 15 with 116 member stations. It is described by Ray Green, executive vice-president, as being "the first and only real network of radio sta-

(Continued on page 6)

Personal Mention

CHARLES L. CASANAVE, Motion Picture Sales Corp. vice-president, is due to return to New York from Hollywood next Monday.

•

NORMAN ELSON, Translux Theatres vice-president, will leave here today for Philadelphia and will continue from there to Washington.

•

MAURICE (RED) SILVERSTEIN, Loew International Latin America regional director, has left here for Central America and the West Indies.

•

MRS. LAWRENCE A. AUDRAIN, wife of the advertising-publicity head of U-I's Prestige Pictures, is in New York Infirmary.

•

WALTER TITUS, Republic Southern district manager, is visiting the Atlanta branch from New York.

•

BARNETT SHAPIRO, Allied Artists attorney, left Hollywood yesterday by train for New York.

•

MOE KERMAN, Favorite Films president, will leave here Friday for San Francisco.

•

WALTER GOULD, United Artists foreign manager, is on jury duty here this week.

TESMA Convention in Chicago Sept. 26 - 28

CHICAGO, Feb. 1.—Headquarters here of the Theatre Equipment and Supply Manufacturers Association reports that preliminary arrangements for the 1949 trade show and convention of the association, to be held at the Stevens Hotel, Chicago, Sept. 26-28, have been launched.

As customary in the past, the Theatre Equipment Dealers Association will convene at the same time and place, as well as theatre owner groups.

SAG Rejects Equity Bid

HOLLYWOOD, Feb. 1.—The Screen Actors Guild board last night rejected a counter-proposal made by the council of Actors Equity for organizing and administering actors' interests in television and announced that the board will continue to explore all approaches to the problems created by the new medium. First step in this direction was the appointment of a committee to meet immediately with producers making films for television.

Dismiss Stock Action

Federal Judge Edward A. Conger has dismissed in U. S. District Court here the suit brought against 20th Century-Fox production executive Raymond A. Klune by minority stockholder David Colby who alleged improper exercise of a stock option under the Securities and Exchange Act of 1934.

Frozen Reich Funds For British Filming

WASHINGTON, Feb. 1. — British "film groups" are using blocked marks to produce films in Germany in cooperation with German producers and using German and British actors, according to an Austrian report received here. The report declares that the films will be shown in British, American and Continental maarkets.

No further details could be obtained from government sources here. One War Department official pointed out that such a project would probably have to be approved by the Joint Export-Import Agency, composed of British, French and American members, and by the British Military Government in Germany.

The report said that there was a possibility that the Swiss Gamma Co., owned by the Aga Khan, might soon work out a similar arrangement for use of its blocked "D" marks.

Queried in New York yesterday relative to the significance embodied in the report that British "film groups" are using blocked marks to produce in Germany, a Motion Picture Export Association spokesman pointed out that M-G-M produced "The Search" and Paramount made "A Foreign Affair" in Germany and used blocked marks for financing.

Admission Tax Bill Killed in Oregon

PORTLAND, Ore., Feb. 1.—The Oregon House Taxation Committee has killed a bill to tax admissions 10 per cent for an old-age pension fund. Exhibitors maintained the measure would hurt theatres and fall most heavily on low-income people.

George Meade of United Theatres, of Oregon, said the proposed tax was bad as it singled out one industry. Moe Mesher, general manager of the Evergreen Circuit, testified theatres could not absorb the tax and it would fall on their customers.

4th Para. Sell-away From Richards Group

NEW ORLEANS, Feb. 1.—Fourth Paramount feature to play away from the Paramount-Richards circuit here since the recent sell-away, and the first to play at a house other than Loew's State, went to the Joy Strand, a Joy Theatres, Inc., operation. The feature was "Isn't It Romantic."

Sees No Box-Office Sag

CLEVELAND, Feb. 1.—Business in 1949, according to E. C. Grainger, Shea chain president, will equal 1948, but will be under the peak of 1946-47.

No policy or price changes are contemplated by the circuit, according to Grainger.

Disney Board Elections

HOLLYWOOD, Feb. 1.—Paul L. Pease, treasurer of Walt Disney Prod., was elected to the board of directors at a stockholders' meeting here today. All other incumbents and company officers were re-elected.

Production Drops To 20, from 24

HOLLYWOOD, Feb. 1.—The production tally dipped to 20 from last week's 24. Seven films were completed while three were started.

Shooting started on "Anna Lucasta" (Security), Columbia; "Rope of Sand," Paramount; "Death Valley Gunfighter," Republic. Shooting finished on "Blazing Trail," "All the King's Men" and "Hounded," all Columbia; "The Great Speculator" (Skyline), Film Classics; "Slattery's Hurricane" and "It Happens Every Spring," 20th Century-Fox; "Yes, Sir, That's My Baby," U-I.

Canada May Build State-owned TV

OTTAWA, Ont., Feb. 1.—The government is considering the establishment of television stations, though action will be held in abeyance until the royal commission recently named makes its investigation of the industry, Prime Minister Louis St. Laurent told Parliament today. He added that TV in Canada will "necessarily" be a monopoly.

Early functioning of the commission is expected with the arrival here today of Rt. Hon. Vincent Massey, chairman of the probe, to confer with officials concerning his appointments.

British Producer in Deal with 2 U.S. Firms

Deals involving British Foundation Pictures and two U. S. firms were announced here yesterday.

Trinity Pictures has acquired television rights to 120 shorts. Jack Rieger is Trinity president. In the other deal announced, Hoffberg Productions will distribute a feature to be produced in England by British Foundation.

In return, British Foundation will distribute in the U. K. films controlled by Trinity and Hoffberg.

Cleveland MPEA Ask Clearance Reduction

CLEVELAND, Feb. 1.—The Cleveland Motion Picture Exhibitors Association wants extended to all local subsequent-run independent houses the 21-day availability now accorded only by 20th-Fox and Warner to 17 designated and "approved" houses. The others are on a 35-day availability.

The request is made in a letter sent to all exchanges.

Lardner, Jr. Assignment

HOLLYWOOD, Feb. 1. — Twentieth Century-Fox holds the option to distribute "Skiing Story," to be made in Switzerland by Lazar Wechsler as a condition of 20th's loan-out of Cornel Wilde for the starring role. Following the agreement, Ring Lardner, Jr., was assigned by Wechsler to do the screenplay. 20th-Fox is free to drop the option if it decides to do so.

Joins 20th Century - Fox

Alfred Palca, screen writer, has joined the publicity department of 20th Century-Fox. He arrived in New York from Hollywood last week.

Newsreel Parade

THE elections in Israel and the opening of Parliament in Canada are current newsreel highlights. Some other items include Tyrone Power's wedding, sports, and the March of Dimes drive. Complete contents follow:

MOVIETONE NEWS, No. 10—Israel: new state holds first election. Refugees arrive from Cyprus. Canada: opening of Parliament. Gas plant explodes in Chicago. Los Angeles holds parade for March of Dimes. Tyrone Power marries Linda Christians in Rome. Sports: track meet, Milrose games, horse racing, skiing.

NEWS OF THE DAY, No. 244—"The Haylift." Election scenes in Israel. Tyrone Power's wedding. Ace Admiral wins Maturity. Indoor track thriller. Ski champs in the Alps.

PARAMOUNT NEWS, No. 47—Israel: election eight months after statehood. Canadian Parliament opens. Western blizzard. Distance star from Europe in Milrose athletic meet.

UNIVERSAL NEWSREEL, No. 218—Canadian Parliament. March of Dimes. Gas plant explosion in Chicago. Live stock lost in blizzard. Destruction of Naoussa, Greece. Milrose games. Learn to ski.

WARNER PATHE NEWS, No. 50—Palestine elections. Long Island plane collision. March of Dimes. French ski race. Santa Anita Maturity.

House Group Shies From New Publicity

WASHINGTON, Feb. 1.—The House Un-American Activities committee in its first meeting of the new session decided to bar newsreels, television and radio from its future hearings. The group has, in the past, been one of the most photographed and most broadcast of committees.

Chairman Wood said that the committee's program was not discussed in detail, but that it was decided to seek an appropriation of $200,000 — the same as in 1948 — for its operations this year.

Report on Army-Navy Competition to TOA

WASHINGTON, Feb. 1.—The special committee set up by the Theatre Owners of America board meeting last weekend to work on the problem of competition from Army and Navy theatres met with top Army and Navy officials today.

Committee chairman A. Julian Brylawski said he has forwarded a report to TOA headquarters in New York.

Hope Asks Video Delay

WASHINGTON, Feb. 1.—Bob Hope has asked the Federal Communications Commission to postpone for 60 days the hearing now set for Feb. 28 on his bid for Louisville station WHAS, and to hold it in Louisville instead of Washington. Hope and two other bidders have submitted identical bids of $1,925,000.

TV Opens in Miami

MIAMI, Feb. 1.—Miami will have telecast today as station WTVJ went on the air under a 90-day operational permit issued by the FCC. Robert Venn is station manager.

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Egypt Pegs Dollar Remittances at 60%

WASHINGTON, Feb. 1.—The Egyptian government contemplates permitting foreign distributors to remit 60 per cent of their earnings in sterling because of a relatively easy position in sterling, Commerce Department film chief Nathan D. Golden reports.

However, Golden says apparently U. S. film firms will have to stick to the plan worked out late in 1947 under which they remit 35 per cent of current earnings and 35 per cent of earnings accumulated since remittances were cut down in early 1947.

The report estimates that the eight major U. S. distributors in Egypt take in about $1,430,000 annually after theatre operators' percentages and entertainment taxes. Remittances before exchange restrictions were imposed ran about 60 per cent to 80 per cent of amounts received from exhibitors, the rest being used to defray local expenses.

Import permits will be required for some time, the report predicts.

Dubbing rules are very strict, with a limit of three films a year. This is due to wide popular feeling against dubbing as "a death-blow to the domestic industry."

Canada Lifts Duty On 16mm. Raw Film

WASHINGTON, Feb. 1.—The Canadian government has liberalized its tariff regulations allowing temporary free entry of motion picture film for processing in Canada, according to the U. S. Commerce Department.

Film chief Nathan D. Golden reported today that standard film imported for the sole purpose of having 16mm. reproductions made can come in duty-free and remain for six months, rather than for only three months, as heretofore.

Goldberg Sets Units For Localized Films

Jack Goldberg, executive producer for Herald Pictures, has organized two traveling production units to make "featurettes" with local talent. Each unit will have a cameraman, sound engineer and director. Three weeks will be consumed in each theatre played. The first week will be devoted to the selection and rehearsal of the talent, the second will be for "shooting," while the third will constitute the "run" of the picture at the local house.

Dr. Inglis Joins NAB

WASHINGTON, Feb. 1.—Dr. Ruth A. Inglis, former researcher and writer in motion pictures, has been appointed editorial assistant to National Association of Broadcasters president Justin Miller. Dr. Inglis wrote the volume on "Freedom of the Movies" for the Hutchins Commission on Freedom of the Press, worked in Hollywood for the Motion Picture Research project of the Carnegie and Rockefeller foundations, and has written many magazine articles on the film industry.

Video Permit to Wolfson

WASHINGTON, Feb. 1.—The Federal Communications Commission has granted the Wolfson-Meyer Circuit permission to operate television station WTVJ in Miami, according to Mitchell Wolfson.

Reviews

"Red Canyon"

(Universal-International)

THE STORY of the capture and eventual "breaking-in" of a wild stallion has been set against a background of assorted skullduggery and shooting to make an outdoor drama that is above the average. The characters are for the most part the conventional types, but they are portrayed by a cast of reliable marquee names headed by Ann Blyth, Howard (Naked City) Duff and George Brent. Technicolor is quite helpful and appealing, especially in the outdoor scenes.

The film marks Duff's first Western role and he fits the part with easy assurance. He arrives on the scene determined to capture the wild stallion, Black Velvet, a feat considered foolhardy and impossible by the local citizenry. Duff, however, proceeds methodically, lures the animal away from its herd, and finally ropes him. Now comes the task of breaking the horse to the saddle and then training him for a forthcoming race. As it happens, Brent, a gentleman horse-breeder and father of Miss Blyth, is also training a horse for the race. A father-daughter conflict breaks out when Duff injures his back and Miss Blyth decides to ride Black Velvet in the race. Added to this dilemma is the more serious one of Duff's background. It seems he was once a member of an outlaw gang which his father and brother head. With Duff having renounced them, they are out for revenge. These brewing factors bring the film to a climax in which Miss Blyth rides to victory and Duff shoots his way back to social acceptability. George Sherman directed and Leonard Goldstein produced. The screenplay, by Maurice Geraghty, was based on Zane Grey's novel "Wildfire."

Running time, 82 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

"I Shot Jesse James"

(Screen Guild)

A SPLENDID performance by John Ireland and adroit direction by Samuel Fuller, who also wrote the story, sets this historical melodrama apart from others in its category as a memorable motion picture. It is a reasoned and seasoned telling of the story of Bob Ford, "the dirty little coward who shot Mr. Howard," and it explains the man who killed Jesse James but it does not glorify him. The subject has the powerful appeal common to films chronicling the lives of early American bad men, and as produced by Carl K. Hittleman, for executive producer Robert L. Lippert, it re-creates with rare skill and taste the period, manner, temper and tempo of the West in which Ford, having murdered James for amnesty and finding himself the target of universal scorn, seeks to make a life for himself and the woman he thinks loves him. It is conspicuously the best picture that has come from Screen Guild, and should give telling box-office accounts in exhibition.

Although Preston Foster and Barbara Britton are the more established names with which to bill the attraction, it is the performance by Ireland, himself, a highly exploitable personality by reason of his trigger-keen portrayal in "Red River," who plays Jesse James' murderer and executes the sinister assignment with an understanding and a sureness of characterization seldom excelled. Reed Hadley as James and J. Edward Bromberg as a roadshow impresario head an able supporting cast.

The story opens with a bank holdup by the James brothers, whose gang includes the Ford brothers, and contains other outbursts of gunplay and fisticuffs sufficient in number to satisfy the addicts of bullet fiction but not so numerous as to obscure the personal story of Ford. Miss Britton plays a roadshow actress for love of whom Ford decides to shoot Jesse James, in order that he can gain amnesty and live his life openly, and whose love for him is ended by his act. Foster plays a prospector, also in love with the actress, whose path crosses Ford's before and after the killing, and finally in Creede, Colo., where Ford has struck it rich in silver and Foster has become sheriff, finally to shoot Ford to death after the latter, refusing to listen to reason, has fired at and wounded him.

Running time, 81 minutes. General audience classification. Release date, not set.

Meiselman Hearing Date Set Tentatively

CHARLOTTE, Feb. 1.—February 17 has been tentatively set as the date for a hearing here on the motion of H. B. Meiselman for a preliminary injunction in his anti-trust suit against the eight major distributors, the Charlotte Amusement Co., Strand Theatres and H. F. Kincey.

$9,200 "Sky" Opener

The New York Roxy combination of "Yellow Sky" on the screen and Danny Kaye in person brought an opening day gross yesterday of $9,200 up to five P.M., it was reported by 20th-Fox. The figure was described as the biggest for a single day since "Forever Amber" played at the theatre a year-and-a-half ago.

Operator Testifies Against Griffith

OKLAHOMA CITY, Feb. 1. — Mrs. Mary E. Trieb, operator of El Capitan, an independent house at Roswell, N. M., took the stand in the Griffith mandate hearing here today and on questioning by government attorneys blamed the circuit for her financial difficulties.

She described the problems which she said began for herself and her late husband, Ernest C. Trieb, in 1931 when Griffith opened the Yucca in competition with their Princess and El Capitan. Within a year, she said, they had to sell the Princess because both product supply and boxoffice had fallen off heavily. Most of the major distributors sold their product away from the Triebs in the 1930's, she testified.

NY 1st-Run Grosses

(Continued from page 1)

is fair; it will be replaced today by "My Own True Love," with the Three Sons and Monica Lewis, among others, in person. The sixth week of "Adventures of Don Juan," with Tommy Dorsey on stage, should gross about $30,000, not too good, at the Strand.

At the Mayfair, "Wake of the Red Witch" continues at a good clip with a $25,000 gross for the fourth week after a hearty third week's take of $30,000. "Act of Violence" probably will give the Criterion a modest second week's gross of $18,000. "Tarzan's Magic Fountain" will bow in at the Globe on Saturday, replacing "The Lucky Stiff," which is not likely to exceed $10,000 in a slow, single week's run. "Command Decision" finished a second week at the State with a robust $51,000.

"Chicken Every Sunday," with Tony Martin and Dean Martin on stage with an ice revue at the Roxy, was fairly substantial in its final six days, one short of a complete second week, with a take of $82,000; it was replaced yesterday with "Yellow Sky" and a stage show headed by Danny Kaye.

"Enchantment" looks good for about $20,000 in a sixth week at the Astor. Twelfth week of "Joan of Arc" should gross about $23,000, which is good enough, at the Victoria. "The Bribe" will open at the Capitol tomorrow, with Arthur Godfrey and his Talent Scouts, following "Man from Colorado" which, with the Ink Spots and Blue Barron on stage, figures to wind up a second week with a mild $50,000.

Legion Reviews 7; Puts 2 in Class "C"

Seven new films have been rated by the National Legion of Decency with two getting a "C" classification. In that classification are Superfilm's "Merry Chase" and "When Love Calls."

Rated "B" are Warner's "John Loves Mary." In the A-1 class are Universal-International's "Life of Riley" and Republic's "Rose of the Yukon." In Class A-II are Columbia's "The Lone Wolf and His Lady" and 20th Century-Fox's "Miss Mink of 1949."

Ceiling on Tickets For Old Product

Mexico City, Feb. 1.—Exhibiting old pictures as new and charging top admission for them has been forbidden by the local municipal government's Amusements Supervision Department. Because of numerous complaints from the public, the department has ordered that no picture released more than three years ago can be exhibited as new, except when the Department decides that the picture has a novelty and freshness that compensates for its age. Admission charge for an old picture is fixed at 45 cents, maximum, and exhibitors must make it clear that the picture is not new. The maximum price for a new first-run picture is 68 cents.



M-G-M's "PREVIEW-OF-PRODUCT

SOME OF THE ROARING LIONS ABOARD!

(Listed alphabetically just like the Stars!)


J. A. Adams
Washington


A. L. Adler
Kansas City


J. S. Allen
Dallas


L. Allerhand
New Jersey


L. Amacher
Portland


T. J. Aspell, Jr.
Los Angeles


W. E. Banford
Chicago


H. Bennin
St. Louis


R. Berger
Washington


L. Bickel
Dallas


B. Bishop, Jr.
Chicago


E. M. Booth
Cincinnati


J. J. Bowen
New York


C. J. Briant
New Orleans


J. P. Byrne
New York


S. Davis
Seattle


W. J. Devaney
Chicago


F. J. Downey
Detroit


L. Formato
Philadelphia


H. A. Friedel
Denver


W. D. Gaddoni
Omaha


S. J. Gardner
San Francisco

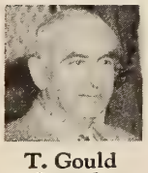

F. B. Gauker
Indianapolis


H. R. Gaus
Oklahoma City




J. Goldberg
Albany


S. Gottlieb
Pittsburgh


T. Gould
Canada


F. C. Hensler
Detroit


G. A. Hickey
Los Angeles


L. C. Ingram
Memphis


J. G. Kemptgen
Milwaukee


C. E. Kessnich
Atlanta


R. Lynch
Philadelphia


J. J. Maloney
Pittsburgh


R. W. Maw
Minneapolis


G. E. McGlynn
Des Moines


J. B. Mundstuk
Buffalo


C. P. Nedley
Salt Lake City

A. B. Padgett
Atlanta

R. Pielow
New York

J. C. ReVille
Charlotte

H. L. Ripps
Albany

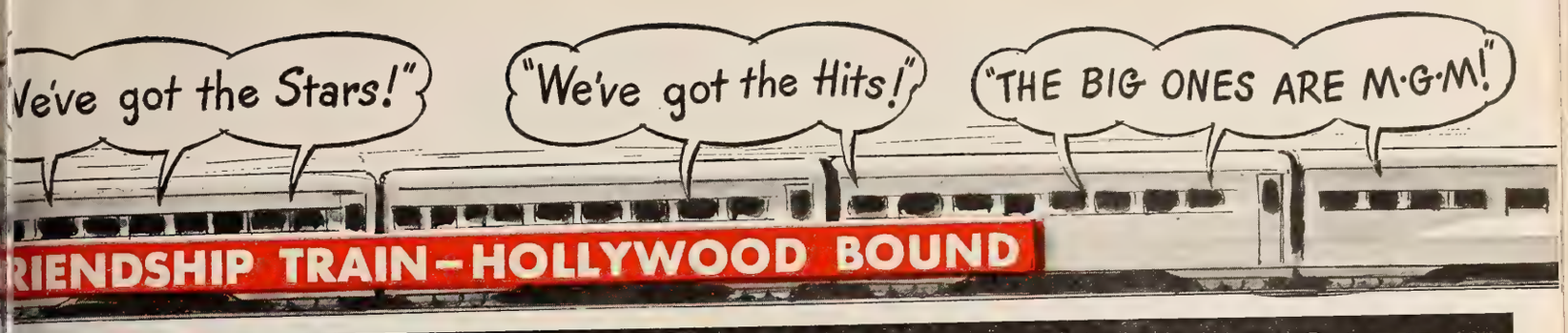
H. Rosenblatt
New Haven

B. H. Rosenwald
Boston

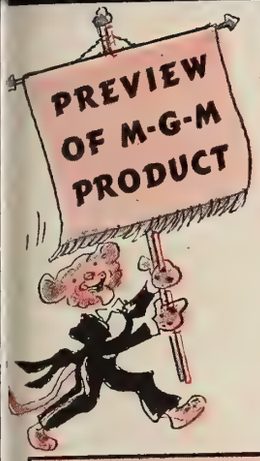
J. Sogg
Cleveland

L. C. Wingham
San Francisco

W. H. Workman
Minneapolis



CONVENTION–LOS ANGELES FEB. 6-12



WHAT THIS MEANS TO YOU MR. EXHIBITOR!

SECURITY IS SPELLED: "M-G-M!"

SEEING IS BELIEVING!
They'll be able to tell you all about these BIG ONES!

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan

"NEPTUNE'S DAUGHTER"
(*Technicolor*)
Esther Williams • Red Skelton
Ricardo Montalban • Betty Garrett

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas
Walter Huston • Ethel Barrymore
Frank Morgan • Agnes Moorehead

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"LITTLE WOMEN"
(*Technicolor*)
June Allyson • Peter Lawford • Margaret O'Brien
Elizabeth Taylor • Janet Leigh

"THE BARKLEYS OF BROADWAY"
(*Technicolor*)
Fred Astaire • Ginger Rogers • Oscar Levant

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"TAKE ME OUT TO THE BALL GAME"
(*Technicolor*)
Frank Sinatra • Esther Williams • Gene Kelly • Betty Garrett

AND MORE BIG ONES COMING!

We are taking a trainload of top sales personnel to the Studio for one reason only, so that they may come back to you with the greatest news your eager ears have ever heard. These are the times that demand Big Pictures and M-G-M's got them. Never in the history of this industry has M-G-M or any other company had so many truly Giant Attractions ready for the nation's theatres. Eight terrific hits ready to see—and more on the way to celebrate M-G-M's 25th Year of Motion Picture Leadership. M-G-M's sales representatives will soon be back at their Branch Offices. They'll have a message for you: "WE CAME, WE SAW, YOU'LL CONQUER!"

Al Schwalberg

(*Continued from page* 1)

ture experience in our industry gained from many years in the field and home office."

"He assumes his new post," Balaban said, "at a time when the outstanding quality of our current product and that to be released in coming months convinces me that Paramount is heading for new heights in its proud history. We have every confidence that he can deliver the kind of leadership that is worthy of the product."

Emerging Into New Phase

Balaban also made the following statement:

"Although the dictates of realism must continue to control our policies during this period of adjustment, we are now emerging into a new and healthier phase of our company's growth. The production department of our company is stronger today than it has ever been, not only along sounder economic lines but in its ability to produce better entertainment for the public.

"The current releasing schedule of our company tells an eloquent story about what we have been able to achieve. This schedule, loaded with top box-office values, represents the finest aggregation of product in Paramount's history. We now face the future with unbounded confidence in the merit of our product and its enthusiastic reception by the public."

Entered Industry in 1925

Schwalberg entered the industry in 1925 as a traveling auditor of Warner Brothers. He was assistant head of the Warner contract department in 1927 and later became head of the First National contract department and executive assistant to Ned E. Depinet. After taking charge of the combined Warner-First National-Vitaphone contract department, he was elected a vice-president of Warner Brothers Distributing Corp., in 1942. In 1944 he became general sales manager of the Leo Spitz-William Goetz company, International Pictures. In 1946 he became vice-president and general sales manager of Eagle-Lion, then joined Paramount last year. In recent months he has been engaged in reorganizing Paramount exchange operations.

'Ike's' Book to TV

(*Continued from page* 1)

two-reelers based on General Dwight D. Eisenhower's recently-published "Crusade in Europe."

The series, of which the first two pictures already have been completed, is being made from official government sources, captured enemy films and new films shot in Europe and the U. S. expressly for the series. Material is also being selected from the film libraries of the Army and Navy, Coast Guard, Alien Property Custodian, British War Office, Canadian National Film Board, March of Time and 20th-Fox. MOT executive Arthur B. Tourtellot has been placed in editorial charge of production and will have a staff of MOT writers, film editors and technicians assigned especially to the project.

Under terms of the four-way contract, the documentary films used will not be shown anywhere except on television and are the exclusive property of ABC for 21 months.

GARRY MOORE* HAS SWITCHED TO "FAMILY HONEYMOON"



"The picture that gave me the most laughs was 'Animal Crackers,' until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*"Take It or Leave It's" Garry Moore

M. Faris in Detroit On SIMPP Suit

DETROIT, Feb. 1.—Marvin L. Faris, executive secretary of SIMPP, a co-plaintiff in the $8,750,000 anti-trust suit against two Detroit theatre chains, testified here today on a deposition that defense counsel needs to prepare answers to the charges of monopoly. William Cagney is scheduled next to appear in Detroit for questioning.

The defendants have until Feb. 28, to file their formal answers to the charges that they are maintaining a monopoly in restraint of trade.

MGM Coast Meet

(*Continued from page* 1)

worked out to coordinate all facets of the company's activities to embrace special promotion by production on the Coast, the advertising-publicity department, M-G-M's music companies, M-G-M Records, radio station WMGM and other affiliates. Activities will continue through the year.

"The aim will be to have the Leo trademark on every theatre screen in the world," a company statement declares.

Participating in the Coast meetings for the promulgation of such plans will be Louis B. Mayer, Dore Schary, Edward Mannix, Howard Strickling, Ralph Wheelwright and other studio, home office and field executives.

Metro's Station WMGM to Promote Pictures, Players

Metro-Goldwyn-Mayer's radio station WMGM has completed plans for programs running six hours weekly, emanating from Hollywood and promoting M-G-M players and product. The programs are "M-G-M Theatre of the Air," one-hour weekly radio adaptation of M-G-M pictures; "Good News from Hollywood," featuring George Murphy, a 15-minute program three times weekly, "presenting the human side of the film colony"; "Hollywood, U.S.A.," a five-time weekly 15-minute program featuring Paula Stone in interviews; "Crime Doesn't Pay," the screen series now transferred to radio in half-hour weekly installments; "At Home with Lionel Barrymore," five 15-minute broadcasts weekly for early morning listening; "Personalities on M-G-M Records," half-hour weekly.

Production will be under the direction of Paula Stone, guided by Ray Katz, WMGM's program director, under the supervision of Les Peterson of M-G-M.

Transcription Net

(*Continued from page* 1)

tions centered around a core of transcribed shows."

Five shows with 19 programs running a total of 8¾ hours weekly will be titled "Hollywood's Open House," "Robbins' Nest," "It's a Great Show," "Anything for Laughs" and "The Radio Theatre of Famous Classics." There will be a $40 minimum half-hour weekly rate. Offices are being established in New York, Los Angeles, Chicago, Detroit, Cleveland, Dallas and Atlanta. Five new shows will be made available three times a year, to be added to those already being broadcast. Green said TBS aims at a 500-station network with an eventual 15-to-20-hours of programs a week.

President of TBS is William J. McCambridge, Press Wireless head.

Para. Decree

(*Continued from page* 1)

Goldenson, vice-president in charge of theatre operations, reached an agreement on a decree with the Department of Justice at noon yesterday in Washington. The agreement would be subject to ratification by the Paramount board of directors.

Goldenson returned to New York late yesterday to submit details of the final agreement to company authorities, while Keough remained in Washington, prepared to take up with the Justice Department any last-minute changes which might be suggested by the company.

It was understood that Goldenson brought back details of a decree settlement for approval by the Paramount board. If approved here, the agreement will be reduced to a written pact which will then be submitted to Attorney General Clark.

(Reports reaching here from Washington indicate that "chances for a settlement of Paramount divestiture are pretty definite.")

As previously reported, the basis for an agreement is the separation of Paramount theatre interests from production and distribution and divestiture of approximately 500 theatres, leaving the new theatre company with interests in more than 600 houses.

Carolinas' TOA

(*Continued from page* 1)

J. Haley, Raleigh; Harold Armistead, Easley, S. C.; E. G. Hill, Smithfield, N. C.; H. E. Buchanan, Hendersonville, N. C.; Roy L. Champion, Wilson, N. C.; W. H. Hendrix, Jr., Greensboro, N. C.; H. H. Everett, H. F. Kincey and T. A. Little, Charlotte; J. C. Long, Charleston, S. C.; Kenneth Richardson, Jr., Seneca, S. C.; Roy Rowe, Burgaw, N. C.; and A. F. Sams, Jr., Statesville, N. C.

Speakers at the closing meeting were Gael Sullivan, executive director of TOA, and Herman Levy, TOA general counsel.

Among resolutions passed was one condemning the showing of salacious pictures, and another urging film producers not to sell old pictures to television stations.

'U' Directors

(*Continued from page* 1)

stockholders. It takes no position on the third proposal.

Universal directors up for reelection are: Nate J. Blumberg, Paul G. Brown, J. Cheever Cowdin, Preston Davie, Matthew Fox, William German, John O'Connor, Ottavio Prochet, Charles D. Prutzman, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

The company's proxy statement lists the following salaries paid to certain officers for the fiscal year ended Oct. 30, 1948: Blumberg, $117,000; Cowdin, $117,000; Fox, $36,904; O'Connor, $52,000; Prutzman, $75,400, and W. A. Scully, $91,000.

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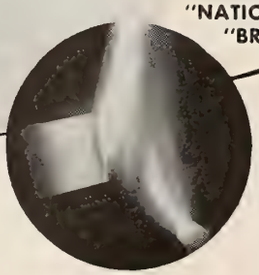
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BILL STERN



Again selected by the Radio Editors for the ninth straight year in Motion Picture Daily's Annual Poll as the most popular sports announcer in America. No other artist in any category has ever equalled this record.

Thanks to:

COLGATE SHAVE CREAM — SHERMAN & MARQUETTE — 11TH YEAR

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 24 NEW YORK, U. S. A., THURSDAY, FEBRUARY 3, 1949 TEN CENTS

20th-Fox Hits Divorcement In New Brief

Holds Current Reforms Satisfy Trust Laws

Attacking the government's proposals for ultimate and complete divorcement restrictions and for additional restrictions on distribution practices, 20th Century-Fox yesterday told the New York Federal Court that licensing measures already adopted and the company's intention of dissolving all of its joint theatre ownerships, with one exception, constitute complete remedy and will serve to prevent in the future any business conduct contravening the Sherman Act.

"The record is clear," 20th-Fox states, in its memorandum to the court, "that the practice of inserting minimum admission prices in contracts has been abandoned, that clearances have been the subject of individual consideration by each distributor sep-

(*Continued on page 7*)

Industry in Omaha Paralyzed by Storms

OMAHA, Feb. 2.—The film industry in this area, along with almost every other business, has been paralyzed by the worst winter in many years for Nebraska.

One film delivery line had to miss 83 towns on one schedule.

President Truman has declared almost half of Nebraska "an emergency area" and has named General Pick to head "operation snowbound" with unlimited funds for relief, manpower and machinery.

Many Western towns on regular

(*Continued on page 7*)

Says Excise Tax No Longer Necessary

WASHINGTON, Feb. 2.—The move to cut the 20 per cent Federal admission tax back to the pre-war 10 per cent level picked up a valuable supporter today, in the person of House Minority Leader Joseph W. Martin, Jr.

Rep. Martin has introduced a bill to cut all excises back to their 1941 levels, declaring that "Congress and the Administration can no longer justify the maintenance of high war-

(*Continued on page 7*)

Plan Revision Of U-I Sales

CHICAGO, Feb. 2.—Universal-International, it is understood, is formulating plans for a new revision of its local selling system.

U-I executives have been in town considering the prospective plan for adoption of selling under the competitive bidding and competitive negotiations, or possibly both systems.

Such systems, if adopted, will embrace the company's forthcoming new product, including "The Life of Riley," "Family Honeymoon," "Criss Cross" and "The Fighting O'Flynn."

Like Paramount, Warner and Columbia, U-I has been selling under the old Chicago system of release. Since the Jackson Park decree, 20th-Fox, RKO Radio, M-G-M and United Artists have adopted the new selling-zoning plan, which involves bidding and negotiations.

E-L Sales Meetings To Start Tomorrow

First in a nationwide series of Eagle-Lion sales meetings will be held tomorrow and Saturday at the Hotel Warwick here, to be presided over by William J. Heineman, distribution vice-president. During the series of meetings, dates and locations of which will be set shortly, sales and branch personnel from all 31 exchanges will meet. The meeting in New York will be addressed by Heineman; Max E. Youngstein, advertising-publicity vice-president; L. Jack Schlaifer, general sales mana-

(*Continued on page 7*)

Closed Shop Cited as Stabilizer by Raoul

NEW ORLEANS, Feb. 2.—Closed shop contracts were held by IATSE general secretary-treasurer William P. Raoul today to be a "stabilizing element" between the "IA" and film companies. The AFL, of which "IA" is a part, is sponsoring repeal of all Federal and state legislation which it believes to be detrimental to labor, including the Taft-Hartley Law, which outlawed the closed shop.

Raoul, who is meeting here this week with "IA" international president Richard F. Walsh and 15 other heads of the union in a semi-annual "IA" executive board meeting, said the closed shop provision of the Wagner Labor Relations Law, which was superseded by Taft-Hartley, was bene-

(*Continued on page 7*)

Portal Report Key To Anglo-U. S. Meet

LONDON, Feb. 2.—Likely postponement of the Anglo-American Films Council meeting now scheduled for March 23 until early summer is generally accepted here as an indication that Eric Johnston, Motion Picture Association of America president, is aware of the possibilities of the recommendations to be made by the Lord Portal committee, now inquiring into the whole field of film distribution and exhibition here.

It is understood authoritatively that a majority of the committee members lean toward divorcement of distribution and exhibition. Johnston may well feel that a meeting of his Anglo-American council will serve no useful purpose until the Portal recommendations are known.

Lord Portal's committee is urgently pursuing its inquisition, meeting twice a week to hear evidence. Yesterday, RKO Radio's Robert Wolff, 20th-Fox's Kenneth Hargreaves and United Artists' David Coplan were heard.

Harold Wilson, president of the

(*Continued on page 10*)

Layoffs Add to U. K. Production Strain

LONDON, Feb. 2.—The government was urged to take steps to prevent dismissal of allegedly excess workers in British studios during a meeting here last night between Harold Wilson, president of the Board of Trade, and Tom O'Brien of the National Association of Theatrical and Kine Employes, and George Elvin of the Association of Cine and Allied Technicians.

If this is not done, O'Brien and Elvin contended, British production will collapse completely.

Wilson promised to consider the

(*Continued on page 10*)

Kelly, DeGrunwald Talk UA Film Deal

LONDON, Feb. 2.—Arthur W. Kelly, United Artists executive vice-president, opened discussions here following his arrival from New York today for production of a picture by Anatole DeGrunwald for worldwide distribution by UA. The picture would be budgeted at approximately $1,200,000.

Closing of the deal is said to depend upon Kelly's ability to secure a British circuit booking deal for the picture in advance. Such a deal need not be with J. Arthur Rank's Gau-

(*Continued on page 10*)

Board Studies Para. Consent Decree Terms

To Vote At Next Meet; 1 Year for Theatre Split

Various aspects of Paramount's trust suit settlement with the government were thoroughly examined at a day-long meeting of the company's top executives and members of the board of directors at the home office here yesterday with the consent decree now set to be voted upon at the next board meeting, which is as yet unscheduled.

Barney Balaban, president, is expected to leave here at the weekend to resume the Miami vacation which he interrupted when the agreement with the government became apparent and it is likely that the next directors' session will be held upon his return to New York, in about three weeks.

Paramount and the Department of Justice reached an agreement on Tuesday in Washington. The basis

(*Continued on page 7*)

NCA Gives 'Forced Selling' Data to US

MINNEAPOLIS, Feb. 2. — Applications for product signed by a film salesman which North Central Allied considers proof of "forced buying" in violation of the U. S. Supreme Court decision in the industry anti-trust suit, have been forwarded to the government for action, it was disclosed in a bulletin to members signed by Stan Kane, executive counsel.

"Every salesman, of course, has the right to try to sell as many pictures as he possibly can," Kane pointed out in his bulletin, adding: "If he didn't he would not be a salesman." He also said every manager also has the right

(*Continued on page 7*)

Filming Abroad Will BoomSoon:Goldwyn

"At least 25 per cent of the important films made by American producers in the near future will be made abroad," Samuel Goldwyn prophesied yesterday as he announced in company with Italian director Roberto Rossellini, Ingrid Bergman and foreign distributor Ilya Lopert that the four had formed an international part-

(*Continued on page 10*)

Personal Mention

JOCK LAWRENCE, executive vice-president of the J. Arthur Rank Organization, has been elected an honorary member of the British Film Academy.

•

ARTHUR H. DEBRA, director of MPAA's community relations department, will speak before the 40th annual conference of Probation Officers of New York in Schenectady on Feb. 15.

•

HERBERT BERGSON, U. S. Assistant Attorney General working on the Paramount decree case, left Washington yesterday for a Southern trip. He will return to the capital on Tuesday.

•

STEVE PERAKOS, son of PETER PERAKOS of the Elmwood Theatre circuit in New Britain, Conn., has passed the Connecticut bar examinations.

•

JOSEPH SMITH, San Francisco RKO manager, has been appointed chairman of the national "Brotherhood Week" committee in his city.

•

HENRY REEVE, president of Texas Theatre Owners, Inc., will return to Menard, Tex., today from New York.

•

HAROLD MIRISCH, Allied Artists-Monogram vice-president, has left here for the Coast.

•

EDDIE CARRIER of M-G-M's royalty department has left here for Hollywood by plane.

•

JOHN HUSTON, M-G-M director, has left here for the Coast.

•

JULES LEVEY has returned to New York from the Coast.

Wehrenberg Convalescing

ST. LOUIS, Feb. 2.—On account of Fred Wehrenberg's convalescence from a pneumonia attack, Tom Edwards of Farmington, new president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, is carrying the Wehrenberg proxy at Theatre Owners of America executive meetings. Wehnenberg is in St. Anthony's Hospital, St. Louis.

Browning in New Post

BOSTON, Feb. 2.—Harry Browning, former public relations director for New England Theatres, has been appointed district manager for the company, succeeding John Carroll, who resigned to become special representative for American Theatres.

Salesmen's Dinner Apr. 24

BOSTON, Feb. 2.—The Boston Motion Picture Salesmen's Club will hold its annual dinner on April 24 at the Latin Quarter here.

Insider's Outlook

By RED KANN

A FEW days ago Bob O'Donnell of Interstate was saying in "Letters to [*Motion Picture*] *Herald*" what some were thinking and others getting around to in heated oration over a tall glass:

"I would like to recommend that the top executives and heads of our principal organizations such as MPAA stop crying 'Wolf'. Our industry has created its own depression by hollering 'economy' and has definitely created in the minds of our patrons that today's motion pictures are made on a short budget with inferior people and without thought to quality. . . .

"If we can quit crucifying our own industry by ill-advised statements in trade papers, daily papers and fan magazines, we can at least stay where we are. [*In the first two weeks of* '49, *Interstate of Texas was ahead of the same two weeks of* '48]. But, if we are to continue issuing ill-advised statements, we are bound to suffer."

■

The indications are O'Donnell may have been winning his point even before his letter was published. In Miami, where the company presidents met, Eric Johnston publicly and belatedly proclaimed business in U. S. theatres in 1948 was only 10 per cent off all-high 1946 and seven and one-half per cent under 1947. In Los Angeles, he observed the decline was scraping along bottom and challenged reports that present conditions were "desperate" without defining their origin.

It might have been more to the point if he had challenged some of his directors when they were giving out the kind of public statement which helped precipitate the impression now being disavowed.

■

The current state of affairs fools no one who recognizes the facts. The British situation and blocked funds have interrupted dollar remittances to New York. High production inventories are yet to be completely sweated out of the industry's corporate system. Domestic theatre grosses are out of the war-time stratosphere and cuddling closer to post-war normals, but they continue good and they continue high when the attraction delivers. Ask the sales manager who has one.

No reasonable person will argue over the need for economic adjustments. It is the obligation of properly functioning management to trim sail, but the canvass does not have to be cut to ribbons in the doing. Responsible executives, it happens, are on record privately with the statement that some of the maneuvers undertaken to date are more noteworthy for size than for judgment.

■

Attractions representing heavy negative investment are being dusted off with little or none of the merchandising advantages traditionally accepted as sound practice. In astonishing numbers, product is being allowed to creep up on exhibitors as if it were a mystery or as if the distributor were ashamed of it. Because they feel they have been carrying too much of the advertising-exploitation load and the exhibitor too little, distributors now are willing to place their production investments in serious jeopardy through inaction. Assuming for the argument that right is on their side, what about the product?

Johnston moves in the direction of preserving the dikes when he seeks to stem the tide of hysteria. That's a plus step, but minor in relation to the widespread need for a re-birth of enthusiasm and optimism.

This is a business which thrives on excitement and noise, aggressiveness and punch, big doings and oversized assertion. It's show business with spots like the leopard and it's time to remember that again.

■ ■

In a state-of-the-industry commentary embodied in Universal's annual financial report, J. Cheever Cowdin and Nate J. Blumberg argue producers should enjoy a greater proportion of the box-office dollar—an argument theatremen will not share. But this is interesting, too:

"Exhibitors can also serve their own vital interests by helping in another way. That is by reassuming their traditional obligation to back up the pictures they book with hard-hitting, consistent promotional efforts and exploitation to attract maximum patronage."

Substitute *distributors* for *exhibitors* and *sell* for *book*. Then try it for size.

'Gratitude Train' To Tour Nation

"Gratitude Train," France's gesture of thanks for the original "Friendship Train," which arrived in New York yesterday, will be dispatched throughout the country on an itinerary which will take it to all state capitals and the District of Columbia, it was announced here by Harry M. Warner, national chairman of the "Friendship" committee organized by Drew Pearson a year ago.

The 48-car train will cover the same route followed by the Friendship Train and in each state the contents of one box-car will be unloaded and placed on public display, Warner said.

M-G-M Heart Film For MPAA Series

WASHINGTON, Feb. 2.—"Heart to Heart," an educational film on heart disease, will be the third short in the Motion Picture Association of America's public service series. M-G-M will produce the short, which should be ready for distribution in a month to six weeks.

"Power Behind the Nation" and "Letter to a Rebel" were the first two films in the MPAA series. The public service series is to be distinguished from the industry's public relations films now being produced by an all-industry committee in Hollywood.

H. Stothart, 64, Film Composer

HOLLYWOOD, Feb. 2.—Herbert Stothart, 64, composer of musical scores for motion pictures since 1930, died yesterday at Cedars of Lebanon Hospital after a long illness.

Stothart, who had been under contract with M-G-M throughout his Hollywood career, won an Academy Award for his score for "Wizard of Oz" and wrote the music for many major films, including "The Yearling," "The Green Years" and "The Unfinished Dance." He was musical director of the Jeanette McDonald-Nelson Eddy musicals and his work was well known on Broadway and abroad before he entered the industry.

He is survived by the widow, Mrs. Mary Wolfe Stothart, two daughters, Carol and Constance, and a son, Herbert 2nd, all of Brentwood. A brother, Pope, lives in Minneapolis.

Mother of Mrs. Will Hays

Mrs. W. P. Herron, mother of Mrs. Will H. Hays, died yesterday at her home in Crawfordsville, Indiana. Mr. and Mrs. Hays left here last evening to attend the funeral in Crawfordsville.

Mrs. Herron was also the mother of Major Frederick Q. Herron, who was for many years associated with the Motion Picture Association as its foreign manager.

"Quiet One" Opens Feb. 12

"The Quiet One" will have its world premiere on Lincoln's Birthday, Feb. 12, at the Little Carnegie Theatre here. Mayer-Burstyn, Inc., distribute the film.

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"A punchy laugh-getter! Rates a handsome run through all situations! Word-of-mouth possibilities are excellent." VARIETY

"Will send ticket-buyers into gales of laughter. First comedy of the new year of important stature." FILM DAILY

"Bound to shake loose a sizeable amount of b.o. dollars! It has no aim other than to entertain and succeeds mightily!" DAILY VARIETY

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Original story by Mindret Lord

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"UNUSUAL film . . . that is going to sell a lot of tickets. To repeat, it's unusual and you don't come by one that has that quality often."
—*Film Daily*

"UNUSUAL highly imaginative yarn. Patrons will love the film, will loudly acclaim it and liberally patronize it." —*Boxoffice*

"UNUSUAL picture, packed with suspense. Don't miss this very good movie."
—*Jimmie Fidler, Mutual Broadcasting System*

"**ORIGINAL,** provocative, intriguing, imaginative . . . gives the spectator a thrilling ride for his money."
—*Hollywood Reporter*

"**ROUSING GROSSES** . . . for . . . absorbing . . . suspense-filled entertainment . . . that lends itself admirably to exploitation."
—*Daily Variety*

"**STRONG EXPLOITATION ANGLES** . . . and Farrow gives it strong direction. Milland's portrayal is exacting work." —*Variety*

"**IDEA-VALUE** . . . should please a large audience. Milland, Totter and Mitchell should help inflate boxoffice grosses."
—*Showmen's Trade Review*

"**DEVILISHLY DIFFERENT** . . . a picture you'll give your undivided attention."
—*Photoplay Magazine*

BE SURE TO BOOK "THE MOVIES AND YOU" SERIES OF INDUSTRY SHORTS.

Maneuver to Change Alger Jurisdiction

CHICAGO, Feb. 2.—Distributors took steps to transfer their Alger film rental percentage actions from Federal Court here, by moving today to dismiss without prejudice each of the eight actions pending in U. S. District Court so that the issues could be determined in another court.

In the motion papers, served by Mayer, Meyer, Austrian and Platt and Matthews and Springer, counsel for the distributors, to withdraw the Federal actions, it is claimed that, without a prior inspection of records, the plaintiffs might find after a lengthy, complex and successful trial on the illegality issue referred to the Master, that the minimum jurisdictional amount for Federal courts might not exist in all actions. Withdrawing the suits from Federal court, according to the papers, will clear the way for determining the issues in a court whose jurisdiction will not be dependent on the amount involved in any case.

Study Trieb Records In Griffith Case

OKLAHOMA CITY, Feb. 2.—Government and defense attorneys agreed to a recess this afternoon in the Griffith mandate hearing in order to look over two boxes of records brought into court by prosecution witness Mrs. Mary E. Trieb, operator of the El Capitan, Roswell, N. M.

The records were submitted as support of Mrs. Trieb's charge that buying practices of the Griffith circuit caused financial loss to her business. Government attorney George B. Wise said that Mrs. Trieb would resume her testimony in the morning, but that he still plans to ask for a longer recess tomorrow.

Chicago Deadlock Over Union Fund

CHICAGO, Feb. 2.—The Chicago Motion Picture Operators Union, Local No. 110, and 20th Century-Fox and RKO are in a deadlock here over signing of a new contract which involves a 10 per cent raise for its operators' union-employer fund. The new contract, which went into effect on Sept. 1 of last year, was signed by all Chicago theatres and all other distributors. Result of the impasse has caused a temporary hiatus of projection room screenings and trade showings for both RKO and 20th.

Protest Segregation

WASHINGTON, Feb. 2.—Loew's Capitol was picketed by members of the District of Columbia's Young Progessives in protest against the policy of downtown Washington theatres of not admitting Negroes. Spokesmen for the group said picketing would continue weekends until all Capital theatres had been covered.

Capital Variety Luncheon

WASHINGTON, Feb. 2.—The local Variety tent plans to combine its annual Valentine's Day party on Feb. 14 with a luncheon for the Conference of Christians and Jews, with Eric Johnston, MPAA president, listed as guest speaker.

'Informer Suits' Are New Problem in Mo.

St. Louis, Feb. 2.—Missouri theatre owners plan an appeal to the state legislature for relief from "informer suits" brought under a Missouri statute of Civil War vintage. The law, regulating the size and location of theatre aisles, was passed in 1869 and had been forgotten until informer suits were filed by two Cape Girardeau lawyers against several Southeastern Missouri theatres. The theatre's fine is split between the person making the complaint and the local school fund.

New Committee for Small Business

WASHINGTON, Feb. 2.—The House today approved the re-establishment of a special committee on small business. Rep. Patman of Texas, ranking Democrat on last year's committee, which sharply criticized film producers and distributors, was named chairman of the nine-man group.

The other four Democratic members are Keogh of New York, Hardy of Virginia, Mansfield of Montana and Evins of Tennessee. The Republican members are Halleck of Indiana, Hill of Colorado, Riehlman of New York and Lichtenwalter of Pennsylvania.

M-G-M Group Leaves For Coast Meets

M-G-M's home office and Eastern group of sales and theatre executives will leave for the Coast today to attend the "Preview of Product" and sales conferences in Culver City and Los Angeles, Feb. 6-12. Joining the home office contingent will be executives from several parts of the country. Many others have already arrived on the Coast. William F. Rodgers, vice-president and general sales manager will preside.

37 Detroit Houses In Cash Giveaway

DETROIT, Feb. 2.—Sam Carver, president of Detroit Consolidated Theatres reports that 37 theatres will be in on the cash giveaway program ushering in a tie-in with station WJLB here, starting Monday night, Feb. 28, and lasting for half an hour. Carver expects more theatres to join the program before Feb. 28.

The program will be on the air each Monday evening.

New Quarters to Variety

MEMPHIS, Feb. 2.—Variety Club of Memphis has unanimously voted to accept the request of Goldsmith's Department Store to move to new quarters which Goldsmith's will provide in the Hotel Gayoso. Chief Barker Ed Williamson said the club hopes to move to its new quarters soon.

Schiller Named Liaison

HOLLYWOOD, Feb. 2.—Jim Schiller has been appointed liaison between Monogram-Allied Artists' advertising-publicity department, under Lou Lifton, and Scott Dunlap, studio head.

Cinema Lodge To Cite Gov. Dewey Tonight

New York's Cinema Lodge of B'nai B'rith will honor Gov. Thomas E. Dewey for his pioneering in anti-discrimination legislation in New York State at the Hotel Astor here tonight.

Gov. Dewey will be presented with the Cinema Lodge "Honor Scroll" by Leonard H. Goldenson, president of Paramount Theatres Service Corp., a member of the advisory board of Cinema Lodge, and a director of the Anti-Defamation League of B'nai B'rith. Arthur H. Schwartz, counsel to the Commission on Coordination of State Activities, will be chairman. S. Arthur Glixon is president of the Lodge.

Unrestricted Film Imports in Israeli

The Israeli government has authorized the unrestricted importation of American motion pictures until June 30, according to a cablegram received here yesterday by John G. McCarthy, managing director of the international division of the Motion Picture Association of America. The cable added that negotiations will be reopened at that time.

McCarthy returned to New York yesterday from Washington and two days of conferences with State Department officials.

U. N. Eyes Arnall For Kashmir Post

Ellis Arnall, new president of the Society of Independent Motion Picture Producers, is one of several persons under consideration for the United Nations post of plebiscite administrator for Kashmir, according to press reports.

Arnall is now in Atlanta and could not be reached for comment on his availability for the assignment should it be offered him.

David Jonas Heads Screen Associates

David Jonas is the new president of Screen Associates, succeeding David H. Lion, who has resigned. Miriam Sack will be secretary-treasurer of the firm.

The company plans to produce motion pictures for theatrical, non-theatrical and television exhibition.

Esquire Buys Ideal

Majority interest in Ideal Pictures, 16mm. film distributors, has been acquired by Esquire, Inc., according to an announcement made here today by David A. Smart, head of the publishing concern. He said the firm would continue to service television stations, churches, schools and other users of the educational films distributed by the company.

Video Firm Finishes 1st

Television Features, Inc., has completed its first picture for theatre release, a film or "brotherhood" which will be shown during "Brotherhood Week," February 20-27, according to Larry Gordon, president. Featured in the documentary, which runs 11 minutes and was made for the National Conference of Christians and Jews, are Nelson Rockefeller, Charles E. Wilson, General Electric president, and Roger W. Strauss, financier and philanthropist.

Defends NSS At Albany Luncheon

ALBANY, Feb. 2.—National Screen Service was defended against the action taken by the Theatre Owners of America board meeting in Washington last week as Frank Dembow, NSS sales manager, spoke before a luncheon of Albany district exhibitors held by the local TOA.

Expressing his thanks to Harry Lamont and Leonard Rosenthal, local TOA officials, for their invitation to speak, Dembow said, "This round-table method of dealing with complaints and criticisms is fairer, more realistic, than the rugged, rough resolution passed by the TOA board in Washington, where our company was condemned without trial."

Dembow expressed the opinion that complaints about NSS had been magnified in recent months and said that they originated from complaints made by a Southern exhibitor at a meeting in Chicago. Dembow said he discussed some of these complaints at Allied's national convention at New Orleans, but that he did not attend the TOA board meeting as he felt it "futile."

Six exhibitors from the Albany area took the floor to discuss the NSS situation. Chief complaints stemmed from a shift of part of NSS services from Albany to New York last summer, which meant increased costs in postage, telephone calls and from shipment delays for operators, according to those who spoke during the discussion.

Asked Not to Book Industry Shorts

ALBANY, Feb. 2.—Albany area exhibitors were asked, at a TOA meeting here today not to book RKO's "Let's Go to the Movies," an industry public relations short, until Leonard Rosenthal, TOA local executive director, learned from the national TOA what charge was to be made. Those present agreed that the short was "very entertaining and helpful to our business, but it should not be released at a profit to anyone."

Rosenthal and Harry Lamont, temporary chairman of the Albany TOA, reported that this stand was taken at the Washington weekend meeting of national directors, and a committee was appointed to take up the matter with RKO. Rosenthal said he will advise local exhibitors what the national TOA achieves in negotiations.

3 - Theatre Opening For "Down to the Sea"

Twentieth Century-Fox's "Down to the Sea in Ships" will have a three-theatre world premiere in New Bedford, Mass., on Feb. 15. Theatres are the State, New Bedford and Empire. Festivities will be sponsored by the New Bedford Citizens' Committee.

Following the premiere, a party will be given at the New Bedford Hotel for visiting members of the press. Gov. Paul A. Dever of Massachusetts and Mayor Arthur N. Harriman of New Bedford will be official hosts for the occasion.

25-cent GPE Dividend

Directors of General Precision Equipment Corp., have declared a cash dividend of 25 cents per share on capital stock, payable on March 15, to stockholders of record on Feb. 25.

20th-Fox Brief

(*Continued from page* 1)

arately, and that literally thousands of them have been modified, and that the elimination of the other condemned practices has been affirmatively established by the defendants' evidence."

The company states that the government failed to produce any evidence to support its recommendation of divorcement on the charge of monopoly. "As far as the plaintiff is concerned," 20th-Fox continues, "it has offered no evidence which bears upon any of the elements which the Supreme Court said might support a finding of monopolization."

The company holds that some theatre expansion should be allowed with acquisitions "judged on their merits and if no trade restraining consequences follow."

The company contends that competitive bidding, which was found objectionable by the high court, should be replaced by an injunction against a distributor's arbitrary refusal of an exhibitor's demand for a run. This, coupled with the planned arbitration system, will provide an "effective substitute," the company asserts.

The one partnership which 20th-Fox has not agreed to dissolve is Fox Evergreen Theatres and the company states that the only issue here is whether "the ownership of approximately 15 per cent of the stock of that company by one who is and has been for many years an employe of National Theatres is an illegal restraint of trade."

The plan for arbitration already has been presented to the New York court in the form of a tentative draft. It will be formally submitted when hearings resume on March 20. Details of the system were reported by MOTION PICTURE DAILY on Jan. 25.

The Department of Justice has until early next month to reply to the 20th-Fox proposals for findings and judgment.

Closed Shop Cited

(*Continued from page* 1)

ficial to both management and labor in the industry in that it checked the trend toward "temperament" which he said is found among theatrical employes. Proof of this, he said, is that theatre owners are satisfied to work under closed shop contracts.

A return to the closed shop is provided for in the Truman Administration bill to repeal the Taft-Hartley Law.

Films, Radio, Publishing Planned By AFL's "Political League"

MIAMI, Feb. 2.—Publication of a weekly newspaper and presentation of radio programs or motion pictures are contemplated under a broad program of activity at national, state and local levels which was laid out here yesterday by AFL's "Labor's League for Political Education." The AFL executive council is in quarterly session.

Rush Truman Film

WASHINGTON, Feb. 2.—"The Inaugural Story," a motion picture record in sound and color of the Inauguration of President Harry S. Truman, is being rushed in the laboratories, it was announced here today by Al Sherman, president of Sherman Plan, Inc., producer of the one-reel subject. William H. Benedict, production supervisor for Sherman, supervised production with Richard Patton.

Reviews

"The Red Pony"

(*Republic*)

THE merchandising assets of Republic's "The Red Pony" are immediately apparent. Adapted to the screen from John Steinbeck's popular-seller of the same name, it has been well made by producer-director Lewis Milestone who enhanced in Technicolor the efforts of an impressive cast headed by Myrna Loy, Robert Mitchum, Lewis Calhern and Peter Miles.

The story itself is refined down to the simplest dramatic form as it captures the inner-world of mystery, charm and wonder of a young farm child who has been given a small red pony. With this as his central theme, Steinbeck has blended into his screenplay incidents from his other short stories to evolve a unified study of varied human relationships on a ranch, which serves as the film's background.

Although the film is popular entertainment, and at its best manifests primal virtues of great drama, the plot progresses on the slow and measured side. And while it is endowed with a quality of warmth and sympathy, it never quite rushes into vibrant life.

As the child whose world is filled with living richness by the gift of the pony, Miles offers a characterization of infinite delight. His entire interests become encompassed by the little animal. With the help of ranch-hand Mitchum, the boy tends the needs of the pony, and learns about life by watching it grow. Sadness enters the heart of the lad, however, when the pony gets caught in a storm and gets critically ill. Along with this sadness goes the more disheartening loss of faith in Mitchum who had given the boy assurance of the pony's safety.

Against the background the boy's problems there develop the more complex problems of his mother and father, Miss Loy and Shepperd Strudwick. It seems that a hero-worshipping attachment to Mitchum had alienated the boy from his father, thus giving rise to injured emotions. Filling out the film are some random angles involving Calhern, a grandpappy who was a frontiersman, and forever keeps reminding the family about it in unsolicited anecdotes.

The boy experiences the first real pangs of life when his pony meets a ghastly death. But the boy also comes to learn the miracle of rebirth when a new colt is presented to him. Mitchum's performance, like the picture itself, is well done, but restrained. The other performers generally prove equal to him in this Charles K. Feldman presentation.

Running time, 89 minutes. General audience classification. Release date, March 28. MANDEL HERBSTMAN

"Don't Take It to Heart!"

(*J. Arthur Rank—Eagle-Lion*)

PRODUCED by Sydney Box and written and directed by Jeffrey Dell, "Don't Take It to Heart!" embodies a light handling of the problem of Britain's lordly gentry in its desperate attempt to hang on to the aegis of nobility while undergoing dire economic strife. It is a film that has some very funny moments, although more often than not its humor is hampered by poor pacing and spotty direction. There is evidence, too, of the film's having been produced under difficult conditions in Britain.

On the credit side are some characterization gems, such as a bus driver (Ivor Barnard), a magistrate (George Bailey) and a reporter (Ernest Jay), who, with a few others in minor character roles, provide some rib-tickling moments which give the film a decided lift.

The story concerns a bombed mansion which has unearthed a 400-year-old manuscript and the ghost of a former lord of the manor. The estate is opened to sightseers with the present lord himself acting as guide. A young lawyer, Richard Greene, becomes interested in both the document and the lord's daughter.

When a nouveau-riche landowner attempts to drive the tenants from the land for poaching, the lawyer pleads the cause of the tenants, and by producing a surprise witness in the person of the ghost, it appears that one of the tenants is the real lord and cannot therefore be driven from the land.

Greene turns in a creditable job, and so does Patricia Medina as the leading lady. Edward Rigby's butler provides some of the more humorous moments of the picture, and Brefni O'Rorke as Lord Chaunduyt gives his version of the fading class of British noblemen a satiric touch. The film could stand shortening.

Running time, 90 minutes. Adult audience classification. Release date not set.

'Forced Selling'

(*Continued from page* 1)

to needle his salesmen into increased efforts to sell every exhibitor every possible picture.

But, the bulletin contends, the court has set the line where good salesmanship ends and misbehavior begins. "The line is crossed by the salesman and manager when they insist that in order to get the picture you want you must buy another or others that you don't want," Kane declared.

The forcing or conditioning of pictures is illegal and widespread, the bulletin charges, and Kane warns that "some day in the not-too-distant future some high film officials "are going to jail."

Paralyzed by Storms

(*Continued from page* 1)

train service have had only one or two trains through since November.

Most film exchanges have kept their salesman more off the road than on. Those who do go out usually get stranded and come back with weird experiences of their struggle to get back to Omaha.

More than 100 theatres have had to shut down at least for intervals. A complete shut off of a town's electric power is not infrequent.

Cattle losses in some of the country's heaviest production areas are listed as high as 40 per cent which seems certain to bring economic troubles.

Para. Board Studies

(*Continued from page* 1)

for it is the separation of the present corporation into two companies independent of each other, one to operate theatres and the other to engage in production and distribution.

It was disclosed here yesterday that Paramount, under the terms of the settlement, will be given one year from the date on which the stockholders vote approval in which to effect the split. The separate theatre company which will emerge will be comprised of more than 600 theatres.

50-Cent Paramount Dividend

At a meeting of the board of directors of Paramount Pictures, held here yesterday the regular quarterly dividend of 50 cents per share was declared on the common stock, payable on March 25 to holders of record on March 4.

E-L Sales Meetings

(*Continued from page* 1)

ger; Milton E. Cohen, Eastern sales manager, and Fred Stein, special representative on J. Arthur Rank's "The Red Shoes."

Heineman will emphasize that E-L is now in the best position the company has ever been insofar as available product backlog is concerned. Currently in release are "Canon City," "He Walked by Night," "The Red Shoes," and "The Scar." Ready for release are: "Tulsa," "Reign of Terror," "Red Stallion in the Rockiess," "The Big Cat," and "Alice in Wonderland."

This month will also see the reopening of E-L's studios in Hollywood, which were temporarily closed late last year. Three films are set for immediate filming, "Port of New York," "Trapped" and one tentatively titled "Marker X." Others scheduled for early production are: "Twelve Against the Underworld," "The World and Little Willie" and "These Were My Orders."

J. Arthur Rank product currently in release by E-L are besides "The Red Shoes," "Blanche Fury"; "A Canterbury Tale"; "Don't Take It to Heart"; "It Always Rains on Sunday"; "Waterloo Road"; "My Brother's Keeper"; and "Take My Life." Soon to be released will be "Scott of the Antarctic," "Miranda," "Quartet," "Saraband" and "Sleeping Car to Trieste."

Under the deal recently concluded with David O. Selznick, the company will distribute "Since You Went Away," "Intermezzo," "Prisoner of Zenda," "I'll Be Seeing You," "Garden of Allah," "Spellbound," "Rebecca," "Bill of Divorcement" and "Tom Sawyer."

Excise Tax

(*Continued from page* 1)

time excise rates on a few products of industry."

The Massachusetts Republican said that "the time has arrived when such rates are bad for business, bad for the thousands of employees of the affected industries, and so far as the Treasury is concerned, they are subject to the law of diminishing returns.

"To continue to levy war-time rates on a few industries is clearly discriminatory. All of our bills in the past that have cut taxes have stimulated the yield to the government. High taxes kill the goose that lays the golden egg."

A champ at the boxoffice!

SHOWMEN'S TRADE REVIEW



"Action, romance, fighting, swordplay, adventure, excitement and laughter. What more could an audience ask for, especially a family audience? It's got plenty on the ball!"

VARIETY



"A first-rate grosser . . . a picture that could be built into a real coin-getter."



MOTION PICTURE HERALD

"It looks like a top-grade box-office attraction. Hold on to your hats and tell your patrons you have some thrills in store for them!"



DAILY VARIETY

"Jam-packed with action. Fine entertainment."





BOXOFFICE

"Mighty good entertainment that should please any type of audience. A fast-moving, swashbuckling film with plenty of humor."

FILM DAILY

"Click business indicated. Rousing, colorful entertainment . . . exciting, spectacular."

HOLLYWOOD REPORTER

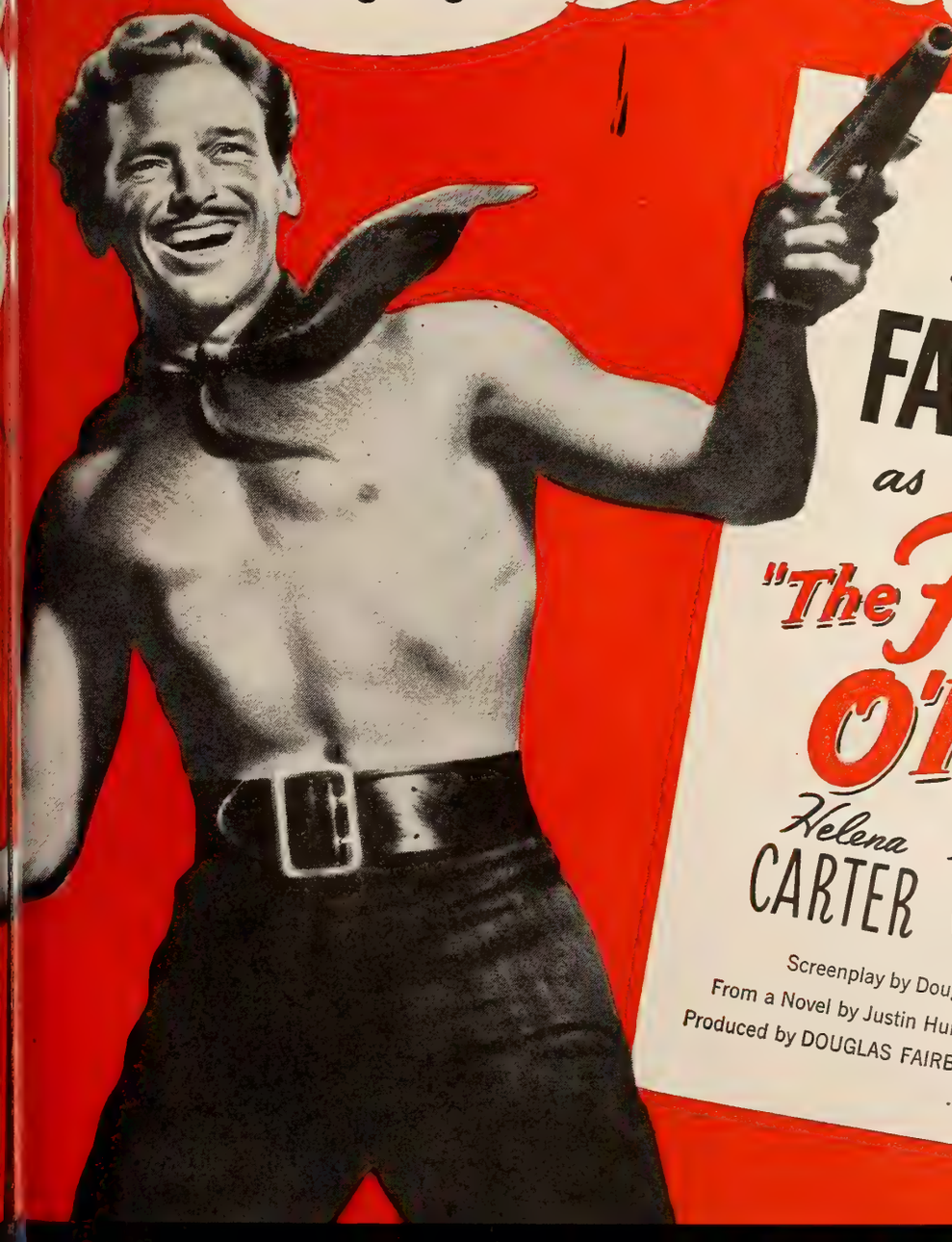
"Packs plenty of action. Designed to please the action and adventure fans."

THE EXHIBITOR

"Packed with action, this should satisfy any audience. High rating action show packed with selling angles."

MOTION PICTURE DAILY

"Action fans will find 'The Fighting O'Flynn' right up their alley. First-rate entertainment. Good business appears to be in the offing."



UNIVERSAL-INTERNATIONAL presents

Douglas FAIRBANKS JR.

as

"The Fighting O'FLYNN"

co-starring

Helena CARTER Richard GREENE Patrica MEDINA

Screenplay by Douglas Fairbanks, Jr. and Robert Thoeren
From a Novel by Justin Huntly McCarthy • Directed by ARTHUR PIERSON
Produced by DOUGLAS FAIRBANKS, Jr. • A FAIRBANKS CO., INC. PICTURE

Admits Britain Can't Fulfill Its Quota

LONDON, Feb. 2.—In a significant wind-up of the House of Lords debate yesterday on the government's Film Finance bill, Lord Lucas, on behalf of the government, admitted that the British industry is now unable to fulfill the 45 per cent quota.

The admission evoked an "I told you so" from the opposition's Lord Swinton.

Also, Lord Strabolgi claimed there has been an unnecessary hostility to Hollywood, and urged "far more cooperation and greater effort to come to terms with Hollywood instead of trying to force the pace as we hitherto done."

Portal Report

(*Continued from page* 1)

Board of Trade, has asked Lord Portal to render his recommendations at the earliest moment compatible with fairness and completeness.

Yet another reason encouraging postponement of the Anglo-American council meeting is the known wish of many to increase representation at the meeting. Despite the opposition of Sir Henry French of the Producers' Association, exhibitor Sir Alexander King already has received informal approaches from the Johnston party to join the British delegation.

U. K. Layoffs

(*Continued from page* 1)

matter but claimed that various developments now underway, such as the government's Film Finance bill, the Lord Portal committee inquiry into production and distribution practices, and other matters will likely lead to considerable improvement in the situation eventually.

Wilson is meeting with producers privately tonight and it is anticipated that government financial aid to the industry will be discussed further then.

British producers currently are urging that a large amount of entertainment tax collections be set aside by the government for subsidization of production. Exhibitors, on the other hand, are urging reduction of the tax.

O'Brien and Elvin are disturbed not only about recent studio closings here and the laying off of surplus studio workers, but also over the notice given by the Producers' Association of its termination on March 31 of the present labor agreement.

In addition, J. Arthur Rank has announced that 300 of his employes at Denham and Pinewood are redundant and will be dropped soon. He agreed to suspend the dismissal notices, however, until the outcome of last night's meeting between Wilson and O'Brien and Elvin was known. Rank is rapidly expanding the use of his new "independent frame" process at his studios, which reduces manpower requirements, and looks forward to the time when all of his pictures can be made by that process.

Armendariz to Produce

MEXICO CITY, Feb. 2.—Pedro Armendariz, prominent young actor here who has worked in Hollywood, is organizing a company for the production of his own pictures in Mexico.

Reviews

"Boston Blackie's Chinese Venture"

(*Columbia*)

THE adventures of private detective "Boston Blackie," again played by Chester Morris, provide an hour's entertainment and suspense while taking the audience on a bus tour of a large city's Chinatown. Pointed up are the methods used to "dupe" innocent sight-seers into believing they are witnessing sinister influences of the Orientals.

"Blackie" and his partner, "Runt," played by Sid Tomack, become involved in the murder of a Chinese laundry man. The trail leads to several persons who, the detectives discover, are disposing of stolen jewels. "Blackie's" ingenuity and understanding of criminal operations eventually breaks the case, outsmarting the local police. Also in the cast are Maylia, Richard Lane, Don McGuire, Joan Woodbury and others.

Rudolph C. Flothow produced and Seymour Friedman directed from an original screenplay by Maurice Tombragel who used as a basis characters created by Jack Boyle.

Running time, 59 minutes. General audience classification. For March release.

"Rose of the Yukon"

(*Republic*)

WITH the snow regions of Alaska serving as a backdrop, this action-adventure film has for its plot a hunt for an American Army deserter by an Army Intelligence officer. The former is played by William Wright, the latter by Steve Brodie. Rich in incident, "Rose of the Yukon" serves up scenes of ice breaks, dog-sled chases, a wild dog hunt, Eskimo dances and hand-to-hand combat and gunplay. Also, Myrna Dell, the saloon entertainer, gives a pleasant vocal rendition of "It's Not the First Love."

The Army learns the whereabouts of Wright when his picture appears in an Anchorage newspaper for winning a betting pool. He supposedly was killed in action on Attu during a reconnaissance raid. Brodie meets Myrna Dell, the saloon singer and friend of Wright, who leads him to the latter's cabin. She is reluctant to give information about Wright until she learns that he had found Japanese reports of locations of valuable ore deposits when on a reconnaissance raid, stealing the reports and killing the Americans who were with him. Wright deserted and after the war sold ore to a foreign government. Brodie tracks down the deserter, kills him in a gunfight and receives a promotion. He and the girl then plan to marry and return to Alaska for a new assignment, after a honeymoon. Stephen Auer was associate producer and George Blair directed. Norman S. Hall wrote the original screenplay.

Running time, 59 minutes. General audience classification.

Massey May Head Canadian Probe

OTTAWA, Feb. 2.—Though prominently mentioned as likely to become chairman of the proposed Royal Commission which the Canadian government is setting up to investigate governmental agencies concerned with television and films, Vincent Massey, former Canadian High Commissioner in London, refused to confirm or deny his possible appointment after arriving in Ottawa from New York.

If there is anything to be said on the subject it would come from the government, he told reporters here.

Canada Is Short of Steel for Theatres

Ottawa, Feb. 2.—The Canadian industry did not get much encouragement about proceeding rapidly with present plans to build new theatres or to effect necessary changes in present theatres from the latest statement here of the steel controller for the Canadian government, F. K. Ashbaugh, who stated that there is no alleviation in sight for Canada's steel shortage.

It will take at least another two years to provide additional steel-producing capacity to take care of all of Canada's steel needs, he declared.

Mexican Production Seen At 70 to 80

MEXICO CITY, Feb. 2.—Domestic production this year is estimated at not more than 80 and not less than 70 features by the trade here. The estimate is based upon the announcement by Andres Serra Rojas, director general of the trade's own bank, the Banco Nacional Cinematografico, that his institution has already arranged to finance the production of 30 pictures in 1949.

The new producing and distribution firm, Mier-Brooks, headed by Felipe Mier and Oscar J. Brooks, both former Warner managers here, will make at least 16. Independents are counted upon to raise the total to between 70 and 80; 1948 production reached 82.

House Group Okays Reciprocal Trade

WASHINGTON, Feb. 2.—The House Ways and Means Committee today approved a bill extending the Reciprocal Trade Agreements Act through June 12, 1951, and giving the President a free hand in negotiating new agreements. Such a bill has been supported by film industry leaders.

The measure will come up for debate on the House floor on Tuesday and will probably be passed and sent to the Senate on Wednesday.

Heads Mexican Company

MEXICO CITY, Feb. 2.—Carlos Carriedo Galvan has been elected president of Producciones Mexico, S. A.

Mexico Decrees Cut In Import Storage

Massce-Barnett's vice-president Norman Barnett, disclosed here that his company, which forwards films abroad for U. S. distributors, has received from its agent in Mexico City a warning that the Mexican government has issued a decree reducing from six to two months the period for warehousing prints at custom storage points.

"Starting with today," the report from Mexico City stated, "if the consignees or addressees do not take delivery of goods within the prescribed delay, they will be considered as abandoned and the government will immediately proceed to sell them at public auction."

Filming Abroad

(*Continued from page* 1)

nership, described as, "the first of its kind in the industry." New company will be called Rossellini Productions.

Under the newly-signed agreement the four will join forces for immediate production in Italy of a film to star Miss Bergman. Rossellini, who directed "Paisan" and "Open City," will leave here for Italy at once and will start production, in April, under a $500,000 budget, while Miss Bergman will leave on March 1 to prepare for her role. Subsequent arrangements call for Rossellini to direct his first picture in America for Goldwyn, following completion of the Italian project. Blocked lira and American dollars will finance the production of the film to be made in Italy. No distribution commitment has been made for it.

In connection with his prediction about the future for American production abroad, Goldwyn said that "most important" to him "is the fact that this will have a healthy influence on all American picture-making. Hollywood needs the impact of new ideas, experiences, and emotions. We are all bound to benefit as more and more of our people are brought into direct contact with the problems and experience of a new world outside of Hollywood and America."

Kelly, DeGrunwald

(*Continued from page* 1)

mont British or Odeon circuits but could be with the Associated British Pictures Corp. circuit.

Kelly plans to be here about two weeks and will spend next weekend in Paris. He has announced no successor yet to David Coplan, whose resignation as UA's managing director here is effective Feb. 12. He will examine the basically changed distribution setup here first to ensure the suitability of the company's new appointee to the post.

Acquires Italian Film

Continental Pictures has acquired U. S. and Canadian rights to the Italian film "Campo De Fiori," starring Anna Magnani and Aldo Fabrizzi who appeared in "Open City," George Margolin, Continental president, reported here yesterday.

Mexican Houses Increase

MEXICO CITY, Feb. 2.—There are now 98 film theatres here compared to 63 five years ago. In 1943, and still today, there were and are 10 stage theatres with five really active.

Thanks to you, Mr. Exhibitor

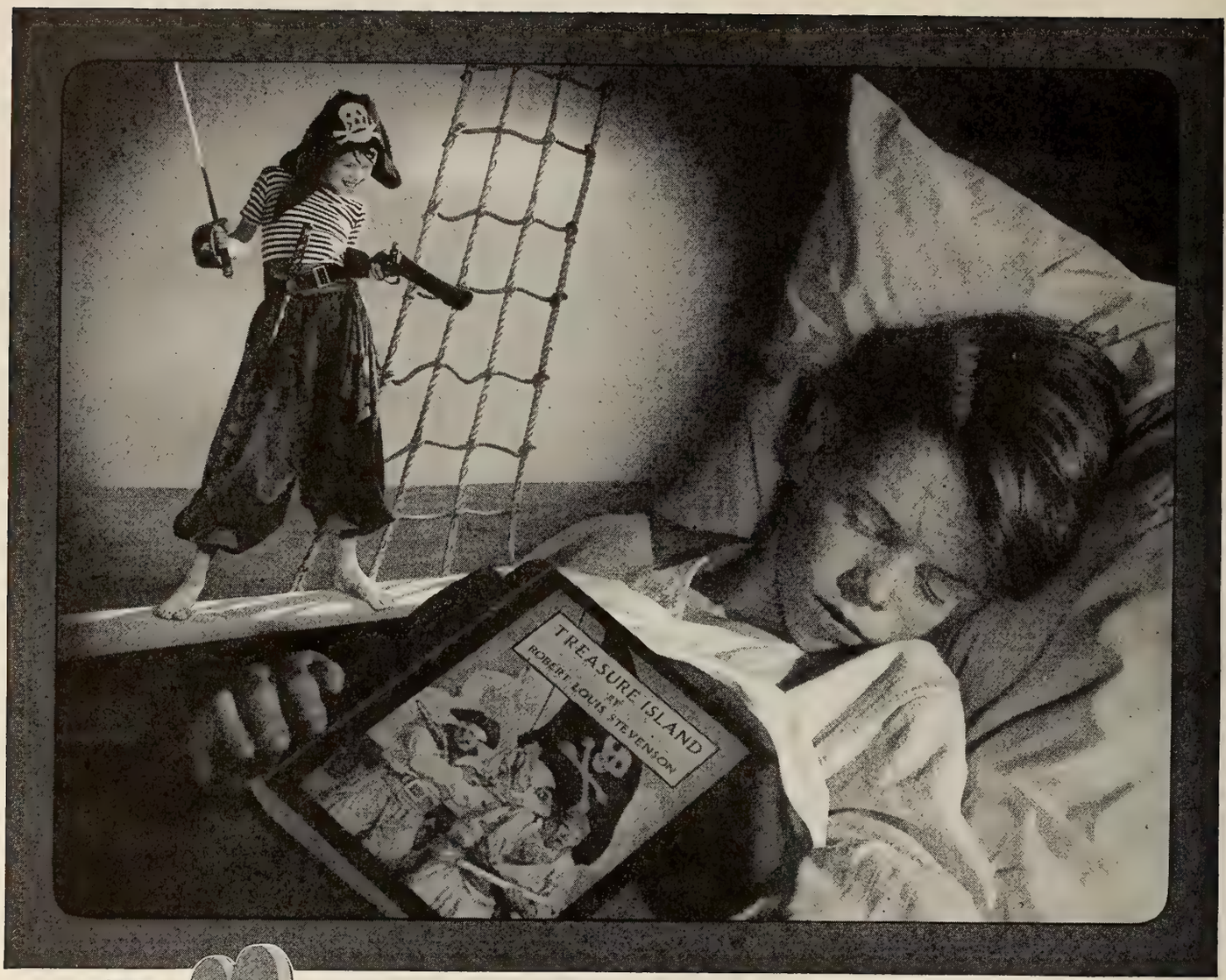


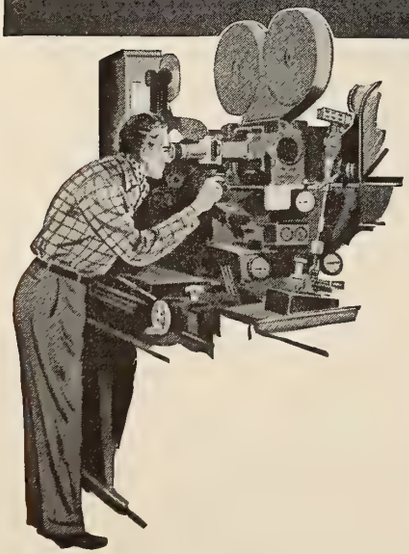
The flag waves for BROTHERHOOD

FEBRUARY 20-27

A BIG sincere all-industry effort that brings new Honor AND new public esteem for America's Motion Picture Theatres!

S. TRUMAN, Honorary Chairman NELSON A. ROCKEFELLER, National Chairman NED E. DEPINET, Motion Picture Industry Chairman





Maker of dreams . . .

• To make dreams like this convincing . . . to show them with the smoothness that brings life and reality . . . that is the job of the optical-effects man.

Yet it is only one of his many contributions to modern pictures. By his skill with the optical printer . . . his production of fades and wipes, of dissolves and laps . . . he plays an important part in giving American movies their high standard of technical excellence.

If the optical-effects man is to play this part to the full, he must use dependable film of superior quality. That's why he usually prefers to work with the large and well-known family of Eastman motion picture films.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 25 NEW YORK, U.S.A., FRIDAY, FEBRUARY 4, 1949 TEN CENTS

U. S. 'Hopeful' Others Will Settle NY Suit

They Are Seen Awaiting A Final Para. Settlement

WASHINGTON, Feb. 3.—Top Justice Department officials said today that they have been having "few if any" consent decree conversations in recent weeks with any Paramount case defendant other than Paramount itself, but that they are "hopeful" that the other major defendants would fall in line as soon as the final consent decree with Paramount is officially announced.

(In New York yesterday officials of 20th Century-Fox, Warner and Loew's denied any present intentions of entering into a consent decree which would separate their theatre interests. A Loew spokesman said there is every indication that that company, at least, will

(Continued on page 4)

SIMPP's Decree Views Given to U. S.

The Society of Independent Motion Picture Producers has made known to the Department of Justice its concern over any consent decrees entered into by the government with Paramount case defendants.

Discussions with Department officials have been held by Ellis Arnall, SIMPP president, and James A. Mulvey, president of Samuel Goldwyn Prod., in Washington. It is understood that SIMPP's principal expression of

(Continued on page 4)

Elect Harvey Head Of PCCITO Board

Portland, Ore., Feb. 3.—Rotus V. Harvey, San Francisco exhibitor, was elected board chairman by the Pacific Coast Conference of Independent Theatre Owners at their meeting held here. Election of Harvey means that organization headquarters will be shifted from Los Angeles to S. F.

More than 200 theatre owners from Oregon and adjoining states attended the conference.

Commend Smith for Conciliation Plan

CHARLOTTE, Feb. 3.—At the closing session of the convention of the Theatre Owners of North and South Carolina here, members passed a resolution commending Andy W. Smith, Jr., general sales manager of 20th Century - Fox, for his conciliation program to settle industry problems which he outlined to the delegates. The organization's board will vote on acceptance of the plan later.



A. W. Smith, Jr.

"The motion picture industry has been plagued with differences among small minorities of its members which eventually have resulted

(Continued on page 5)

French Financial Aid Program in Effect

By EUGEN WEBER

PARIS, Jan. 30 (By Airmail).—The long-awaited Law of Temporary Fnancial Aid to the French motion picture industry is finally in effect.

Providing for the setting up of a fund to be fed by the income from an additional tax of five or 10 francs on the price of seats, and from the tax on the length of all new productions, the law encourages recently-sagging production with French capital, French material and French actors. All sections of the French industry are to be given help with these funds.

Main provisions of the law provide

(Continued on page 5)

Army Does Not 'Seek' Pre-Releases: TOA

Army and Navy film bookers do not ask for pre-release pictures for showing at camp and naval base theatres, nor do they require pre-releases, it was revealed here yesterday in a report to Theatre Owners of America president Arthur H. Lockwood by A. Julian Brylawski, head of the three-man TOA committee appointed to investigate possibilities for correcting alleged unfair competition between Armed Services theatres and commercial houses.

Armed Services booking agents, Brylawski reported, said they are sat-

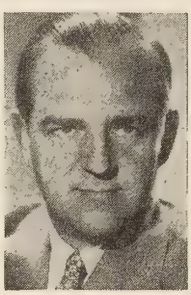
(Continued on page 5)

Arnall to Pakistan Johnston's Idea ?

Asked about a newspaper report that he is one of several persons being considered by the United Nations for the post of plebiscite administrator for far-away Kashmir, Ellis Arnall, president of the Society of Independent Motion Picture Producers, smilingly remarked: "It's probably Eric Johnston's idea."

'Brotherhood' Award To Depinet Today

Mayor William O'Dwyer will present a "Brotherhood Week" award to Ned E. Depinet, president of RKO Radio Pictures, at the 20th anniversary luncheon of the National Conference of Christians and Jews to be held here today in the Waldorf Astoria Hotel.



Ned E. Depinet

Similar awards for service in behalf of interfaith understanding will be presented by Bernard Baruch to Irene Dunne, and by Nelson A. Rockefeller to theatrical producers Richard Rodgers and Oscar Hammerstein II. Rockefeller is national chairman of "Brotherhood Week," which the National Conference will sponsor from Febru-

(Continued on page 5)

Gov. Dewey Honored By NY Cinema Lodge

Gov. Thomas E. Dewey was honored by New York's Cinema Lodge of B'nai B'rith for his pioneering in anti-discrimination legislation at an open meeting at the Hotel Astor here last night. An "Honor Scroll" was presented to the Governor by Leonard Goldenson, president of Paramount Theatres Service Corp., a member of the advisory board of Cinema Lodge and a member of the board of directors of the Anti-Defamation League. S. Arthur Glixon, president of the Lodge presided, and Arthur Schwartz of Schwartz and Frohlich was chairman of the evening.

Gov. Dewey declared that New York State has made "more progress

(Continued on page 5)

Pinanski to Eagle-Lion in Advisory Post

Services Seen Linked To Financing, Expansion

Sam Pinanski, veteran New England theatre operator and head of the newly-formed American Theatres Co., Boston, will become associated with Eagle-Lion Films in a part-time advisory capacity, Arthur B. Krim, Eagle-Lion president, announced here yesterday.

The company declined to elaborate on its announcement pending the holding of a press interview with Pinanski next Tuesday. However, it was learned that the services of the prominent exhibitor will be made available to the company immediately and will embrace all phases of operating activities, including production plans, financing and expansion.

In connection with the latter, it was reported unofficially that Pinanski will advise Eagle-Lion on possibilities of acquisition of theatre interests or establishment of exhibition outlets.

Pinanski's advisory services on

(Continued on page 5)

U-I to Experiment With Chicago Sales

Universal-International will shortly experiment with revised selling methods in Chicago, with the competitive bidding and/or competitive negotiation systems to be tried, it was indicated here yesterday by U-I assistant general sales manager A. J. O'Keefe, in confirmation of MOTION PICTURE DAILY's report yesterday from Chicago that the company is formulating plans for selling-system revision there.

O'Keefe, who recently returned here from Chicago, said conferences were

(Continued on page 5)

Group Insurance For Film Drivers

Plans have been completed for the institution of a group insurance plan for all drivers and helpers of Metropolitan New York film deliveries. The insurance is to be provided free to employes and is in addition to a cost of living increase which they received last month, it was disclosed here yesterday by Edward Seider and Ira

(Continued on page 5)

Unions, Distributors Agree on Elections

IATSE (AFL), SOPEG (CIO), and representatives of 11 distributors last night reached an agreement to hold consent elections to determine which union shall represent 2,500 home office workers in negotiations for a new contract after day-long discussions with NLRB officials here.

On Monday all sides will meet to determine the date of balloting.

Acquire 3 Houses In Grand Rapids

DETROIT, Feb. 3.—The BKR Theatre Corp. of Michigan has acquired a 20-year lease on the Liberty, Madison and Franklin Theatres in Grand Rapids from Willer and Boshoven.

Joseph Busic, who acquired the theatres for BKR, is resigning from his present position as district supervisor for United Detroit Theatres and will take over as general manager of the three newly-acquired theatres around March 1. BKR is trying to acquire other houses in Durand and other Michigan cities.

CBS Cuts Dividend; Profit Off $900,000

Columbia Broadcasting has reduced its quarterly dividend from the usual 50 cents per share to 35 cents on both class A and B stock and simultaneously disclosed that 1948 earnings were about $900,000 below the 1947 level.

Earnings for 1948 were $5,041,700, or $2.94 per share, against $5,920,100, or $3.45 per share in 1947.

New Johnston Itinerary

WASHINGTON, Feb. 3.—Motion Picture Association of America president Eric A. Johnston will leave here by plane on Saturday for Denver where he is scheduled to speak on Sunday and Monday. He plans to return here directly, remaining until the end of the month, except for a brief trip to Florida for a speaking engagement at Rollins College. At the end of the month he may depart for a long stay in Hollywood.

Mpls. Site Leased

MINNEAPOLIS, Feb. 3. — A long range plan to erect a deluxe theatre in connection with a hotel and marketing center here moved a step forward with the signing of a lease for a corner site, it has been announced by Ben Berger, local theatre owner. Berger and Ted Bolnick own the Palace, located in the same district, and with other associates plan the expansion.

Stothart Funeral Today

HOLLYWOOD, Feb. 3.—Funeral services for Herbert Stothart, veteran film music composer who died here Tuesday, will be held tomorrow at the Wee Kirk O'Heather.

Personal Mention

TED R. GAMBLE, Theatre Owners of America board chairman, left here yesterday for Chicago, Milwaukee and Portland, Ore.

•

NAT LIEBESKIND has resigned as president of Hispano Theatre, Inc., here and has severed all connections with the corporation and the operation of Teatro Hispano.

•

MARTIN STEPHEN SHAPIRO, son of ROBERT K. SHAPIRO, manager of the Paramount Theatre here, will observe his Bar Mitzvah at the Actors Temple tomorrow.

•

ALLEN LEWIS, manager of the Park Theatre in Philadelphia, has been named president of the Philadelphia 31st Street and Mansion Avenue Businessmen's Association.

•

ARTHUR SACHSON, Goldwyn Prod. general sales manager, has become a grandfather with the birth of a son to his daughter, MRS. MARVIN ZUCKERMAN.

•

HARRY J. MICHALSON, RKO Radio short subject sales manager, will return here today from a tour of the company's New England exchanges.

•

ALEXIS DE GUNZBERG, of European Copyrights and Distribution, will leave here tomorrow by plane for Paris.

•

NAT LEVY, RKO Radio Eastern division manager, accompanied by his assistant, FRANK DRUMM, is in Boston from New York.

•

MIKE PICCIRILLO, manager of the Center Theatre in Hartford, and MRS. PICCIRILLO, are honeymooning in New York.

•

TED GALANTER, M-G-M Pacific Coast publicity representative, will be in Hollywood today from San Francisco.

•

JOHN CARROLL has been named special representative for American Theatres in Boston.

•

HARRY BERMAN, Eagle-Lion branch manager in Philadelphia, is the father of a son born last week.

•

JEFF LIVINGSTON, U-I publicist, is on a Southern tour from New York.

CHARLES D. PRUTZMAN, Universal vice-president and general counsel, is due back here Monday from a week's vacation in Havana.

•

PAUL SANDERS, head of the Sanders Theatres, Campbellsville, Ky., has left his home for a two-month's motor tour that will take him to the Coast and New Orleans.

•

JAMES A. MULVEY, president of Goldwyn Prod., returned to his office yesterday after several days' illness from influenza.

•

EDWARD T. CHEYFITZ, assistant to ERIC A. JOHNSTON, MPAA president, will leave Washington today for several weeks in Hollywood.

•

DAVID BUTLER, Warner director, is in New York from Hollywood and is staying at the Lombardy.

•

WILLIAM ZIMMERMAN, RKO executive, will leave here Sunday by plane for Hollywood.

•

BARNEY BALABAN, president of Paramount, will leave New York for a Miami vacation today.

•

S. BARRET MCCORMICK, RKO advertising-publicity director, is due here Monday from the Coast.

•

MORT GOODMAN, of Republic Prod., will return to Hollywood today from San Francisco.

•

W. E. CARRELL, Falls City Theatre Equipment president, has returned to Louisville from Chicago.

•

DOROTHY ALTMAN, secretary to the editor of MOTION PICTURE DAILY, will observe a birthday today.

•

CHARLES BOASBERG, RKO Radio division manager, is in Montreal from New York.

•

RUDOLPH ALLEN, theatrical attorney, will fly to Hollywood tomorrow from New York.

•

AVRAM SROKA, Israeli screen actor, arrived in New York yesterday from Tel Aviv.

•

CLARENCE BROWN, M-G-M director, is in New York from the Coast.

33 'Bad Boy' Premieres

Midnight premieres in 33 Texas cities have been set for Allied Artists' "Bad Boy" on Feb. 19, three days after the world premiere in Dallas. More than 400 other Texas theatres have booked the production, with all proceeds from premiere showings going to the Dallas Variety Club.

New Coast Company

HOLLYWOOD, Feb. 3. — Director Arthur Dreifuss has resigned from Vinson Pictures, Inc., to form Sandre Productions, with Sanford S. Schear as president, to make medium-budget features. No release has been set.

Maxwell Forms Agency

Bernard W. Maxwell and Robert de Mexico have formed B. Maxwell and Co., Inc., a publicity, exploitation and advertising agency, here. Before forming the organization, Maxwell was employed in the special events and exploitation departments of Columbia, Eagle-Lion and Allied Artists. His associate, de Mexico, is an editor of *Television Research Institute News-Letter.*

Chicago Censors Pass 98

CHICAGO, Feb. 3. — During January the local board of censors reviewed 98 films, with only 12 cuts and no rejects.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount's "My Own True Love" starring PHYLLIS CALVERT · MELVYN DOUGLAS with WANDA HENDRIX
IN PERSON THE THREE SUNS MONICA LEWIS WALLY BROWN Extra LEWIS & VAN BOYD RAEBURN And His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, *45th Street West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
13th WEEK! VICTORIA BROADWAY & 46th ST.

G. PECK - R. WIDMARK - A. BAXTER
"YELLOW SKY"
A 20th Century-Fox Picture
ON STAGE DANNY KAYE
ROXY 7th Ave. & 50th St.

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IT'S A NATURAL!

Jack Benny's first production is this fabulous Craig Rice comedy-mystery due for the top radio plugging of the year from coast to coast . . . a riot of fun and frolic that peppers the screen with guns, gals and guffaws to insure the big jack for Jack . . . and you!

Amusement Enterprises presents

"THE LUCKY STIFF!"

starring

DOROTHY LAMOUR · BRIAN DONLEVY · CLAIRE TREVOR

with IRENE HERVEY · BILLY VINE · MARJORIE RAMBEAU · ROBERT ARMSTRONG

DIRECTED BY LEWIS R. FOSTER SCREENPLAY BY LEWIS R FOSTER

A natural for the big dough thru UA

Green Plans Offices Overseas for Globe

Globe Film Distributors, Inc., plans to establish overseas representatives in London, Paris and Rome shortly, Joseph Green and Michael Hyams, president and treasurer, respectively, disclosed here.

Discussing the foreign product situation, Green asserted that bargaining power for getting good foreign pictures now largely depends on the type of first-run that can be guaranteed in New York. And the subsequent success of a foreign picture in this country, Green continued, is largely determined by the length of a New York run. Foreign business here has progressed tremendously in the past few years, Green observed, but he pointed out that there has been a decline in the past several months proportionate to the decline of American films.

Besides heading Globe Films, Green and Hyams also head Hyamsgreen Theatres, a circuit of foreign film houses in New York. Speaking as an exhibitor, Green said that even among foreign film patrons, there is shopping for entertainment today.

Among product set for release in the next few months by Globe are "The Wandering Jew," "Strange Victory," "Long Is the Road" and "Interlude."

TBA Expanding Its Activities: Baltin

Television Broadcasters Association intends an immediate expansion of its activities to include a monthly program data exchange service, quarterly surveys on the status of the video industry, monthly reports from Washington on television legislative matters and the appointment of a legal committee, it was disclosed here yesterday by Will Baltin, secretary-treasurer of the organization.

At the same time it was announced that Dan Regan, formerly with the Washington newsroom of American Broadcasting and National Broadcasting and on the staffs of United Press and Transradio Press, has been appointed to the public relations staff of TBA.

The program exchange service will provide a complete listing of new programs introduced by member stations, information concerning the types of programs, studio and film requirements, personnel involved and sponsorship possibilities.

CBS Appoints Hausman

Appointment of Louis Hausman as director of the advertising and sales promotion department of Columbia Broadcasting was announced yesterday by Frank Stanton, CBS president. The appointment is effective immediately.

70% Ticket Tax

WASHINGTON, Feb. 3.—U. S. Commerce Department reports that in Turkey, the ticket tax is now 25 per cent on domestic product and 70 per cent on films imported.

Two More Leave S.R.O.

Peggy de Grau, head of the contract department, and Bill Kaufmann, Eastern budget controller of the Selznick Releasing Organization here, will leave the company on February 11.

Reviews

"The Bribe"

(Metro-Goldwyn-Mayer)

IT would be difficult as well as decidedly unrealistic to minimze the cast power on display in this standard melodrama which falls back on formula for its punches. Robert Taylor, Ava Gardner, Charles Laughton, John Hodiak and Vincent Price are names for any showman to conjure with. Any exhibitor who is a showman will catch on and proceed from there.

On this occasion, Taylor is a Federal agent assigned to the task of running down the culprits who slip aeroplane motors into their large-scale purchases of surplus war material for resale to persons unidentified but by clear inference unfriendly to the United States.

This assignment takes him to a fictional island in the Caribbean where he poses as a sportsman after fish and gets caught on an emotional line cast by the attractive Miss Gardner. In more or less leisurely manner, the situation develops until Taylor is at the point where he is prepared to accept the persistent bribe dangled under his nose, not because he wants the money but because he wants to avoid embroiling the gal of his heart. But through circumstances she is induced to slip him a Mickey which puts him out of the running on the night the stuff is to be shipped out. He recovers in time to remember his duty by alerting the authorities who make the arrests. Then he shoots it out successfully with Price, the arch villain, through cascading fireworks let loose at a native fiesta which gets under convenient way in time for the climax. The romance thereafter is clinched.

Performances are competent although the softness made to surround Miss Gardner might be argued as being out of focus with her role of night club singer in a low waterfront dive. Chiefly, what keeps "The Bribe" bound to the ground is the familiar ring it strikes with many predecessors although the attraction should give a satisfactory, if unspectacular, account of itself. There is always that cast, too. Frederick Nebel wrote the short story on which Marguerite Roberts prepared her screenplay. Robert Z. Leonard directed and Pandro S. Berman produced.

Running time, 98 minutes. General audience classification. Release date, March. RED KANN

"The Woman in the Hall"

(J. Arthur Rank—Eagle-Lion)

TESTIFYING strongly to many British film-makers' reputations for turning out superior suspense films, J. Arthur Rank's "Woman in the Hall" is richly endowed with the sort of ingredients that bring audiences to the edges of their seats. But by no stretch of the imagination can the forthright story be placed in the strictly thriller or mystery category, since little in the way of guesswork is demanded from the theatre patron.

Produced by Ian Dalrymple and directed by Jack Lee, the tale tells about a woman with a great talent for telling "phoney" hard-luck stories to persons of means, and who, by using her two young daughters as "props," succeeds for years in mulcting money from her benefactors. This background of cheating has a psychological effect on one of the daughters, who, when she grows up to be a beautiful 'teen-aged girl, forges and steals, not for herself but to give gifts to others to make them happy. As it develops at her trial, her behavior is explained because she was "tired of saying thank you all the time."

The mother, meanwhile, having tricked a wealthy baronet into marrying her, is turned out of the house by her husband when he discovers her deceit. After some excellently presented, if somewhat contrived melodrama, the mother appears at her daughter's trial and confesses that she is really responsible for her daughter's waywardness.

Jean Simmons, who plays the daughter-turned-thief, is excellent, her characterization being mature and studied. Ursula Jeans as the mother-without-conscience is likewise top-rate and Cecil Parker makes an impressive baronet. Photography and general production are tops, and so is the screenplay, by Dalrymple, G. B. Stern and Jack Lee.

Running time, 93 minutes. Adult audience classification. Release date, not set.

Changes Jurisdiction

Federal Judge Edward A. Conger yesterday signed in U. S. District Court here an order dismissing Robert W. Perkins and Joseph Bernhard from the action alleging conspiracy in behalf of United States Pictures to the detriment of Warner Brothers filed by minority stockholder William Weinberger who is one of eight Warner stockholders to bring such actions since last September.

Plaintiff, meanwhile, has brought suit against Perkins and Bernhard in New York Supreme Court. Plaintiff is still continuing his suit in Federal Court against other Warner executives.

37½-Cent Loew Dividend

Directors of Loew's have declared a regular quarterly dividend of 37½ cents per share on the company's common stock, payable on March 31.

'U' Stock Case Appeal

Universal minority stockholder Stephen Truncale yesterday appealed in U. S. District Court here from the court's dismissal last month of company executives J. Cheever Cowdin and Matthew Fox as defendants in Truncale's action against various "U" officers and board members because of improper stock transactions. Federal Judge Samuel Kaufman had dismissed the suit against Cowdin and Fox on the ground that the action against them had abated.

Griffith Case Recess

OKLAHOMA CITY, Feb. 3.—Federal Judge Edgar S. Vaught today declared a recess over the weekend in the Griffith mandate hearing in order to permit government and defense attorneys to classify documents to be presented in evidence when the trial continues next week.

Para., Loew Split Pool in Buffalo

BUFFALO, Feb. 3.—Break-up of the Paramount-Loew pooled operation of Buffalo Theatres, Inc., will become effective on Feb. 28 with Loew's and Vincent McFaul taking over seven houses and Paramount to operate five.

Paramount's theatres will be the Great Lakes, Hippodrome, Niagara, Kenmore and Seneca, in Buffalo.

Loew and McFaul, who was president of the joint theatre company, will have the Buffalo, Elmwood, Kensington, North Park and Teck, all in Buffalo; the Bee Bellevue, at Niagara Falls, and the Lackawanna, in Lackawanna.

U. S. 'Hopeful'

(Continued from page 1)

press the case to an ultimate court decision.)

Asked whether there is any chance of any other decree with any other company being announced when the Paramount decree is announced, one top official gave a flat "no" as the answer. He said that the other companies "have hardly been near us" since the last round of proceedings in New York District Court.

"Apparently they're setting back and watching the Paramount negotiations," he declared. "But we're hopeful that they'll come in as soon as the big one is announced."

SIMPP's Decree

(Continued from page 1)

concern was over the status of theatres which new operating companies will be permitted to control following divorcement from production-distribution companies.

The Department was informed of SIMPP's views on theatre buying power, closed and controlled situations and of its desire to see the freest possible competitive theatre market established. No closed situations should be perpetuated or permitted under any decrees to be entered into by the government, SIMPP contends.

No further action is planned by the organization pending entry of individual decrees, it was stated.

Sues U-I on Copyright

Universal-International, the J. Arthur Rank Organization, and British producers Michael Powell and Emeric Pressburger were named defendants in a copyright infringement suit filed in U. S. District Court here yesterday by author Beth Brown who alleges that the film, "Stairway to Heaven," was copied without permission from her novel, "Universal Station." Plaintiff seeks unstipulated damages and an accounting of profits.

Oscar Brooks' New Firm

MEXICO CITY, Feb. 3. — Oscar J. Brooks has quit as manager of Peliculas Nacionales, the distribution organization of Mexico's five leading producers, to form a production and distribution company with Felipe Mier. Both are former local Warner men.

Frieberg in Television

Hardie Frieberg, former public relations executive, is president of Columbia Television Productions, newly-formed video firm here. The firm has also opened a Coast office.

Pinanski

(*Continued from page* 1)

financing are expected to be considerable. He not only is highly regarded in the industry as a financial authority but has close connections with the First National Bank of Boston and with Serge Semenenko, its vice-president, whose association with motion picture financing is well known. The First National of Boston already is identified with financing of Pathe Industries, the Eagle-Lion parent company.

Pinanski was for many years associated with the large New England circuit, Mullin and Pinanski, in partnership with Paramount. On January 1 last, the circuit was reorganized, with Paramount selling its interest in Netoco, a circuit of approximately 50 theatres, to Pinanski, who operates it as an independent circuit under the name of American Theatres Co.

The remaining theatres, about 56 in number, are wholly-owned by Paramount. They are operated by Martin Mullin, Pinanski's former partner, as New England Theatres, Inc.

Army Pre-Releases

(*Continued from page* 1)

isfied to get pictures currently with first-run theatres or immediately behind them if nearby first-runs date pictures at or near pre-release dates.

Brylawski informed Lockwood that Francis Harmon, vice-president of the Motion Picture Association of America, when told that Army and Navy theatres do not require pre-releases, suggested to the TOA investigator that a letter to that effect from Armed Forces chiefs is desirable. Brylawski indicated in his report, however, that he doubted if such letters will be forthcoming.

Meanwhile, according to the Brylawski report, Harmon conferred with Robert Mochrie, vice-chairman of the distributors committee of the MPAA, on the question of TOA's complaint of competition from Army and Navy theatres. Reported Brylawski: "Mochrie said that distributors wanted to do exactly what exhibitors wanted them to do; that the distributors had originally been opposed to pre-releases and current releases to Army and Navy theatres."

Brylawski then quoted Mochrie as having told Harmon that distributors refuse to accede to requests for pre-releases unless they had the assent of exhibitor organizations.

Brylawski was accompanied in the investigation by Paul Williams, general counsel of the Southern California Theatre Owners Association and a director of the national TOA.

Brylawski said additional conferences will be held.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Smith Commended

(*Continued from page* 1)

in litigation, great losses of time, effort and money, undesirable public airing of industry problems and real or threatened governmental regulations and restraint," the resolution noted, adding:

"It would be advantageous to the industry to resolve such problems and difference within its own council and among its own membership. And whereas this convention has had as its distinguished guest and speaker a man devoted to the industry, its progress and to the cause of conciliation, who has rendered a marked service to the members of the Theatre Owners of North and South Carolina in directing their attention to more favorable means of settlement of problems and disputes,

"Now, therefore, be it resolved that the association hereby expresses to that industry leader, Andrew W. Smith, Jr., general sales manager of 20th Century-Fox, its deep appreciation for his presence, his able discourse and the progressive suggestions he has made."

Gov. Dewey Cited

(*Continued from page* 1)

in human relations in the last six years than in any comparable period in history." He urged the expansion of freedom on all fronts and pointed out that "the Communists boast of economic security for their imprisoned millions and scathingly condemn the imperfections in our civil liberties." He said that "equality of opportunity is the natural outgrowth of one of the most fundamental principles of our Constitution."

Among those invited to the dais were Ned E. Depinet, Malcolm Kingsberg, Al Schwalberg, Arthur Israel, Robert M. Weitman, Irving Greenfield, Marvin Kirsch, Albert A. Senft, Red Kann, Samuel Rosen, city, government and B'nai B'rith officials.

Group Insurance

(*Continued from page* 1)

Meinhardt, president and attorney, respectively, for the New York Film Carriers.

The insurance plan gives all drivers with 10 years service a $2,000 life insurance, a $2,000 accidental death and dismemberment policy, $30 per week for sickness and accident after the seventh day of disability for a period of 26 weeks, up to $6 per day for hospital care for a maximum of 31 days and $60 for hospital services. In addition, employes will receive up to $150 for surgical expenses. All other drivers and helpers will receive similar benefits except that their maximum life insurance will be $1,000, with sickness and accident benefits varying with wages.

The association's trustees have been appointed to administer the plan along with the State Mutual Life Assurance Co.

TV Firm Offers Stock

Television Equipment Corp. is offering 300,000 shares of common stock at one dollar per share through the Henry P. Rosenfeld Co. here. Corporation officers include John B. Milliken, president; Leonard Mautner, vice-president; William Brown, secretary.

N.C.C.J. Luncheon at 12:15 Promptly

Because of radio and television commitments the luncheon of the industry division of the National Conference of Christians and Jews at the Waldorf-Astoria here today will be served promptly at 12:15. Guests are requested to take note and time their arrival accordingly.

French Financial Aid

(*Continued from page* 1)

that producers can obtain help when they can prove at least one finished production of more than 1,300 metres, shot in 35mm. and done in France; the public showing must have taken place after Jan. 1, 1946, and before the application for aid under the new law. Films must either be produced by French interests using French capital exclusively or, if co-produced with the help of foreign funds, aid will be forthcoming only on a pro-rated basis. Before financial aid is granted, the Board of Awards must have given its approval and the picture must be in its second week of production.

Aid also will be granted for all improvements in safety facilities, repairs and the purchase of new material.

The new fund will further provide for the organization, subject to government directives, of a concern to promote French films abroad. Until receipts from the new taxes are collected, the Centre National de la Cinematographie will grant loans from its official funds.

'Brotherhood' Award

(*Continued from page* 1)

ary 20 to 27. Louis Nizer, attorney and author, will be toastmaster at the luncheon.

Top industry executives will be present at the luncheon for which all reservations have been sold out with more than 1,100 expected. Television and national and local radio stations will cover the event.

Among others asked to the dais were:

John Alicoate, Leon J. Bamberger, Joseph Bernhard, Milton Biow, Ray Bolger, Edward J. Churchill, Max A. Cohen, Gus Eyssell, George Feinberg, Leopold Friedman, William J. German, Gilbert Golden, Mrs. Oscar Hammerstein II, Harry Hershfield, James M. Jerauld, Red Kann, Jack Kapp, Charles Kenny, Malcolm Kingsberg, Edward Lachman, Albert D. Lasker, Jock Lawrence, Chick Lewis.

Also: Isidore Lubin, Robert Mochrie, Charles C. Moskowitz, John J. O'Connor, Charles L. O'Reilly, Charles Reagan, Irene Rich, Herman Robbins, Mrs. Richard Rodgers, J. Robert Rubin, James Sauter, Abe Schneider, W. Waters Schwab, Sam Shain, Nate Spingold, Gael Sullivan, Joseph R. Vogel, Mo Wax, Grover Whalen, William A. White, Earl Wilson.

U-I, Chicago Sales

(*Continued from page* 1)

held there between U-I home office and Chicago district sales officials with a view toward arriving at a satisfactory selling plan for that city where, he pointed out, selling of pictures has become fraught with legal uncertainties.

He indicated that his personal preference is for the system of negotiation, because he believes it is fairer in many respects to both buyer and seller. One or the other, or both systems, may be essayed at the outset before a permanent policy is adopted, he said.

HAL (GILDERSLEEVE) PEARY*



HAS SWITCHED TO "FAMILY HONEYMOON"

"My all time favorite comedy was 'My Man Godfrey'... until I saw Claudette Colbert and Fred MacMurray in 'FAMILY HONEYMOON'"

*Star of NBC's "The Great Gildersleeve"

THE BOXOFFICE STORY OF the Snake Pit

IS BOXOFFICE

COAST-TO-COAST IN EVERY SITUATION!

14th WEEK RIVOLI, N. Y. · 13th WEEK CHICAGO
7th WEEK LOS ANGELES and the same long-run top-grossing success in SAN FRANCISCO · BOSTON · TUCSON
PHOENIX · OAKLAND · SAN JOSE
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TOPEKA...AND MORE!



Darryl F. Zanuck presents

OLIVIA de HAVILLAND

the Snake Pit

also Starring

MARK STEVENS and **LEO GENN**

with **CELESTE HOLM** · **GLENN LANGAN**

Directed by
ANATOLE LITVAK

Produced by
ANATOLE LITVAK and ROBERT BASSLER

Screen Play by Frank Partos and Millen Brand
Based on the Novel by Mary Jane Ward

THERE'S NO BOXOFFICE LIKE 20th CENTURY-FOX BOXOFFICE!

WE'RE ALL BEHIND BROTHERHOOD WEEK FEBRUARY 20-
NO BIGOTRY IN AMERICA!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 26 NEW YORK, U.S.A., MONDAY, FEBRUARY 7, 1949 TEN CENTS

Myers Assails New Plan of Arbitration

Says It Would Restore Competitive Bidding

WASHINGTON, Feb. 6.—Allied States Association's general counsel Abram F. Myers today bitterly assailed the arbitration plan being proposed by the major defendants in the Paramount case as an "insult to the intelligence of the Court, the Attorney General, the other distributors who have been invited to join in it, and the exhibitors—whether they choose to recognize it as such or not."

Myers said that the plan submitted by Warner, Loew's, Paramount and 20th Century-Fox is "in effect a final decree containing substantive provisions which are not only out of place, but which are clearly contrary to the Supreme Court's opinion." He declared that "the only arbitration plan

(*Continued on page 3*)

Depinet Honored at 'Brotherhood' Meet

A plea for the elimination of bigotry was made by Ned E. Depinet, president of RKO, at the 20th anniversary luncheon of the amusement division of the National Conference of Christians and Jews at the Waldorf Astoria Hotel here on Friday. Depinet, the division's national chairman of the Brotherhood Week committee, was presented an award by J. Robert Rubin, M-G-M vice-president and general counsel and the division's general chairman, for his services in behalf of inter-faith understanding. Rubin made the presentation in the absence of Mayor William O'Dwyer.

Similar citations for work embody-

(*Continued on page 3*)

Rodgers Opens MGM Meeting on Coast

HOLLYWOOD, Feb. 6.—Some 70 M-G-M delegates from all over the country arrived here today for the first Metro studio product conference of its kind in more than 11 years. They were preceded by William F. Rodgers, sales vice-president, who arrived from the East on February 1. Tomorrow's session will officially open the meeting scheduled to run a full week.

Muni Quits Screen, Lashes Coast Films

Boston, Feb. 6.—Paul Muni stated here that he is quitting motion pictures "forever," claiming pictures made now are just nonsense. He said he never got any fun out of the excitements of Hollywood and added the majority of pictures made now are bad; only a few good ones are made. The idea that Hollywood makes good pictures some of the time does not impress him, Muni declared. He said he will devote himself to the stage in the future.

Studios Employed 13,000 in 1948

HOLLYWOOD, Feb. 6.—Considerably upsetting the popular impression that Hollywood production employs some 30,000 workers in all but very top classifications, the highest peak in employment during the past 12 years did not exceed 25,000, in 1939, and went as low as 13,000 last year. Not included are those in the top echelon, or the very top stars and top directors.

Based on the last figure available, it has been established that those who worked in studios averaged $98.26 for an average 40.4-hour week, as reported by the state's Bureau of Labor Statistics.

U.S. Treasury's 1946 Salary Reports Put C. P. Skouras First

WASHINGTON, Feb. 6.—Charles P. Skouras, president of National Theatres Amusement Co. and Fox West Coast Agency Corp., was the highest paid executive on the Treasury Department list for 1946 and the fiscal year ending in 1947, with total compensation of $895,300.

(Skouras's compensation is being adjusted downward for the year reported on and for subsequent years under a proposed New York Supreme Court stockholders' settlement.)

The salary figures released by the

(*Continued on page 3*)

MPA, US Set 'Global' Meet

WASHINGTON, Feb. 6.—Motion Picture Association of America president Eric A. Johnston has called company foreign managers to a meeting here on Feb. 10 for a day-long going-over of the foreign situation with top State Department and European Reconstruction Administration officials.

Problems of converting foreign film earnings into dollars will be the top item on the agenda, although other overseas problems will also be discussed, including the new crisis which

(*Continued on page 3*)

Para. Consent Decree Said To Be Signed

Settlement Pact Awaits Clark's Signature Now

Paramount officials signed the proposed consent decree providing for divorcement of its theatre interests from production-distribution operations and the advance divestiture of approximately 550 theatres late last week, it was reported at the weekend.

Various company officials and attorneys reached for comment declined to confirm or deny the report in the absence of Barney Balaban, Paramount president, who had left for Miami and could not be reached.

The signed decree, according to the reports, was forwarded to Attorney General Tom Clark in Washington at the weekend for his signature, which is expected momentarily.

The decree still must be approved

(*Continued on page 3*)

RKO Divorcement Up for S.E.C. Study

WASHINGTON, Feb. 6.—A tentative draft of the RKO divorcement and reorganization plan was received at the Securities and Exchange Commission last week for study.

The S.E.C. either will approve the plan or suggest changes within a 10-day period.

March 28 has been set as the tentative date for submission of a final plan to RKO stockholders for their approval.

Albany TOA May Have Sub-Units

ALBANY, Feb. 6.—Proposals to subdivide the Albany exchange district into smaller sections in order to maintain a more vigilant watch on local legislation that may affect theatres were considered at a meeting of Albany Theatre Owners of America directors held here.

The question of local levies has gained importance since Binghamton passed a five per cent admission tax. Leonard Rosenthal, local TOA executive director, pointed out that similar legislation proposed in Schenectady

(*Continued on page 3*)

Answer Johnston Today on Anglo-U.S. Meeting Delay

LONDON, Feb. 6.—British industry resistance to Eric Johnston's proposal that the Anglo-U. S. Films Council meeting scheduled for March 23 in New York be postponed to early summer has stiffened, giving rise to the impression that even minor differences between leaders of the two industries are almost irreconcilable.

J. Arthur Rank, chairman of British Films Council group, is endeavoring to hold Johnston to the March meeting date. He will meet tomorrow with Sir Henry French and Sir Alexander Korda, the other British Council members, to agree upon a formal reply to Johnston's proposal for postponement of the meeting.

The reply also is expected to refer to Johnston's suggestion that Exhib-

(*Continued on page 3*)

Ascap-ITOA Appeal Off to April 14

A stipulation has been signed granting a 60-day extension from Feb. 14 to April 14 for the hearing of appeals by the U. S. Circuit Court of Appeals here in the anti-trust suit of Independent Theatre Owners Assn. of New York against the American Society of Composers, Authors and Publishers.

U. S. District Judge Vincent L. Liebell ruled in favor of the ITOA case and enjoined Ascap as presently constituted from further collecting music performing fees from theatres.

Personal Mention

ADOLPH ZUKOR, Paramount board chairman, left here over the weekend for the Coast.

•

MARTIN LEVINE, general manager of Brandt's 42nd Street Theatres, will return to his office today after a two weeks' absence because of an appendectomy.

•

DR. LOYD A. JONES, of Kodak Research Laboratories, Rochester, N. Y., has been awarded the 1948 "Progress Medal" of Great Britain's Royal Photographic Society.

•

GEORGE BROWN, Paramount director of studio publicity, sailed Saturday on the *S. S. De Grasse* on a Caribbean cruise.

•

AMERICO ABOAF, Universal-International Latin America supervisor, left here yesterday for a tour of the Caribbean area.

Ascap Infringement Action in New Orleans

NEW ORLEANS, Feb. 6.—Federal Judge Borah will hear arguments in U. S. District Court here tomorrow in the infringement action brought against American Society of Composers, Authors and Publishers' members by Francis Arena, who claims that the song, "You Always Hurt the One You Love", infringes his "My Dream Love Song."

Louis D. Frohlich of the New York law firm of Schwartz and Frohlich, and attorney John Tasker Howard of New York will appear for the defendants.

Schwalberg In Today As Para. Sales Head

Alfred W. Schwalberg today will take over the post of Paramount general sales manager, succeeding Charles M. Reagan who resigned on Jan. 31.

Schwalberg had been assistant to Reagan for the past year.

Hears Minority Plea

WASHINGTON, Feb. 6.—Eric Johnson, president of the Motion Picture Association of America, heard a plea here for better presentation of the Negro and other minority groups in American films. John B. Wilder, a Philadelphia artist, said he was "encouraged" by Johnston's "progressive attitude toward minority groups."

Additional 'Joan' Dates

RKO Radio has set a number of early February openings of Sierra Pictures' "Joan of Arc," starting with the Keith, Dayton; Pantages, Minneapolis, and the Byrd, Richmond, on February 9, followed by the Paramount, Atlanta; Empire, Birmingham; State, Chattanooga, and the Palace, Columbus, on the 10th.

Tradewise . . .

By SHERWIN KANE

LUCKY are they who toil for Hal Wallis Prod.

The Wallis-Joseph Hazen company has not found it necessary to dismiss a single employee in the course of the present Hollywood economic crisis.

It has not been obliged to impose emergency measures in any department of operations.

It has no need to trim its production budgets to a latter-day lower level.

And why?

Simply because it has been operated on a sane and sound business basis from its outset.

It did not employ unneeded workers so it has none who are expendable now.

Its expenditures in good times were not wasteful. Thus there is no need for cut-backs in slack times.

It has been the custom of the Wallis-Hazen company to plan its productions carefully in advance, to have the right script ready at the right time, to avoid costly delays and changes after shooting began. It does not have to learn how to do those things now in order to bring in a class picture within the budget limits.

There may be other production companies that operate as efficiently. If so, we haven't heard of them, but records such as that are none the less unique, wherever they may be found.

Regrettably unique, too, in that such records have to do only with the application of good business methods to the production community where they should be no more unique than in any other enterprise.

• •

Steve Broidy, the Allied-Artists-Monogram dynamo, told a press conference in Hollywood recently that reissues will alienate motion picture patrons in the long run, even though they may be profitable over the short haul.

Box office reports, on the other hand, show that good reissues will outdraw and outgross many a brand new release, for the simple reason that some pictures were better made years ago than some which are being made today. Why a good reissue should alienate patrons, if it is sold as a reissue and not misrepresented by the exhibitor to the public, is difficult to comprehend.

We were privileged to see Samuel Goldwyn's "The Pride of the Yankees" recently. It will be reissued in April. We found it just as entertaining as the first time we saw it, some six years ago, and frankly believe it to be a better motion picture than many in current release. We could not help thinking, too, that it was mighty decent of James Mulvey, Goldwyn Prod. president, not to have reissued it last year when every newspaper in the nation was front-paging the late Babe Ruth's fatal illness and when, incidentally, Broidy's "Babe Ruth Story" was making its bow. Goldwyn's picture offers The Babe himself. Broidy's has William Bendix as Ruth.

There are some theatres around the country which will not book reissues. Others will take them only with a second feature; still others insist upon arbitrarily low playing terms which have no relation to either the quality of the reissue or its potential grossing power. The policy of such theatre managements apparently is that a new picture, even if it's a turkey, is deserving of better playing terms than a strong-drawing reissue.

There are, on the other hand, many prosperous exhibitors whose policy it is to offer patrons the best pictures available at any given time. That's a policy that takes the customer into consideration. It usually pays off.

• •

On the heels of renewed industry talk of the advisability of lowering admission prices comes Charles McDonald of RKO Theatres with selections from his scrapbook to prove that in 1919 Fox's Theatre, Springfield, Mass., was getting 75 cents top for an eight-reel feature, played singly, known as "While New York Sleeps."

McDonald is convinced that, 30 years after, admission prices should be higher, not lower.

• •

Reports are around that Al Lichtman will be taking over that top distribution advisory post at 20th Century-Fox shortly after March 1, the date on which he leaves his MGM studio executive post.

Newsreel Parade

ARRIVAL of the "Gratitude Train" here is a highlight in all current reels. Other items include the March of Dimes fashion show, Soviet troops evacuating Korea, sports, etc. Complete contents follow:

MOVIETONE NEWS, No. 11.—"Gratitude Train" arrives in N. Y. Coal mine cave-in in Pennsylvania. Wacs try out "GI" clothing for Arctic conditions. Science: 350 mile-per-hour wind on fliers. March of Dimes fashion show. Sports: sled dog race, ski jumping, diving.

NEWS OF THE DAY, No. 245—"Gratitude Train" brings thanks from France. Town menaced by cave-in. Fashions. Ski jumping. Ski bug bites dog. Diving.

PARAMOUNT NEWS, No. 48 — "Gratitude Train" arrives here. UN Commission pushes search for Palestine peace. Senate debates new labor bill. Soviet moves troops from Korea. Ski meet.

UNIVERSAL NEWSREEL, No. 219—"Gratitude Train" arrives here. March of Dimes fashion show. First flight of X-4. Soviet troops evacuate Korea. Snowmobile. Boxing in Spain. Skiing.

WARNER PATHE NEWS, No. 51—New York hails "Gratitude Train." U. S. soldier buried in home in Japan. Unity in Asia mapped by 19 nations. Fashions in color. Sports: glider flying, trotting races, ski meet. Great American quizz: Benjamin Franklin.

Notices Given 300 Rank Studio Workers

LONDON, Feb. 6.—Dismissal notices were issued on Friday to approximately 300 employes of J. Arthur Rank's Denham and Pinewood studios, whose jobs were regarded as redundant.

Rank had agreed to withhold the dismissal notices until after George Elvin and Tom O'Brien, studio labor officials, had conferred with Harold Wilson, president of the Board of Trade.

Rank will meet Wilson for lunch tomorrow. Whether or not Wilson will attempt to persuade Rank to rescind the notices it is known that the latter currently is adamant about the need to effect production economies.

Radio Counterpart To Promote 'Riley'

First of a series of promotional events to inaugurate forthcoming Universal-International releases will take place in Cincinnati March 4 on behalf of Irving Brecher's "The Life of Riley," it was announced here on Friday, by David A. Lipton, advertising-publicity director.

The premiere will be augmented by the origination of "The Life of Riley" radio broadcast from the stage of the Grand Theatre, together with the appearance of personalities of both screen and radio shows. All proceeds will be donated to the Children's Home of Cincinnati.

Studio Jobs Show Rise

HOLLYWOOD, Feb. 6.—Studio employment increased in December, according to the monthly report of the California Bureau of Labor Statistics, rising from November's 74.2 to 75.2 on the Bureau's scale, which rates 1940 as 100.

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Para. Decree

(*Continued from page* 1)

by the U. S. District court here and by Paramount stockholders before becoming effective.

Balaban, according to general but also unconfirmed reports, would remain with the new Paramount production-distribution company, should the plan become effective.

One Year to Effect Changes

Paramount will be allowed one year from the date of final approval of the plan to carry out the changes required.

Indications are that the new theatre company will have interests in more than 600 theatres. Paramount has agreed that no "closed" situations will be maintained by the new company.

It is reported that the new production-distribution company will retain a limited number of show-case theatres in principal cities, as RKO is permitted to do under the decree it entered into with the government last December.

Paramount stockholders will receive equities in both new companies, presumably on the basis of one share in each company for every share held in the present company.

Clark's Approval Believed Assured

Signing of the decree by Clark is regarded as virtually certain, with the plan being presented to the court within the next few weeks. When signed by the court Paramount will be eliminated, as RKO already has been, from the 10-year-old government anti-trust suit, still in litigation.

Warner's, Loew's and 20th Century-Fox, agreeing to the split-up of some joint theatre partnerships and the elimination of closed situations where they may exist, currently appear inclined to rest their cases with the court on that basis. Whether the Paramount settlement will cause any of them to alter their presently indicated course in the remaining litigation is unknown.

Myers Assails

(*Continued from page* 1)

that conceivably could be appropriate is one that is purely procedural and merely provides the machinery for settling differences arising under the Court's final decree."

The "obvious purpose and intent" of many of the plan's provisions is to force a return to competitive bidding, Myers charged.

Myers said that the fact that the plan embodies substantive provisions and that these provisions are "plainly contrary to the Supreme Court's decision precludes any possibility that the plan will be approved by the Department of Justice or by the District Court. Congress can, in effect, reverse the Supreme Court by the enactment or repeal of legislation, but we know of no other tribunal or agency that has such power."

Lauds Court's Selling Method

The Allied official said that the Supreme Court had devised the "most satisfactory" selling method in allowing films to be bought in blocks or groups so long as there is no requirement for the purchase of more than one film and providing a 20 per cent cancellation right for the exhibitor if a group of films is licensed without being trade shown.

"Now these distributors by their so-called arbitration plan," he continued, "propose an injunction binding on themselves and such other distributors as may be included in it, from offering or licensing their pictures other than theatre-by-theatre and picture-by-picture. This method of selling, it will be recalled, was a part of the District Court's plan for competitive bidding, which was opposed by all exhibitors and was thrown out by the Supreme Court."

Myers said he believed the high court in the Paramount case had meant to bar the defendants from dealing with their wholly-owned theatres on their own terms, and said that the Jackson Park and Goldman case decrees, which the Supreme Court refused to review, made no exception in favor of wholly-owned theatres.

Depinet Honored

(*Continued from page* 1)

ing the ideals of NCCJ were presented by Bernard Baruch to Irene Dunne, and by Nelson A. Rockefeller to Richard Rodgers and Oscar Hammerstein II. Rockefeller is national chairman of "Brotherhood Week," which the NCCJ will sponsor from Feb. 20-27. Louis Nizer, attorney and author, was toastmaster. The National Anthem was sung by Lucy Monroe and an invocation was delivered by the Rev. Edwin H. Brown.

In receiving his award, Depinet said, "We who are concerned with the making and showing of motion pictures have never allowed a bigoted message on our screens. Rather, our films have time and again told the American story of fellowship and equality. Therefore, it is only natural that we in the motion picture industry should come forward now in behalf of Brotherhood Week. I am sure that all of us will continue this battle against bigotry as long as necessary with the same vigorous sincerity that we are putting into it now."

Among the many present were David Weinstock, Montague Salmon, Martin Quigley, Jr., Emanuel Silverstone, James A. Mulvey, George F. Dembow, Maurice Bergman, Fred Lynch, Irving Maas, Sol A. Schwartz.

MPA, US Meet

(*Continued from page* 1)

has hit distribution of U. S. pictures in Brazil.

Undersecretary of State Webb and Assistant Secretaries Willard Thorpe and George Allen will meet with the company officials at luncheon at MPAA headquarters here, and, after lunch, the foreign managers will meet with top ECA officials, especially those charged with administering the convertibility guaranty program.

John G. McCarthy, manager of MPAA's international division, will also come here from New York to participate in the meeting.

Weekend reports from Rio de Janeiro indicated that refusal of Brazilian authorities to permit an increase in theatre admission prices has resulted in a virtual halt in imports of U. S. pictures. The American film companies, it was said, have not sent any new pictures to Brazil since early last month after they failed in their efforts to obtain higher admissions.

Magill Leaves F.C.

PHILADELPHIA, Feb. 6.—Mort Magill, Film Classics branch manager here, has resigned. He has purchased half interest in Principal Films here and will distribute with David Moliver.

Anglo - U. S. Meet

(*Continued from page* 1)

itors' Association representatives, not members of the Council, be permitted to accompany the British delegation whenever the meeting occurs. Rank is opposed to that suggestion, too.

British exhibitors are active opponents of Britain's 45 per cent film quota law.

Despite trans-Atlantic telephone conversations with Rank, Johnston still is anxious for a postponement of the meeting.

The situation is viewed here as indicating the apprehension of the British members of the Council over the forthcoming report of the Lord Portal committee inquiring into industry operations for the government. It is generally conceded there is a good chance the committee will recommend divorcement of exhibition from production-distribution here.

Britons Prefer Scheduled Date

British industry members of the Council, therefore, would prefer the meeting to be held on the scheduled date since there is little possibility of the report being issued then. Americans, on the other hand, are regarded as favoring the postponement of the meeting until after the report—which could alter the whole complexion of the forthcoming discussions—is issued. Nicholas Schenck and Barney Balaban are the other members of the American Council group.

Sir Henry told the press on Friday that he does not regard the forthcoming Council meeting as a bargaining occasion, despite his view that American distribution of British pictures inevitably will be an item for discussion on the meeting's agenda.

He claimed that it is absolutely necessary for representatives of the American and British film industries to gather around a table at the earliest possible date to dispose of the causes of embitterment on both sides.

Lord Portal's Committee To Hear Trade Union

LONDON, Feb. 6.—Lord Portal's committee conducting an inquiry for the government into industry-wide practices will complete hearing evidence on distribution operations with the appearance before it on Tuesday of Sam Eckman, Loew's managing director here.

It will hear trade union representatives next. Producers already have been heard. Exhibitors have not sought to put in testimony but have prepared information in the event they are summoned.

Albany TOA Meet

(*Continued from page* 1)

and Troy was defeated by action of alert exhibitors.

Under the proposed subdivision, legislative committees in the Albany, Buffalo and New York zones would coordinate their work with the statewide committee already existing here.

Another topic discussed was whether exhibitors can belong to a TOA branch without also maintaining membership in the national organization. Several exhibitors, it is understood, believe national TOA dues, now set at 10 cents per seat, but scheduled for a reduction to five cents in September, are too high for them. They have asked to join the Albany area TOA only. No decision on this question was made, and the fixing of local dues was deferred.

Salary Reports

(*Continued from page* 1)

Treasury are before individual income tax, which ranges in the cases of the motion picture people reported upon from approximately 50 per cent to more than 85 per cent of the amounts received.

Following are the Treasury's company-by-company reports:

MONOGRAM (for the fiscal year ending June 30, 1947): Steve Broidy, $100,147 (salary: $40,150; commission: $46,815; bonus: $13,182).

COLUMBIA (for the fiscal year ending June 30, 1947): Irving Briskin, $78,600; Harry Cohn, $197,600 (salary: $182,000; other compensation: $15,600); Jack Cohn, $145,600 (salary: $130,000; other compensation: $15,600); Helen Deutsch, $118,250; Don Hartman, $103,000; Rita Hayworth, $94,916; Al Hall, $143,000; B. B. Kahane, $96,500; Abe Montague, $130,000; Casey Robinson, $150,000; Ginger Rogers, $157,142 (an earlier salary list reported Miss Rogers as receiving $84,478 from Vanguard Films, giving her a total of $241,620 for the year); Rosalind Russell, $190,104; Abraham Schneider, $93,600 (salary: $86,000; other compensation $7,600); N. B. Spingold, $83,200 (salary: $78,000; other compensation: $5,200); Charles Vidor, $92,916.

UNIVERSAL FILM EXCHANGES, INC. (for the fiscal year ending October 31, 1947): William A. Scully, $91,000.

UNIVERSAL - INTERNATIONAL FILMS, INC. for the fiscal year ending October 31, 1947): Joseph H. Seidelman, $75,400.

UNIVERSAL PICTURES (fiscal year ending October 31, 1947): Bud Abbott, $120,730 (salary: $77,366; other compensation: $43,363); Compton Bennett, $84,666; Claude Binyon, $77,884 (Binyon was listed in a previous salary list as receiving $77,884 from Paramount, giving him a total of $200,384 for the year); Nate J. Blumberg, $188,784 (salary: $117,000; other: $71,784); Charles Boyer, $125,000; Claudette Colbert, $83,871 (salary: $83,333; other: $538); Lou Costello, $128,345 (salary: $116,050; other: $12,295); J. Cheever Cowdin, $188,784 (salary: $117,000; other: $71,784); William M. Dozier, $127,500; Deanna Durbin, $323,447 (salary: $193,000; other: $130,477); Dan Duryea, $151,086; Chester Erskine, $157,364 (salary: $63,750; other: $93,614); Fred Finkelhoffe, $118,614 (salary: $25,000; other: $93,614); Matthew Fox, $126,606 (salary: $91,000; other: $35,606); William Goetz, $284,000; W. J. Heineman, $84,058; Zoltan Korda, $100,000; Rufus Le Maire, $76,500; Robert Montgomery, $250,000; Fred MacMurray, $175,000; Irving Pichel, $127,500; C. D. Prutzman, $111,006 (salary: $75,400; other: $35,606); Walter Reisch, $79,000; William A. Seiter, $80,000; Robert Siodmak, $142,158; Joe Sistrom, $102,000; Samuel Spiegel, $116,500; Leo Spitz, $132,000; Karl Tunberg, $114,750; Walter Wanger, $224,127 (salary: $27,500; other: $196,627).

WARNER BROTHERS CIRCUIT MANAGEMENT CORP. (fiscal year ending August 31, 1947): J. E. Coston, $107,900 (salary: $72,800; bonus: $29,900; other: $5,200); I. J. Hoffman, $81,900 (salary: $52,000; bonus: $29,900); H. Kalmine, $112,700 (salary: $99,700; other: $13,000).

WARNER BROTHERS PICTURES, INC. (fiscal year ending August 31, 1947): Lew Ayres, $105,000; Jack Benny, $125,000; Henry Blanke, $218,833; Humphrey Bogart, $467,361; David Butler, $150,000; Jack Carson, $159,833; Joan Crawford, $156,250; Delmar Daves, $131,000; Bette Davis, $328,000; Errol Flynn, $199,999; Leo Forbstein, $91,000; Alex Gottlieb, $99,500; Sidney Greenstreet, $96,250; Alan Hale, $86,916; Walter Huston, $100,000; William Jacobs, $78,000; Ida Lupino, $120,000; Thomas Mitchell, $84,375; Stanley Morner (Dennis Morgan), $325,892; R. W. Perkins, $87,000 (salary: $73,700; other: $13,300); Irving Rapper, $97,000; Ronald Reagan, $169,750; S. Z. Sakall, $117,500; S. Schneider, $91,350 (salary: $78,000; other: $13,350); Ann Sheridan, $269,345; Vincent Sherman, $112,000; Alexis Smith, $120,000; B. Starr, $78,000; Max Steiner, $104,000; S. B. Trilling, $78,000; Jerry Wald, $127,400; Raoul Walsh, $182,000; Albert Warner, $104,300 (salary: $91,000; other: $13,300); H. M. Warner, $182,050 (salary: $182,000; other: $50); J. L. Warner, $182,150 (salary: $182,000; other: $150).

WARNER BROTHER PICTURES DISTRIBUTING CO. (fiscal year ending August 31, 1947): B. Kalmenson, $112,700 (salary: $99,700; other: $13,000).


IT'S TARZAN TIME AGAIN!
A national event– like the Rose Bowl, the Circus, the 4th of July! Each year America looks to *Tarzan time!* Each year the grosses grow...for the longest, most successful series in boxoffice history! When it's *Tarzan* time, it's *profit* time!
WORLD PREMIERE BRANDT'



EDGAR RICE
BURROUGHS'

TARZAN'S MAGIC FOUNTAIN

STARRING

LEX BARKER
and
BRENDA JOYCE

with ALBERT DEKKER · EVELYN ANKERS · CHARLES DRAKE

Produced by SOL LESSER · Directed by LEE SHOLEM · Screen Play by CURT SIODMAK and HARRY CHANDLEE

Based Upon the Characters Created by EDGAR RICE BURROUGHS

TRADE HAILS "TARZAN" BARKER!

"Lex Barker very good in his debut as new Tarzan!" —Showmen's Trade Review

"Barker and Joyce make an excellent 'Tarzan' team!" —The Exhibitor

"Barker should certainly get the nod of approval from fans!" —Film Daily

"Barker acquits himself in a way that will pay off!" —Daily Variety

"Barker seems earmarked for a long career!" —Variety

"Barker scores hit . . . equal to any back to Elmo Lincoln!" —Hollywood Reporter

"Lex Barker certainly possesses the hunk-o'-man physique and agility!" —Boxoffice

RKO RADIO PICTURES

GLOBE THEATRE B'WAY N. Y.


KEEP
POSTING!
Seat Selling
3 SHEETS
NOW
Available
on
Universal's
"FAMILY HONEYMOON"
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 27 NEW YORK, U.S.A., TUESDAY, FEBRUARY 8, 1949 TEN CENTS

Para. Partnerships Must Be Ended in 1 to 3 Years

Decree Calls for Dissolution of One-Third Of Partnerships Annually; Balaban to Head Picture Company, Goldenson Theatre Co.

Paramount would have to wind up its affairs in one-third of the theatres it now owns with partners within one year, in another third by the end of two years, and in the final third by the end of three years under the proposed consent decree which it is entering into with the government.

The decree permits Paramount to acquire the interests of the partners in a limited number of cases. In the other cases, it must sell out to the partners. All theatres held with partners would have to be settled one way or the other on the schedule outlined above.

The proposed decree, which was ratified by the Paramount board last week and is slated to go to U. S. Attorney General Tom Clark late this week, sets up three different deadlines for Paramount to do various things.

By the end of the first year, the company would have to be split into producer-distributor and exhibitor companies — in other words, divorcement.

By the end of the second

(*Continued on page 6*)

'Little 3' Hit Arbitration in Memo to Court

Majors' Plan Is Rejected; Proposed Separate Decree

United Artists, Columbia and Universal, in a joint memorandum filed yesterday, told the New York Federal Court that the majors' proposals for an arbitration system is unacceptable to them, and proposed a separate decree without provision for any such system.

No further comment was given by the Little Three in the memorandum which also contained their proposed findings and conclusions in the case. However, Columbia's counsel, Louis D. Frohlich, is on record as firmly opposed to arbitration on the grounds that it serves no purpose and failed to avert any private court actions. Universal and UA attorneys have told the New York court that the costs which arbitration would entail would be their primary consideration.

So far the arbitration system has the endorsements of Paramount, Loew's, 20th Century-Fox and Warner. RKO will consider it when it finalizes its reorganization under its

(*Continued on page 6*)

More Storms Bring More Film Delays

SALT LAKE CITY, Feb. 7.—Film deliveries are being delayed in the Salt Lake City exchange territory as new snowstorms and drifts isolate many cities, blocking trains and trucks.

Pocatello has been paralyzed and Idaho Falls has been blockaded. Theatres with Tuesday openings expect to suffer further if prints are held up many more hours. Attendance is away down in many areas, although it is pretty good in Salt Lake. It is, however, below normal in all of the biggest places in Idaho. In Montana, severe cold has cut some attendance.

Untapped Market Is Seen by Del Giudice

A vast potential market exists among millions of discriminating people who rarely go to a theatre because of stereotyped films, Filippo Del Giudice, British producer, asserted here yesterday on his arrival on the *S.S. Caronia*. Through proper production

(*Continued on page 6*)

Keep Sales Within The Law, Rodgers Warns MGM's Force

HOLLYWOOD, Feb. 7.—Pointing out that "living up to the law is an individual responsibility," M-G-M distribution vice-president William F. Rodgers today warned sales managers and field personnel attending the company's "25th Anniversary" convention here to adhere closely to the dictates of court directives when marketing product.

"The company," Rodgers cautioned, "can't go to jail, but you may, if you are found to be in contempt of the courts."

In an address which ranged over sundry aspects to motion picture sell-

(*Continued on page 6*)

Mayer Links Own, Schenck's Tenure

HOLLYWOOD, Feb. 7.—Louis B. Mayer told the M-G-M sales conference here today that he expects to continue as head of the studio as long as Nicholas M. Schenck remains company president, rumors to the contrary notwithstanding. Mayer said he never has been "in such good health and spirit."

The assemblage of home office, field and studio personnel and executives

(*Continued on page 6*)

Dubious About Tax Breakdown for TOA

WASHINGTON, Feb. 7.—Bureau of Internal Revenue officials said they doubted the government would be able to accede to the request of the Theatre Owners of America for a better breakdown of admission tax collections.

TOA has asked the Treasury to report a separate monthly figure on collections from motion picture theatres. At present, these collections are reported together with collections from sports events, concerts, legitimate theatres and other general admission events.

Bureau officials said that the change would be extremely costly, requiring completely new tax reporting forms.

Skouras Favors U.K.-U. S. Meet in March

London, Feb. 7.—Spyros Skouras, 20th Century-Fox president, told a press conference here today he would welcome a meeting of the Anglo-American Films Council on the originally fixed dates, March 23-25, in New York.

Eric Johnston has urged postponement of the meeting, against wishes of the British members, until early summer. Skouras is not a member of the Council.

Skouras Reveals U.K. Filming Plans

LONDON, Feb. 7.—Spyros Skouras told a press conference here today that 20th Century-Fox plans to produce three more pictures in Britain after completion of "Male Bride," Cary Grant starrer now in production.

He said 20th-Fox is utilizing every available pound in making pictures here and said that in its ambitious program it would match a dollar against every frozen pound.

The next three to be made here, he said, will cost an average of $3,500,000 each, beginning with "Black Rose."

Skouras said Sir Alexander Korda's present arrangements with David Selznick prevent 20th-Fox from distributing Korda's pictures in America. He said if Korda and J. Arthur Rank offer pictures suitable for American distribution they are assured of success, adding "if only they had audience appeal like 'Red Shoes' and 'Hamlet'."

He denied current reports that Rank

(*Continued on page 6*)

E-L Aims for 12,000 Dates for Drive

Highlight of Eagle-Lion's current Jack Schlaifer testimonial drive will be "President's Week," which will run from April 29 to May 5, in tribute to E-L president Arthur B. Krim. Announcement of the tribute was made here by William J. Heineman, sales vice-president, at the two-day New York weekend sales meeting which is setting off a nationwide series of sales sessions.

Goal of the week, Heineman declared, would be a minimum of 12,000 bookings of Eagle-Lion films during the week. In general release, he revealed, will be "He Walked by Night," "Red Stallion in the Rockies," Walter Wanger's "Reign of Terror," Wanger's "Tulsa," "The Big Cat," and J. Arthur Rank's "Scott of the Antarctic." Also in release will be Eagle-Lion's reissue of David O. Selznick's "Since You Went Away," and two Red Ryder Westerns in Cinecolor, "Ride, Ryder, Ride" and "'Roll, Thunder, Roll."

Personal Mention

CHARLES C. MOSKOWITZ, Loew vice-president, will leave here Thursday for Hollywood.

•

ERIC JOHNSTON and WILLIAM I. CHENERY, *Collier's* publisher, will confer with President Truman today at the White House regarding *Collier's* annual award to outstanding Congressmen. Johnston is chairman of the awards committee.

•

MARVIN FARIS, executive secretary of the Society of Independent Motion Picture Producers, has returned to Hollywood from New York.

•

MONTAGUE SALMON, managing director of the Rivoli Theatre here, and MRS. SALMON, left here yesterday for Hollywood.

•

JOE WEIL, chief of the Red Cross motion picture and television films section, left here for Hollywood yesterday.

•

ADOLPH SCHIMEL, Universal attorney, has arrived in London from New York.

•

J. CHEEVER COWDIN, Universal board chairman, has returned to New York from the Coast.

•

JAMES V. BOYLE, former motion picture publicist, has joined the Ralph C. Coxhead Vari-Typer Corp. here.

•

EUGEN SHARIN of Ambassador Films, has left here for Vienna.

Horwits Named U-I Studio Publicity Head

Al Horwits, Eastern publicity manager of Universal-International, will assume the duties of studio publicity director on March 1, it was announced here yesterday by David A. Lipton, national advertising-publicity director. John Joseph, former national advertising-publicity director for U-I, had assumed the duties of studio publicity manager when J. L. (Les) Kaufman resigned several weeks ago.

Horwits joined the Universal publicity staff here in 1942 under Maurice Bergman and a year later was named publicity manager. Previously, he was a newspaperman in Philadelphia and also engaged in public relations activity. After a quick trip to the studio next week for meetings with Lipton, Horwits will return to New York to clear his desk.

Zimbalist on Leave; Gross in Ad Post

Al Zimbalist, advertising-publicity director of Film Classics, is taking a leave of absence from the organization beginning Saturday, for a rest. He plans to spend several weeks in Florida.

Sydney Gross, assistant to Zimbalist, will assume the duties of advertising-publicity director, according to B. G. Kranze, sales vice-president.

Harry Rapf, 68, with Metro for 25 Years

HOLLYWOOD, Feb. 7.—Funeral services will be held tomorrow afternoon at the Wilshire Boulevard Temple for Harry Rapf, 68, a vice-president and production executive of Metro-Goldwyn-Mayer, who died here Sunday in Cedars of Lebanon Hospital after a heart attack. He had worked regularly at the studio until he was stricken on Thursday.

Rapf produced dozens of film hits for M-G-M, in the course of which he discovered and developed such stars as Joan Crawford and Margaret O'Brien and produced all the films starring the late Marie Dressler.

He was among the first crusaders for sound pictures.

Rapf was born in New York City and was reared in Denver. He organized a minstrel show in Denver when he was 18 and caught the eye of showman Gus Edwards, who put him in charge of a revue, and he remained with the vaudeville artist for six years before opening his own agency in New York City.

About 1914, he joined World Film in the production of silent pictures in Fort Lee, N. J. He went to Hollywood in 1921 and became production manager for Warner Brothers. He went with M-G-M in 1924.

His last completed picture was "Gallant Bess"; he started shooting "The Scene of Crime" last week. The widow, two sons, Mathew and Maurice, and a brother, Arthur, survive.

Spyros Skouras Heads N. Y. Red Cross Drive

William S. Hedges, vice-president of National Broadcasting, will lead New York's entertainment world and, the publishing, advertising and graphic arts industries in the 1949 Red Cross campaign. Serving with Hedges as a group chairman is Spyros P. Skouras, president of 20th Century-Fox, who will head the entertainment group, including the motion picture industry, legitimate theatres, the radio field and the music world.

11 'Depinet Drive' Meetings This Week

Walter E. Branson, RKO Radio Western division manager, will cover Milwaukee, Minneapolis, Sioux Falls, Seattle and Portland this week on behalf of the "Depinet Drive," accompanied by his assistant, Harry Gittleson.

Nat Levy, Eastern division manager, and his assistant, Frank Drumm, will hold drive meetings in Buffalo, Detroit and Cleveland. Charles Boasberg will be in Charlotte, Atlanta and New Orleans, accompanied by his assistant, Carl Peppercorn.

'Green Promise' Premiere

HOUSTON, Feb. 7.—A premiere celebration will be staged here on March 18 when Glenn McCarthy's "The Green Promise" will open at the Majestic Theatre. This RKO Radio release was made with the cooperation of the National 4-H Clubs.

N. Y. 1st-Run Business Big

Handsome array of new product, given added support by top stage-show names, is providing New York first-runs with big business this week. Majority of the holdovers, too, are contributing to the prosperity.

The Roxy is raking in magnificent returns with "Yellow Sky" and the stage appearance of Danny Kaye. The show figures to draw $138,000 in a first week. "The Bribe," with Arthur Godfrey and his Talent Scouts on stage probably will give the Capitol a top-notch first week's income of $101,000.

At the Strand, "John Loves Mary" with Jack Carson among others on stage, looks good for $60,000, in an initial week. An estimated $55,000, which is about what was expected, is apparent for the first week of "My Own True Love" with the Three Sons and Monica Lewis on stage at the Paramount.

"He Walked By Night" is likely to reach $35,000, vigorous business, in a first week at the Criterion. "Tarzan's Magic Fountain" is off to a good start at the Globe where $17,500 is seen for the first week. "So Dear to My Heart" is doing nicely at the Palace with $25,000 expected for a second week.

"Letter to Three Wives" continues splendidly at the Music Hall where $130,000 is indicated for the third week. "Wake of the Red Witch" probably will do $20,000, which is good enough, in a fifth and final week at the Mayfair; it will be replaced on Saturday by "My Dear Secretary."

At the Astor, "Enchantment" is holding up well enough with $19,000 likely for the seventh week. The Astor's next will be Columbia's "Knock on Any Door," to open on Feb. 22. "Command Decision" is strong at the State where the third week's take probably will hit $47,000.

"Snake Pit" continues to take big money at the Rivoli, the 14th week's income being estimated at $34,000. At the Park, "Hamlet" still is playing to capacity and the 19th week's gross is estimated at $16,000. Another steady top grosser is "Red Shoes" at the Bijou where $15,800 is apparent for a 17th week.

Hope's Video Plans Hit

WASHINGTON, Feb. 7.—Federal Communications Commissioner Hyde has turned down Bob Hope's request for a 60-day delay of the hearing now set for Feb. 28 on bids by Hope and two other applicants for Louisville station WHAS and its television construction permit. If Hyde's action is upheld in an appeal, Hope's bid of $1,925,000 for the station probably will be withdrawn, it was said.

Leonard in New Post

ATLANTA, Feb. 7.—Charles Leonard, formerly with Columbia and Warner here and Astor Pictures in Charlotte, has returned to Atlanta as manager of the new Madison Exchange owned by Bob Pinson.

USO Thanks Industry

The USO fund-raising trailer, released yesterday, has proved an outstanding example of cooperation on the part of the industry, according to George J. Schaefer, USO motion picture committee chairman, who has been asked by the USO to thank all concerned with the production and screening of the trailer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
'A LETTER TO THREE WIVES'
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount's "My Own True Love" starring PHYLLIS CALVERT · MELVYN DOUGLAS with WANDA HENDRIX
IN PERSON THE THREE SUNS MONICA LEWIS WALLY BROWN LEWIS & VAN BOYD RAEBURN and His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
13th WEEK! VICTORIA BROADWAY & 46th ST.

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Settle N. Y. Labor Row in Two Weeks

Mass shop elections which will settle "in a single stroke" the long-standing AFL-CIO rivalry for jurisdictional supremacy at film company home offices will be conducted by the National Labor Relations Board in about two weeks, it was indicated yesterday following a meeting at the NLRB here among attorneys and representatives of six companies and the two "white collarite" union locals involved.

Since the union rivalry broke open early last year, AFL's IATSE Motion Picture Home Office Employes Local No. H-63 has succeeded in winning only United Artists' home office "collarites" away from CIO's Screen Office and Profesional Employes Guild. The only other contested shop, RKO Radio, reverted to SOPEG, while uncontested NLRB elections reaffirmed SOPEG's bargaining control at 20th Fox, National Screen and Monogram.

The forthcoming mass elections will decide the future bargaining agent for the following shops where SOPEG reigned before the now-settled non-Communist affidavit issue caused the companies to reject that union: Columbia, Paramount, Republic, De-Luxe Laboratories, Loew and RKO Service Corp. Some 1,500 "collarites" are involved.

UA "Collarites" Vote 92-22 In Favor of a Union Shop

United Artists home office "white collarites" yesterday voted 92 to 22 in favor of a union shop in an election held by the National Labor Relations Board here, it was reported by Russell Moss, business agent of IATSE Motion Picture Home Office Employes Local No. H-63, the employes' bargaining representative. The local recently won a 10 per cent pay increase for UA workers.

RKO and 20th Give Operators a Raise

CHICAGO, Feb. 7—RKO and 20th Century-Fox have signed a new contract with the Chicago operators union, Local No. 110, which grants a 10 per cent raise for its operators' union-employer fund. Projection room screenings were resumed here today, thus ending a four-week hiatus in both exchanges. It is understood the two companies balked at the raise because of its possible effect on other 20th-Fox and RKO exchanges in the country. Contract became effective last September 1, when local theatres and all other distributors approved the raise.

Willard Acquires 3, Is Now Operating 6

SEATTLE, Feb. 7.—Gene Groesbeck, dean of Northwest exhibitors, has disposed of his three theatres to Frank Willard of Tacoma. The theatres include the Avalon and Liberty, in Enumclaw, and the Cosmo in Buckley. Willard owns, in addition, the Parkland, Tacoma, a theatre in Yelm, and another in Orting.

Phillips Quits DuMont

Lawrence Phillips, director of the DuMont Television network, has resigned to return to the business of management consultant, which he left in April, 1947, to join DuMont.

Review

"A Woman's Secret"

(RKO Radio)

WITH such cast names as Melvyn Douglas, Maureen O'Hara, Gloria Grahame and Victor Jory available for marquee purposes, and a title that poses itself as a lure for the distaff trade, this pat and polished Herman J. Mankiewicz production of a Vicki Baum novel seems assured of good commercial sailing. However, aside from the fact that its plot unfolds in retrospect through the use of the flashback technique, "A Woman's Secret" does not emerge as much of a story.

A young radio singer (Miss Grahame) is shot following an argument in her apartment with her mentor (Miss O'Hara). The latter confesses to firing the pistol, but Douglas, co-mentor and a big radio personality in his own right, is certain that Miss O'Hara is lying. But why? To find out, he reconstructs in conversations with police detective Jay C. Flippen the fabric of past associations with the two women. His flashback recitations completed, Douglas has convinced the detective as well as himself that the assumption of Miss O'Hara's innocence was correct. She lied, it appears, because she had projected her own personality so fully in the singer in replacement of the singer's own that suicide for the singer would be tantamount to suicide for Miss O'Hara. Well, the singer doesn't die anyway, and after Miss Grahame confesses to the fact that the shooting was an accident in consequence of a struggle between the two women over possession of the gun, Miss O'Hara indicates that she herself had been thinking about going back on her confession. As it turns out, there was much ado about nothing, more or less.

Douglas functions with seasoned efficiency in his role, although it is to be regretted that he was given very few opportunities to lighten its burden of straight-faced seriousness. Miss O'Hara registers satisfactorily as his romantic opposite, and Miss Grahame gives a good account of herself in the role of a smalltown girl turned radio artist. Flippen is mellow in a part calling for wry humor. Other players are Mary Philips, Bill Williams, Robert Warwick and Emory Parnell. Nicholas Ray directed, from a screenplay by Mankiewicz. Picture is identified as a Dore Schary presentation.

Running time, 85 minutes. General audience classification. For February release.

CHARLES L. FRANKE

Canadian Assn. Post Goes to Fred Dillon

TORONTO, Feb. 7.—Fred C. Dillon, former newspaperman, will succeed E. H. Wells as executive secretary of the Canadian Moving Picture Distributors Assn., it was announced here today. The appointment will be effective March 1.

Dillon will make his headquarters in Toronto and his first important assignment will be to establish the Children's Film Library throughout Canada.

2nd Para. vs. Brandt Suit Dismissal Denial

The Appellate Division of New York State Supreme Court yesterday affirmed Justice Samuel Hofstater's denial of dismissal of Paramount's $500,000 percentage action against New York exhibitor Harry Brandt, et al.

Brandt appealed to the Appellate Division from Justice Hofstater's denial, having originally appealed to the Supreme Court itself for dismissal.

Bryson Reports Two Adverse Measures

WASHINGTON, Feb. 7.—Jack Bryson, legislative executive of the Motion Picture Association of America, reports here the introduction of a censorship measure in West Virginia and a bill in Indiana which would impose a temporary 20 per cent tax to raise enough money to pay a soldiers' bonus.

Griffith Delay Continued

OKLAHOMA CITY, Feb. 7.—The Griffith mandate hearing continued its recess until Friday, when the government hopes to complete its review. Federal Judge Edgar S. Vaught said that the case may then be recessed for "several weeks."

Academy Nominates 5 Documentaries

HOLLYWOOD, Feb. 7.—The Academy of Motion Picture Arts and Science committee on documentaries today nominated two feature documentaries and three shorts, from which Academy Award winners will be chosen following a screening Feb. 27.

The features are M-G-M's "Secret Land" and "The Quiet One," produced by Film Documents and distributed by Mayer-Burstyn. The shorts are "Operations Vittles," U. S. Air Force; "Heart to Heart," Fact Films; and "Toward Independence," U. S. Army.

Deneau at E-L Meet

NEW ORLEANS, Feb. 7.—Sid Deneau, SRO executive, is attending the Eagle-Lion regional meeting in New Orleans today, from New York, with SRO sales executives Henry Krumm and Alfred Delcambre. Deneau will also attend the Chicago regional, Wednesday and Thursday, with Sam Horowitz, Midwest division manager, and the San Francisco regional, this weekend, with John Howard, Western division manager and SRO's Paul McNamara.

SRO Men Join IFD

TORONTO, Feb. 7.—Morris Diamond and Cecil Black, formerly Selznick Releasing Organization branch managers at Winnipeg and Vancouver, respectively, have joined International Film Distributors, it has been learned here. IFD handles Eagle-Lion product in Canada.

Permits Sunday Shows

KINGSPORT, Tenn., Feb. 7.—Claiming that eight out of 10 persons in this city favor the showing of films on Sunday, Mayor J. E. Armitage has signed an ordinance permitting shows until 11 P.M. on Sundays.

ECA Would Spend $10-Million a Year

WASHINGTON, Feb. 7.—The Economic Cooperation Administration today asked Congress to allow it to use up to $10,000,000 in any fiscal year through June 30, 1952, for its information media guaranty program to cover film distribution costs in Marshall Plan countries, and for other channels.

ECA officials said that this did not mean $10,000,000 would be so used every year, but that it was merely a top limit on how much could be used. In fact, said one top ECA official, $10,000,000 is enough to "take care of all the calls we now have or can foresee in the near future."

Congress last year, in setting up the ECA, approved a program to guaranty distributors of films, books, magazines and other information media convertibility into dollars of some or all of their costs of operating in Marshall Plan countries. It said that during the first year, ECA could not write more than $15,000,000 worth of such guaranties. Congress later appropriated only $10,000,000 for the first year, the figure to be used for the program in later years being left in the air.

Today, Administration-approved bills were introduced in both House and Senate to finance ECA operations through June 30, 1950. One section attempts to settle the future of the information media guaranty program. It continues this program provided that the amount of guaranties made in any fiscal year does not exceed $10,000,000. Presumably this would hold for any year in which the ECA operates—at present, through the 1952 fiscal year.

So far, information media guaranties have been made sparingly. Only one film guaranty—$457,000 to the Motion Picture Export Association for operations in Germany—has been issued.

ECA spokesmen said that another film contract might be announced in "a month."

Install Blumenstock As Ad Council Head

Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Brothers, was installed as chairman of the Advertising and Publicity Directors Council of the Motion Picture Association of America at a luncheon held here yesterday.

Honor guest of the meeting was Dr. Daniel A. Poling, editor of the *Christian Herald*, who spoke on the Protestant Motion Picture Council in its relationship to the film industry.

Cleveland Clearance Cuts Are Expected

Cleveland, Feb. 7.—Opinion is strong that all major distributors will give heed to the Cleveland Motion Picture Exhibitors Association demand for clearance reductions from 35 days to 21 for all first-run independent subsequent-run houses. The request, made last week in writing to all branch managers, has been answered by only M-G-M, saying the matter has been referred to the home office.

BIGGEST BUSINESS IN BOXOFFICE HISTORY!

NEW ALL-TIME RECORDS SET FOR KEITH MEMORIAL, BOSTON, AND PALACE, MONTREAL!

Spectacular holdovers in San Francisco, Washington, Baltimore and Buffalo!...Sensational openings in Kansas City, Cleveland, Cincinnati, Pittsburgh and Quebec!... Still topping everything in Philadelphia and Los Angeles (7th weeks), New Orleans (6 weeks) and New York (13th week)!...Watch the year's mightiest boxoffice attraction roll on, as it opens in Minneapolis, Dayton, Columbus, Atlanta, Birmingham, Richmond, Milwaukee, Chattanooga, Rochester—and city after city, week after week!



JOAN of ARC

starring

INGRID BERGMAN

A VICTOR FLEMING PRODUCTION • COLOR BY TECHNICOLOR

CAST OF THOUSANDS

with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD GENE LOCKHART • JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY • based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON • screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY

director of photography JOSEPH VALENTINE, A. S. C.

Produced by WALTER WANGER • Directed by VICTOR FLEMING

presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES

Para. Decree

(*Continued from page* 1)

year, all closed towns must be opened.

By the end of the third year, all partnerships must be settled as outlined above.

Insiders who have seen the decree, which has been printed by the company in final form for submission to the court, say that they believe the theatre-owning company will end up with between 600 and 650 theatres.

They also said that the company has already served notice on the Department of Justice that Barney Balaban will head the producing-distributing company, and that Leonard Goldenson will head the theatre-owning company, and that the Department has not objected.

Another section of the proposed decree provides for trusteeing of all stock in the exhibition company of stockholders owning more than a certain amount and not disposed of during the first year. This would be trusteed until the owner had disposed of it, or of his stock in the production-distribution firm.

The decree contains sections on trade practices similar to the RKO decree, it was reported.

Not Yet Submitted to Clark

Meanwhile, in Washington, Attorney General Clark said the Paramount decree has not yet been submitted to him for signing.

He said he might not have it on his desk before the end of the week. He explained that it will have to be gone over first by Assistant Attorney General Herbert Bergson, who has been out of town since the end of last week. Bergson is due back at his desk tomorrow.

Clark admitted he had seen a draft of the proposed decree last Wednesday, and had made some "suggestions." He would not discuss what these were, but it was learned from an industry source that at least one of the suggestions was to cut down the length of time given Paramount to carry out some of the provisions of the decree.

'Little Three' Memo

(*Continued from page* 1)

consent decree in the suit, an executive of that company has said.

The Little Three's proposed decree would allow them to include admission prices in exhibition contracts for the sole purpose of determining rental terms; to license films on a franchise basis except where this would "unreasonably restrain competition or create a monopoly," and to roadshow product without restrictions.

The Little Three propose to enjoin themselves from: price-fixing; granting excessive clearances; agreeing with any other distributor to maintain a system of fixed runs and clearances; making formula deals and master agreements; from conditioning the sale of one film upon the sale of others. However, that last injunction would be limited to the extent that the films were not tradeshown prior to licensing and the exhibitor would be given a 20 per cent cancellation privilege.

In its proposed conclusions of law, the three contend that move-over runs are not illegal provided there is no discrimination, and also hold that extended runs are legal so long as the distributor does not discriminate in favor of or against any exhibitor.

Reviews

"Streets of Laredo"

(Paramount)

WILLIAM HOLDEN, Macdonald Carey and William Bendix are a trio of amiable outlaws until the alliance is split and Carey becomes a vicious killer in this choice Western, in Technicolor, which boasts some solid dramatic punches amid generous outpourings of conventional physical flare-ups. It is flavorful and robust entertainment, this "Streets of Laredo," well stocked with the stuff that can banish box-office blues.

Mona Freeman is the gal in the Charles Marquis Warren screenplay, being romantically attracted to Carey until he is unmasked as a ruthless desperado. The three not-so-bad badmen become separated when they are tailed by a gang of sagebrush thugs of the more nefarious type. Holden and Bendix join the Texas Rangers and Carey becomes a "Post Office pin-up," the reward posters telling of his lawless exploits. They meet again and Carey exploits the friendship for his own gains, kills Bendix and the vendetta is on between him and Holden. Miss Freeman comes upon the scene to kill Carey in time to save Holden whom she has come to love.

Sweeping camera views of the wide open spaces down Mexico way where the film was shot on location, are especially attractive. The blazing six-shooters, fights and chases which punctuate the telling of the yarn are effectively staged under Leslie Fenton's competent direction. Supporting players include Clem Bevens, Stanley Ridges and James Bell. Robert Fellows produced.

Running time, 92 minutes. General audience classification. Release date, March 25.

GENE ARNEEL

"The Rangers Ride"

(Monogram)

LATEST in the Jimmy Wakely series of Westerns for Monogram has the cowboy star singing and fighting his way through many formula outdoor adventures. Aided by his comic side-kick, "Cannonball" Taylor, it unfolds the story of how, after the Texas Rangers are disbanded, a private state police force extorts money from the public with the ultimate design of setting up a totalitarian state. Wakely, an ex-ranger, attempts to fight the illegal police and a price is put on his head after a murder for which he is blamed. The expected outcome eventually materializes: the police force is broken up and its leaders captured—all through the efforts of Jimmy and "Cannonball."

Produced by Louis Gray and directed by Derwin Abrahams, from an original screenplay by Basil Dickey, the film provides supporting roles for Virginia Belmont, Riley Hill, Marshall Read, and Steve Clark, and others.

Running time, 56 minutes. General audience classification.

Untapped Market

(*Continued from page* 1)

and distribution, this market can be profitably tapped, he asserted.

Del Giudice recently formed Pilgrim Pictures, Ltd., and he is here from London to arrange for distribution among a special circuit of some 12 theatres throughout the country. He said that he would produce pictures of artistic merit and they will receive special handling like "Hamlet." He declared that these films would be handled on a reserved seat, two-a-day basis. Britain has its own art, and they can do best by developing it instead of attempting to imitate Hollywood, Del Giudice declared.

Del Giudice, who was formerly managing director of Two Cities Films, said he resigned from the J. Arthur Rank organization because of a difference over the types of pictures that should be made.

Britain at the moment is undergoing the same uncertainties as Hollywood, he declared. "The reason for this," he asserted, "is that the business is run on the same lines as 40 years ago." As the first step towards correction, Del Giudice recommended divorcement of production-distribution and exhibition. "Art is not merchandise," he said. "If the sales department has too much to say over production, the art suffers," he added. He also saw some unhealthy aspects in the Film Finance Corp. which will subsidize production in Britain. The result of this may be more stereotyped films for a mass audience, he said.

Del Giudice, who is managing director of Pilgrim Pictures, is here with Alan Jarvis, executive director.

Mayer Links

(*Continued from page* 1)

heard Mayer speak highly of the work of Dore Schary, production chief, whom the rumors have mentioned as Mayer's early successor. He said that now that Schary has rejoined the company "our organization has never been so united and inspired as now."

Other Loew-M-G-M executives whose work and activities were lauded by Mayer were Schenck, E. J. Mannix, L. K. Sidney, Arthur Loew, J. J. Cohn, Lawrence Weingarten, Kenneth McKenna, William F. Rodgers, and a number of the company's stars.

Mayer presented to the gathering an outline of the company's progress over the 25 years it has been in operation, and expressed confidence in its future in terms of production and merchandising. He described television as "more an adjunct of radio" at present, and said he has yet to learn from anyone how those who are managing the new medium expect to achieve revenues that will enable them to pay for entertainment comparable to motion pictures.

Skouras

(*Continued from page* 1)

had offered to buy 20th-Fox's interest in the Gaumont-British circuit.

Skouras has attended numerous gatherings since his arrival here Saturday endeavoring to impress Britons with the need for reinforcing the Greeks in their fight against Communists. His company's publicists here made the mistake of only inviting film writers to his press conference at which he aired those views.

Rodgers Warns

(*Continued from page* 1)

ing, including showmanship and exhibitor relations, Rodgers indicated a constant awareness on the part of the company of the legal entanglements which must be avoided in consequence of the various industry litigations which have been introduced over the past two decades.

"Never attempt to evade responsibility or ward off criticism by blaming 'New York'," Rodgers cautioned his listeners. "This," he said, "weakens you in the opinion of those with whom you do business."

Rodgers said that "the surest way to create the suspicion" that sales representatives are not responsible representatives of a company "is to allow an exhibitor to sign a contract you can't get approved."

Rodgers, who conferred in New York recently with Allied States' special "forced percentage selling" committee, told the M-G-M sales personnel that "you must know whether it is the lesser calibre of the pictures or the exhibitor's lack of showmanship that is responsible for apparent over pricing. If an account is being undersold," he added, "it is necessary to know why and to know what the correct deal should be."

The M-G-M distribution chief urged company salesmen to attend exhibitor meetings, and suggested that sales men be routed so they also could attend.



WORN THIN ?

Then it's high time you leave worries behind and take a TWA Quickie Vacation in the Great Southwest. A few days away offers plenty of time for rest and fun in the invigorating climate of Phoenix, when you go by TWA Skyliner. ***Big savings on family travel and round trips!*** **For facts, call your local TWA office or your travel agent.**

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 28 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 9, 1949 TEN CENTS

U. S. May Sign Para. Consent Decree Today

May Be Another Week Before Court Gets It

The Paramount consent decree will be signed by top Justice Department officials before the end of the week, it was learned reliably yesterday.

The final decree, which already has been approved by the Paramount board, will get the signatures of Attorney General Tom Clark, Assistant Attorney General Herbert Bergson, and Special Assistant Robert Wright today or tomorrow.

It will probably be the end of next week or early the following week before details are made public. Five days' notice to all parties is required, and then it must be filed with the New York District Court.

Some details of the decree appeared in yesterday's MOTION PICTURE DAILY.

It provides basically for the establishment of a Paramount Pictures Co.

(*Continued on page 7*)

UA Concludes First Two Television Deals

United Artists has concluded its first major distribution agreement, to handle several hundred film programs to be made especially for television by Video Varieties Corp., said to be the largest independent TV film producing organization in the East, it was disclosed here yesterday by John Mitchell, head of UA's television department.

Video Varieties' first two series will be a program of eight five-minute musical shorts, featuring Shorty Warren, and another series of musicals featuring The Striders, a quartet.

UA has also concluded a distribu-

(*Continued on page 7*)

British Renew Talks On Theatre Video

LONDON, Feb. 8.—The joint exhibitor - distributor - producer television committee will meet again next week with British Broadcasting Corp. officials looking to an agreement by which certain films will be made available to BBC for television broadcasting in return for the right of

(*Continued on page 7*)

Trust Action Vs. 20th, WB

J. J. Theatres, Inc., yesterday filed in U. S. District Court here a $2,400,000 triple-damage anti-trust action against 20th Century-Fox, Warner, Skouras Theatres, and Spyros P. and George P. Skouras. Plaintiff charges conspiracy and combination in opposition to J. J.'s alleged attempts to secure first-run, non-exclusive product for its Luxor Theatre in the Bronx since 1941. Filing attorney was Monroe E. Stein.

Asking for a permanent injunction to restrain the defendants from allegedly conspiring to favor with first-run product Skouras Theatres' Park Plaza in the Bronx, the plaintiff claims that the Luxor and Park Plaza are not in direct competition. J. J. charges also that Spyros Skouras is financially interested in Skouras Theatres.

Murphy Named Head Of N. England Unit

BOSTON, Feb. 8.—Daniel J. Murphy was elected president of the Independent Exhibitors of New England at the annual conference of the organization held here today.

Other officers elected for 1949 were: W. Lesley Bendslev, first vice-presi-

(*Continued on page 6*)

66 from M-G-M In 1949-50; Schary Reveals

HOLLYWOOD, Feb. 8.—Expressing full confidence in the future, Dore Schary, production vice-president for Metro-Goldwyn-Mayer, today announced plans for 66 productions to be filmed and released by the organization in 1949 and 1950. Schary disclosed the schedule at the studio sales conference.

Of particular importance on the line-up, Schary said, will be "Quo Vadis," to be produced in Technicolor by Arthur Hornblow, Jr., and to be directed by John Huston. "In a day when so many others are talking about cutting expenses, digging in and retrenching, only a studio with our large resources would dare contem-

(*Continued on page 6*)

Mid-South Allied Will Meet Today

MEMPHIS, Feb. 8.— Independent theatre owners from many sections of Arkansas, Tennessee and Mississippi were gathered here tonight for tomorrow's one-day business session of the Allied Independent Theatre Owners of the Mid-South, at the Hotel Chisca.

(*Continued on page 6*)

Stockholders Approve Cohn Columbia Pact

Reelect Directors and Okay Increase in Board

Columbia stockholders at their annual meeting here yesterday voted overwhelmingly in favor of a term contract for company president Harry Cohn, and at the same time re-elected as company directors Cohn, Jack Cohn, A. Schneider, Leo Blancke, N. B. Spingold, A. Montague, and Donald S. Stralem.



Harry Cohn

The stockholders also voted in favor of an amendment to the company's certificate of incorporation calling for an increase of from nine to 11 directors. The board at present

(*Continued on page 7*)

DC Meet Today On Promoting US Bonds

WASHINGTON, Feb. 8.—Industry leaders will hold an all-day meeting here tomorrow with Secretary of the Treasury Snyder and other top Treasury officials to work out the industry's role in the government's 1949 savings bond drive.

Top item on the agenda will be the formation of a permanent film advisory committee for the annual bond drives. Production and distribution firms and exhibitor associations will be represented.

(*Continued on page 6*)

'Photoplay' Medals to Crosby and Bergman

Ingrid Bergman, Bing Crosby and 20th Century-Fox's "Sitting Pretty" were the nation's most enjoyed players and motion picture in 1948, according to the year-long balloting conducted by *Photoplay* among America's filmgoers.

This year a special *Photoplay*

(*Continued on page 6*)

Pinanski to Give Theatre Viewpoint to E-L Product

Expressing the need for greater cooperation between production and exhibition, Sam Pinanski, veteran New England showman and head of the newly-formed American Theatres Corp., Boston, formally announced his association with Eagle-Lion Films at a press interview here yesterday.

He said the move was at the company's request and that he would serve "purely in an advisory capacity." He added that he would receive no pay and that he has "no financial interest" in E-L.

At the same time, Arthur B. Krim, E-L president, reviewed the history of the company which this month is observing its second anniversary in distribution, and cited its "steady progress." Krim asserted that the company is trying to make sound "bread-and-butter" pictures for all exhibitors in the country and that to do so a closer partnership between pro-

(*Continued on page 7*)

Johnston, Rank Still Trying to Set Date

Washington, Feb. 8.—Trans-Atlantic phone conversations are still going on between MPAA president Eric Johnston and J. Arthur Rank on a new date for the Anglo-American Films Council meeting, according to an MPAA spokesman. No new date has been agreed on yet, he emphasized.

Johnston has asked that the meeting, scheduled for March 23-25, in New York, be postponed until early summer, and that representation at the meeting be enlarged to include British exhibitor organization officials. Rank opposes both proposals.

Monogram's Broidy Not a Casting Agent

There's a "character" in New York who is assuming the name "Steve Broidy, president of Monogram." He scans the papers for pictures of show girls or models, telephones them at their homes advising he wants to give them screen tests. The girls keep the appointments but the imposter never appears, and later annoys them with numerous phone calls.

Monogram's office here yesterday issued a warning that its Steve Broidy has had no connection with this situation and seeks knowledge of the imposter's identity.

MP Council Is Not Folding: Cheyfitz

HOLLYWOOD, Feb. 8.—"Reports of the collapse of the Motion Picture Industry Council (formed by labor and production management to develop industry goodwill), are like those of Mark Twain's death, greatly exaggerated," declared Edward Cheyfitz, Eric Johnston MPAA aide, who has arrived here from New York.

Cheyfitz said he will confer with constituent groups of the MPIC during the next two weeks and arrange for Johnston to meet with them on his arrival here about Feb. 21.

Pointing out that the Hollywood AFL Film Council, which withdrew from the MPIC following the selection of Cecil B. DeMille as chairman, is the only organization that has done so, and that its withdrawal was conditional, Cheyfitz said he is confident that the basic enthusiasm for the project remains intact. He added Johnston, who originated the MPIC project, still holds to the belief that a cross-industry organization devoting its activities to the betterment of public and trade relationships can function to general advantage. He expects Johnston will spend a fortnight here, with an Association of Motion Picture Producers meeting taking place during his stay.

USO Fund Show Feb. 21

Top names from the screen, radio, stage and sports are promised for the program to be staged on Feb. 21, at Loew's Victoria here in conjunction with the current USO fund drive. Performers have been secured through the efforts of Abe Lastfogel, honorary chairman of the USO entertainment industry committee, and Dan Burley, managing editor of the *New York Age*.

Horne and MPS Confer

Hal Horne, who returned here recently from a Coast visit, said yesterday that discussions are under way between himself and executives of Motion Picture Sales Corp. relative to his joining the company in an executive capacity.

Personal Mention

SPYROS P. SKOURAS is due to arrive here today from London by plane.

•

EDWARD O. CULLINS, president of Allied's Mid-South unit, and BOB BOWERS, manager of the unit, will leave Memphis to be in Washington on Feb. 14-15, for the Allied States' board meeting.

•

LEON BAMBERGER, RKO Radio exhibitor relations executive, returned to New York yesterday from Roanoke, Va.

•

HUGH OWEN, Paramount Eastern and Southern division sales manager, is in Boston this week from New York.

•

SID GOLDSTEIN of the M-G-M publicity-advertising department is the father of his first child, a girl, named Natalie.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, is in Atlanta from New York.

•

ABE MONTAGUE, Columbia general sales manager, is on a Caribbean cruise.

•

GERALD M. MAYER, MPAA Continental European manager, will return to Paris today from New York.

•

ROBERT LAWS has been appointed office manager of the Realart exchange in Cincinnati.

HARRY J. MICHALSON, RKO short subject sales manager, has arrived in Chicago from New York en route to the Coast.

•

CHARLES KURTZMAN, Northeastern division manager for Loew Theatres, was shaken up but not hospitalized as the result of an automobile accident while traveling to Providence.

•

TED SCHLANGER, Warner zone manager in Philadelphia, is again chairman of the entertainment committee for the Cancer Crusade in Philadelphia.

•

FRED SAPPERSTEIN, Baltimore Eagle-Lion representative, is the father of a daughter born at Sinai Hospital, Baltimore.

•

L. J. KAUFMAN, Warner Theatre executive, has returned to New York from Pittsburgh and Cleveland.

•

RICHARD F. WALSH, IATSE president, and other "IA" officers will return here today from New Orleans.

•

RICHARD SPIER, with Fox West Coast in San Francisco, is confined to the Notre Dame Hospital there.

•

J. J. DONOHUE, Paramount Central division manager, has returned to Chicago from New York.

•

JOSEPH BERCHOLZ, French producer, will arrive in New York today from Paris aboard the *S. S. Queen Mary*.

New Allied Perc'tage Talks Begin Tom'row

Col. H. A. Cole of Texas, chairman, and other members of Allied States' special "forced percentage selling" committee, are scheduled to arrive here tomorrow to resume conferences with company sales chiefs. First on the committee's latest conference agenda is Robert Mochrie, RKO Radio's distribution vice-president, who was in Hollywood when the Cole committee was here two weeks ago in connection with Allied's opposition to percentage picture selling to small low-grossing theatres. Mochrie and the Cole group will confer tomorrow morning.

A detailed report of the committee will be submitted to the Allied board at its Feb. 14-15 meeting in Washington.

Jack Ellis Starts Distribution Firm

Jack Ellis, until recently district manager here for United Artists, has entered independent distribution on his own. His first release will be a reissue of the British-made "Pygmalion," American distribution rights to which he had secured from Gabriel Pascal, the producer. It was first released by M-G-M in 1938.

Ellis said here yesterday that he will first set the production in key city first-runs.

Booking Combine to End Buying 'Freeze'

MINNEAPOLIS, Feb. 8.—Ending a six-month "freeze' on buying M-G-M product, Theatre Associates, buying combine, has concluded negotiations for "a large majority" of the distributing company's current and early releases. TA also is dickering with Paramount for "The Paleface." The buying group has contracted for only occasional pictures from Paramount during the last two years, and is still shying away from RKO Radio terms.

Complaints by members for "quicker" buying and top product from all companies reportedly prompted the sudden TA-Metro "peace."

Strausberg To Aid Sid Gross at F. C.

Steve Strausberg, newspaper publicity contact at Republic's home office, has resigned to become assistant to Sydney Gross, newly-appointed advertising-publicity director of Film Classics here.

Space for N.Y. Variety

Chemical Bank has made office space available, temporarily, without cost, to the new Variety Club of New York, until sufficient footage is obtainable at the Hotel Astor, where permanent headquarters will be established.

Newsreel Parade

PROTESTS over Cardinal Mindszenty's trial mark a current newsreel highlight. Other items include the flight from Nanking, a new plane record, and sports. Complete contents follow:

MOVIETONE NEWS, No. 12.—Cardinal Spellman protests Communist trial of Cardinal Mindszenty. Chinese refugees flee Nanking as Reds advance. Giant plane flies across United States. French "Gratitude Train" welcomed in Washington. Awards presented for "Brotherhood" movement. Sports: Ice skating. Rodeo.

NEWS OF THE DAY, No. 246—Flight from Nanking. Red mock trial of Cardinal Mindszenty denounced. Anti-bias award to Irene Dunne. Rodeo.

PARAMOUNT NEWS, No. 49—Baseball: A guy named "Joe." Secretary Royall tours Pacific defenses. Pilot who fled Russia starts tour. Marshall Plan youth meet President Truman. Capital hails "Gratitude Train.'" Retreat from Nanking.

UNIVERSAL NEWSREEL, No. 200—World protests trial of Cardinal Mindszenty. Giant Constitution plane sets passenger record. Nanking deserted. French "Gratitude Train" here. Joe DiMaggio signs. Ice skating. Rodeo.

WARNER PATHE NEWS, No. 51—Last days of Nanking. Biggest airliner hops continent. "Gratitude Train" starts U. S. journey. Norway's Minister Lange. Gen. MacArthur greets Senator Royall. Irene Dunne and Ned Depinet receive awards. awards. Rodeo championship.

Relief for the South From Weatherman

MEMPHIS, Feb. 8.—Floodwaters are receding in Tri-states, the snow and ice have melted and theatre owners are breathing easier. However, danger of a major flood has not passed, U. S. engineers point out, but conditions are improved at present.

Springlike weather, with warm sunshine, replaced freezing temperatures and prolonged rains have ceased over the territory.

Four Mid-South theatres, closed temporarily as a result of the weather, are back to normal.

Film Transit reports that its trucks, by taking detours and in some cases transferring film across swollen streams where bridges were closed or washed out, in rowboats, kept a steady flow of prints to all of the theatres it serves in the territory.

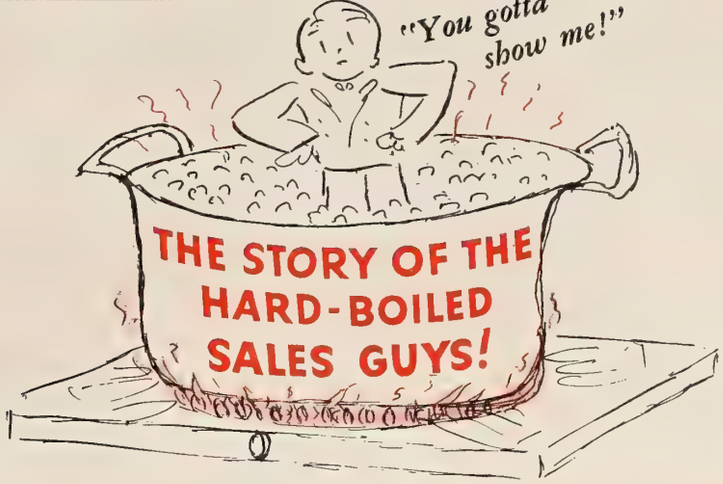
Mulvey, Hovell and Dowden To Aid Drive

Bishop Thomas E. Molloy, STD, of the Brooklyn and Long Island Diocese has named James A. Mulvey, president of Samuel Goldwyn Productions, and Albert A. Hovell, president of Century Theatres, co-chairmen of this year's amusement committee for the annual Catholic Charity Drive in Brooklyn and Long Island. Edward C. Dowden of Loew's will serve as secretary of the committee.

Harry R. Shear, 28

CINCINNATI, O., Feb. 8.—Harry R. Shear, 28, manager of the suburban Forest Theatre here for several years, died today at the Jewish Hospital, following a heart attack. His widow and a daughter survive.

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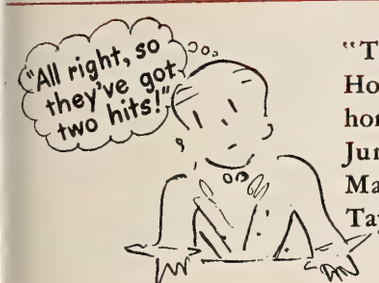
This is the composite story of the visit of M-G-M Sales Representatives to their "Preview of Product" in California!



"THIS IS HOW WE LOOKED WHEN THEY TOLD US ABOUT THE PRODUCT!"

"First came **'TAKE ME OUT TO THE BALL GAME'** — No wonder everybody's raving about this Technicolor Musical. It's sensational. The gay cast includes Frank Sinatra, Esther Williams, Gene Kelly, Betty Garrett!"





"Then came **'LITTLE WOMEN.'** Honestly, this is a Technicolor honey, a joy and what a cast! June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh!"

"When they showed **'THE SECRET GARDEN'** we predicted it would be one of 1949's Ten Best. Great Cast! Great Picture!"





"'BARKLEYS OF BROADWAY,' Wow! Fred Astaire, Ginger Rogers reunited in a rousing, tip-top Technicolor Musical. Oscar Levant is a riot. A Sure-fire hit!"

"Great! Great! Great! **'THE STRATTON STORY,'** a true-life dramatic romance starring James Stewart, June Allyson. Laughs, tears, thrills. It's wonderful!"

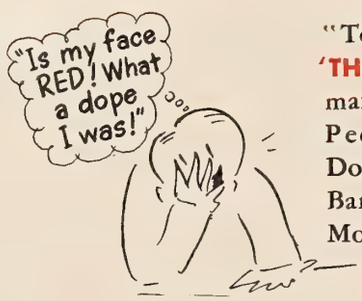




"Gosh! Another big, bountiful M-G-M Technicolor Musical, **'NEPTUNE'S DAUGHTER'**! Esther Williams, Red Skelton, Ricardo Montalban, Betty Garrett, Keenan Wynn, Xavier Cugat!"

"And still they come! **'EDWARD, MY SON'** is Great among the Great! Spencer Tracy, Deborah Kerr — rhymes with Ah! Broadway's No. 1 Stage Hit a Screen Masterpiece!"





"Terrific! Positively a gold mine! **'THE GREAT SINNER'** is the climax! Look at the cast! Gregory Peck, Ava Gardner, Melvyn Douglas, Walter Huston, Ethel Barrymore, Frank Morgan, Agnes Moorehead! Gosh!"



"And I saw others in production, Garson's new picture and Gable's and Garland's and many more Big Ones. I can't wait to get back to Film Row to tell my customers the good news. YOU'LL CHEER M-G-M's ANNIVERSARY YEAR!"

CLIMAXING A YEAR OF GREAT ACHIEVEMENT

for

20

CENT



Photoplay Magazine

Gold Medal Award

FOR THE MOST POPULAR PICTURE OF 1948



ROBERT YOUNG · MAUREEN O'HARA · CLIFTON WEBB

in

Sitting Pretty

with

Richard HAYDN · Louise ALLBRITTON

Randy Stuart · Ed Begley · Larry Olsen · John Russell · Betty Ann Lynn · Willard Robertson

Directed by WALTER LANG · *Produced by* SAMUEL G. ENGEL

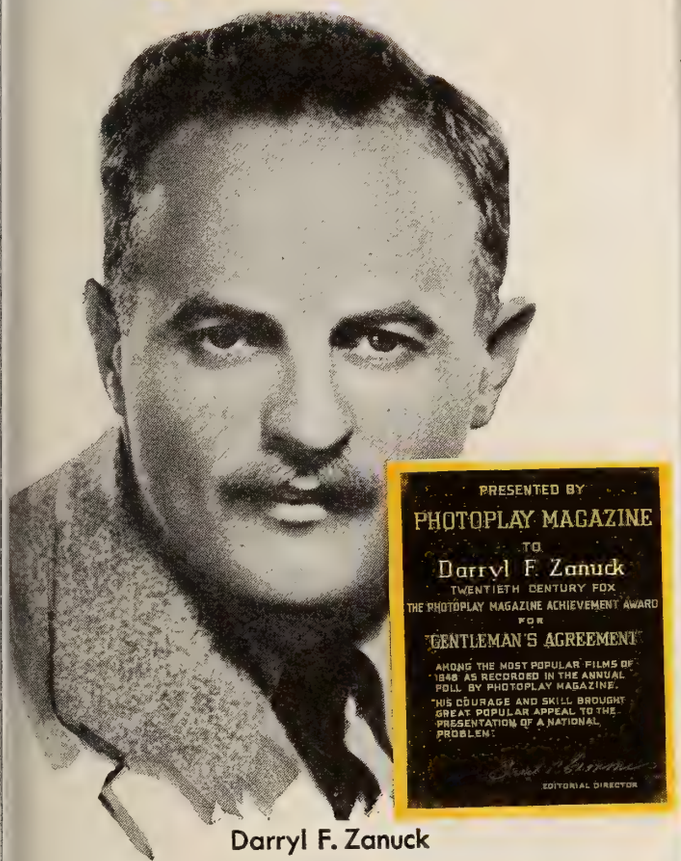
Screen Play by F. Hugh Herbert

Based on a Novel by Gwen Davenport

. . . LEADING THE ENTIRE INDUSTRY WITH 3 OF THE 10 MOST POPULAR PICTURES O

Photoplay Magazine

Achievement Plaque



Darryl F. Zanuck

presents

GREGORY PECK · DOROTHY McGUIRE · JOHN GARFIELD

in *Laura Z. Hobson's*

Gentleman's Agreement

with

Celeste Holm • Anne Revere • June Havoc
Albert Dekker • Jane Wyatt • Dean Stockwell

Produced by **DARRYL F. ZANUCK**

Screen Play by **MOSS HART** · *Directed by* **ELIA KAZAN**

One of the 10

Most Popular Pictures



The STREET WITH NO NAME

Starring

MARK STEVENS · RICHARD WIDMARK

with

Lloyd NOLAN · Barbara LAWRENCE

Ed Begley • Donald Buka • Joseph Pevney
John McIntire • Walter Greaza • Howard Smith

Directed by **WILLIAM KEIGHLEY** · *Produced by* **SAMUEL G. ENGEL**

Original Screen Play by Harry Kleiner

'48 . . . . TAKE YOUR LEAD FOR '49 FROM THE LEADER 20th CENTURY-FOX!

To Clarify Decree on Warner-MacArthur

WASHINGTON, Feb. 8.—The Justice Department and Warner Brothers are working out a stipulation to clarify any ambiguity about the MacArthur Theatre in the court decree providing for Warner to end its joint ownerships.

The decree said Warner must terminate its interest in the MacArthur Corp., which its subsidiary, Stanley Co. of America, owns jointly with K-B Amusement, but the theatre is actually being operated by a partnership of K-B and Warner, under lease from the MacArthur Corp. The decree said nothing about Warner giving up this operating lease as well as its stock interest in the company.

Characterizing this situation as "just an oversight," Justice Department officials confirmed that they are now finishing a stipulation to make it plain that Warner must give up the operating lease as well as its stock interest. They pointed out that Warner has admitted all along that this was the intent of the decree, but since there is a suit pending by K-B against Warner it "might be just as well to remove any ambiguity."

$18-Millions from Canadian Rentals

WASHINGTON, Feb. 8.—Canadian theatres paid $18,285,000 in rentals for 35 mm. films in 1947, according to a belated report from the U. S. Commerce Department. Distributors got another $655,000 from the sale of advertising material and accessories. The figures are for all distributors, not just American companies.

The report says 930 were features released in Canada during 1947, an increase of 131 over 1946. U. S. accounted for 706, Great Britain 61, and other countries the remaining 163.

Col. Forms Product'n Unit in England

LONDON, Feb. 8.—Joseph Friedman, vice-president of Columbia Pictures International Corp., following his return here from New York has begun formation of the new production unit which will make three British films annually for the next three years, commencing in May or sooner.

Friedman holds a lease on Nettlefold studios here for 26 weeks annually and believes it to be possible to make three pictures within that time under a speed-up policy and employment continuity. The films will be aimed primarily at the British market but it is expected that some may merit international distribution.

Await Power Cut

OTTAWA, Feb. 8.—As the result of a 33 per cent slash in industrial power consumption due to the shortage of power, it is expected that theatre lighting in British Columbia will be curtailed until the situation improves.

Greets French Train

ALBANY, N. Y., Feb. 8.—Charles A. Smakwitz, Warner zone manager in Albany, served on the mayor's reception committee appointed to greet France's "Gratitude Train" on its arrival here today.

SPG, Companies Meet Tom'row on 25% Rise

Screen Publicists Guild's bid for a 25 per cent pay increase for publicity personnel at home offices will be aired tomorrow in a conference at Paramount's board room here between a distributors' committee and an SPG negotiating group. The companies and the union agreed recently to negotiate a new contract on an overall distribution basis, rather than by individual companies.

The SPG committee includes Guild president Sig Matles, the union's executive board, and Herman Silver, Dave Weisman, Frances Simon, Herb Haines, Lamar Baker, Harry Hochfeld, Al Mendelson and Ed Altschuh.

AMPP Gives Coast SGP 60-Day Termination Notice

HOLLYWOOD, Feb. 8.—Charles S. Boren, vice-president, Assn. of Motion Picture Producers, formally notified the Screen Publicists Guild that producers will terminate the Guild's contract April 9 in view of the membership's rejection January 18 of proposals submitted by the negotiating committee after conferences that began May 20, 1948. According to Boren's letter of notification to the SPG, chief point of difference is seniority.

SPG president Lesley Mason said that the effect of the AMPP action is to limit the continuance of negotiations to the next 60 days. The next meeting is scheduled for Friday.

SAG Negotiates Here

Screen Actors Guild has begun negotiations with Eastern producers on a new contract whose terms the Guild is bent on bringing in line with wage-and-hour provisions prevailing in the SAG's contract with Coast producers.

St. Cloud Not in a Deal with Sussman

Five Westchester theatres operated by William Sussman have not been disposed of to the St. Cloud Amusement Co., despite reports to the contrary, the former 20th-Fox Eastern district manager declared here yesterday. The theatres are in Pleasantville, Mt. Kisco, Amenia, Brewster and Wappinger Falls.

St. Cloud, headed by Harvey Newins, operates 17 theatres in New Jersey and Washington, D. C., and the Tower and Oriental in Milwaukee, previously operated by Warner Theatres under a lease, and purchased from the Annenberg Estate of Philadelphia.

Luncheon for Barker

Lex Barker will meet RKO Radio sales executives at luncheon today in Toots Shor's here, at which Irving Lesser and Seymour Poe will be hosts, representing Sol Lesser Productions for whom Barker stars in the current "Tarzan's Magic Fountain." The RKO delegation will include Ned E. Depinet, Robert Mochrie, William Clark, Leon J. Bamberger, Ned Clarke, William Dahler, Leonard Gruenberg, Robert K. Hawkinson, Emmett Cashman, Wladimir Lissim, Bev Lion, L. H. Miller, Frank Mooney, M. G. Poller, Mark Speigel, Herb Wappaus, Rutgers Neilson and Terry Turner. Lee Sholem, director of the picture, will also be present.

Mid-South Allied

(*Continued from page* 1)

National Allied leaders are scheduled to speak at tomorrow's session of the newly-formed Allied unit. Efforts will be made at the meeting to obtain scores of members, according to Edward O. Cullins, Memphis exhibitor, who is president. A program of entertainment, including a luncheon, has been arranged.

William L. Ainsworth, national president of Allied, and Trueman J. Rembusch, national treasurer, are scheduled to be the principal speakers. Morris M. Finkle, Allied president of Western Pennsylvania; Col. H. A. Cole, Texas Allied board chairman; Maurice J. Artigues, manager of Allied of the Gulf States; W. A. Pruitt, Jr., president of Gulf States, and John W. Wolfberg, president of Rocky Mountain Allied, also are scheduled to speak.

All independent theatre owners are eligible for membership, Collins said.

The exhibitors will be shown the permanent offices which are being opened by Mid-South Allied at the Hotel Chisca. They will meet Bob Bowers, of Memphis, who took over this week as manager. Bowers was with M-G-M for five years.

66 from M-G-M

(*Continued from page* 1)

plate bringing to the screen and to the audiences of the world a picture with the size and scope of 'Quo Vadis'," Schary said.

Speaking generally of the product, Schary added: "I believe that by making good films we can again confound our critics by demonstrating the power of the medium in which we work."

Schary paid tribute to Louis B. Mayer, who, he said, "has guided the fortunes of M-G-M with unflagging enthusiasm and a consistent sense of showmanship and broad vision." Schary also lauded president Nicholas M. Schenck and M-G-M executives E. J. Mannix, Ben Thau, Louis K. Sidney, J. J. Cohn, Lawrence Weingarten and Kenneth MacKenna.

DC Meet on Bonds

(*Continued from page* 1)

The industry leaders will lunch with Treasury officials as well as meet with them the rest of the day. Snyder is expected to cite the industry's cooperation in the past, and how much more is expected in the future.

MPAA president Eric Johnston heads the list of those who have promised to attend. Others are: Universal's Nate Blumberg, Columbia's Jack Cohn, Paramount's Arthur Israel, Jr., RKO's A. E. Reoch, and Loew's Leopold Friedman and Carter Barron. Gael Sullivan and Robert Coyne will represent the Theatre Owners of America, while Abram F. Myers will represent Allied States and Lauritz Garman the Motion Picture Theatre Owners of Maryland. Warner 20th-Fox and the AMPP have also promised to send delegates.

Deny Alger Petition

CHICAGO, Feb. 8.—Master-in-Chancery Joseph W. Elward has denied the petition by distributors to transfer their Alger film rental percentage actions from Federal Court here for determination in another court until attorney Thomas McConnell receives lawyer's fees of $4,000.

Return of Ohio Tax On Tickets Pends

COLUMBUS, O., Feb. 8.—Return to a state admission tax, granting authority to the Ohio division of film censorship to censor television films and prohibition of video sets in automobiles are provided in bills introduced in the Ohio legislature.

Senators Nicholas Bernard and Clingan Jackson have introduced a bill which would give the state authority to levy admission taxes and deny that authority to cities. Over 100 Ohio cities and towns enacted admissions tax legislation in 1947 after the state had repealed the state admission tax law.

'Photoplay' Medals

(*Continued from page* 1)

"Achievement Award"—a gold and mahogany plaque—will be presented to Darryl F. Zanuck for 20th Century-Fox's "Gentleman's Agreement," because "his courage and skill brought great popular appeal to the presentation of a national problem."

On February 14, the annual *Photoplay* "Gold Medal" banquet will be held in the Beverly Hills Hotel in Beverly Hills, Cal. At that time, Samuel G. Engel, Walter Lang and F. Hugh Herbert will also receive *Photoplay* medals as producer, director and author of "Sitting Pretty," respectively.

Photoplay lists the following as the next most popular actors and actresses for the year:

June Allyson, Rita Hayworth, Jennifer Jones, Esther Williams, Humphrey Bogart, Bob Hope, Alan Ladd, and Gregory Peck.

The pictures following "Sitting Pretty" in popularity are: "I Remember Mama," RKO Radio; "The Street With No Name," 20th Century-Fox; "The Naked City," Mark Hellinger Productions; "A Date With Judy," Metro-Goldwyn-Mayer; "State of the Union," Liberty Films; "Life With Father," Warner Brothers; "Mr. Blandings Builds His Dream House," RKO Radio; "The Secret Life of Walter Mitty," Samuel Goldwyn Productions; "Gentleman's Agreement," 20th Century-Fox; "Call Northside 777," 20th Century-Fox.

Murphy Is Elected

(*Continued from page* 1)

dent; James Guarino, second vice-president; Julian Rifkin, secretary, and Melvin Safner, treasurer. Executive board members are: Walter Mitchell, Nathan Yamins, Leonard Goldberg, David Hodgdon, Francis Lyndon, Joseph Mathieu, Fred Markey, Ted Rosenblatt, Sam Resnick, George Ramsdell, Morris Pouzzner, Myer Stanzler, Francis Ring and Charles Tobey.

WPIX's Filming of Newsreel to End

New York's television station WPIX, owned and operated by the *New York Daily News* since it was set up about a year ago, will abandon production of its own newsreel on Feb. 12 if a sponsor does not turn up meanwhile, it is disclosed here.

Production and presentation of the newsreel, it was explained, is too costly an operation to be continued unsponsored beyond the Feb. 12 deadline.

Cohn Columbia Pact

(*Continued from page* 1)

consists of seven members; additions are contemplated.

An insistently vocal group of minority stockholders, who rallied 49,562 per-share votes in opposition to the Cohn contract, assailed the contract's $300,000 death benefit provision as "unjustified" in the light of the "Hollywood battle cry of economy," and termed its salary and expense provisions as "excessive." Spingold, Columbia vice-president, who presided at the meeting, branded many of the opposition assertions as "inaccurate." Shares voted in favor of the contract totalled 323,062, not including the block owned by Cohn himself. The company has some 654,788 common shares outstanding. Approximately 560,000 shares were represented at the meeting.

20 Years Without a Contract

If this year Cohn does not decline, as he did following last year's stockholders' meeting, to sign the contract, he will receive under it $3,500 a week and an expense allowance of $300 a week, the same compensation and expense allowance he has been receiving for many of the 20-odd years he has been without a contract. The contract voted on at the stockholders' meeting last year provided for certain stock options in addition to the same salary and expenses. Cohn rejected that contract on the ground that the opposition vote was higher than he had thought it would be.

At yesterday's meeting, minority stockholder William I. Rosenfeld offered a resolution, which was defeated, calling for officers' salary cuts.

Minority stockholders Edmund P. Waterbury and Sidney Pepper was nominated from the floor as candidates for director, but each received only 11,356 share votes, against 533,577-plus for management-nominated candidates.

Cohn Sees Improvement

A statement read to the stockholders from Harry Cohn sounded "a note of hope and encouragement," despite what he termed "all the clamor and gloom" in the industry. He said that in spite of difficulties that have manifested themselves, the company's estimate of December quarter earnings will show an improvement over the September quarter when Columbia reported a loss of $23,000.

Said Cohn: "We are benefiting from economies within the organization as a whole and they have contributed to the showing we are presently making under adverse conditions. We have not yet begun to benefit fully from the economies instituted in production because of the fact that many of the more expensive pictures produced earlier have not yet been fully released and amortized. By the end of the March quarter these pictures of greater cost will have been substantially amortized."

Para. Decree

(*Continued from page* 1)

for production and distribution, and of United Paramount Theatres, to take ownership of between 600 and 650 theatres, which it will be permitted to retain. The production-distribution company, to be headed by Barney Balaban, and the theatre company, to be headed by Leonard Goldenson, must be completely independent.

UA Video Deals

(*Continued from page* 1)

tion agreement with Edmund L. Dorfmann Productions for the first of a long-range series of television films to be specially produced for video. Dorfmann was formerly a Columbia producer, and more recently was production vice-president for Universal's United World.

Video Varieties yesterday absorbed the full facilities of West Coast Sound Studios, New York.

George W. Goman becomes president of Video Varieties, with other West Coast Studios' officers assuming respective posts in the new television company: Martin P. Henry, production vice-president, and A. W. Manchee, treasurer. Leonard Anderson, short subject producer-director, will be associated with the company.

UA says Video Varieties has assets in the $1,000,000 bracket.

Manchee was a pioneer in film sound recording with Bell Laboratories, Wagner and Metro-Goldwn-Mayer. Originally an executive of Joseph P. Kennedy's film enterprises, Goman became a member of the RKO executive committee in 1928, later founding Sight and Sound Corp. Henry began in motion pictures with Famous Players-Lasky in 1926 at the Astoria Studios. Later he was with 20th-Fox.

British Video

(*Continued from page* 1)

certain theatres publicly to screen BBC programs.

J. Arthur Rank's and Sir Philip Warter's circuits are anxious for an agreement, a number of their choicer London theatres having already been wired for TV. However, independent exhibitors see little advantage to them in having access to BBC's television programs, which hold little entertainment value for theatre audiences, and there still appears to be little likelihood of an agreement, in consequence.

The most probable outcome now seen is that the government may break the tight monopoly exercised by BBC and permit film producers to transmit on their own short-wave transmitters to their own theatres.

BBC's television chief, Norman Collins, recently returned from the United States, claims that British television leads the world, both in quality of programs and clarity of reception. Exhibitors don't bother to dispute him. They just look at BBC programs and declare there is no place for them on a theatre bill. All they want is outstanding special events and those, they say, are too few and far between and may well involve delicate questions of copyright.

To give BBC films in order to get its current programs for theatres is a one-sided proposal with all the advantages going to BBC, the exhibitors contend. Film men generally are skeptical now of the prospects of early big-screen television.

Pinanski

(*Continued from page* 1)

ducer and exhibitor was necessary. With this in mind, he said, he has "persuaded Pinanski to join us" and give the exhibitor's view on patterning production.

Pinanski said that the exhibitor "ought to have the privilege of a voice in the industry" and he hoped his move would persuade many other exhibitors to do likewise. He remarked that he didn't think that "theatres can do the business they need unless there is coordination between production and exhibtion." Pinanski characterized his new affiliation as "selfish because he wants to see good productions since he has an investment in theatres." He said that his future with the company was "unknown." He stated that he would devote whatever time was necessary to E-L beyond the need of his own business, and that he would occasionally go to Hollywood to "convey what we need at the box-office."

Pinanski disclosed that he would be advised by Benjamin Trustman, his legal counsel, who was present at the interview.

There was no indication at the interview that William C. MacMillen, Jr., would resign as E-L vice-president.

Cites Bank's Aid

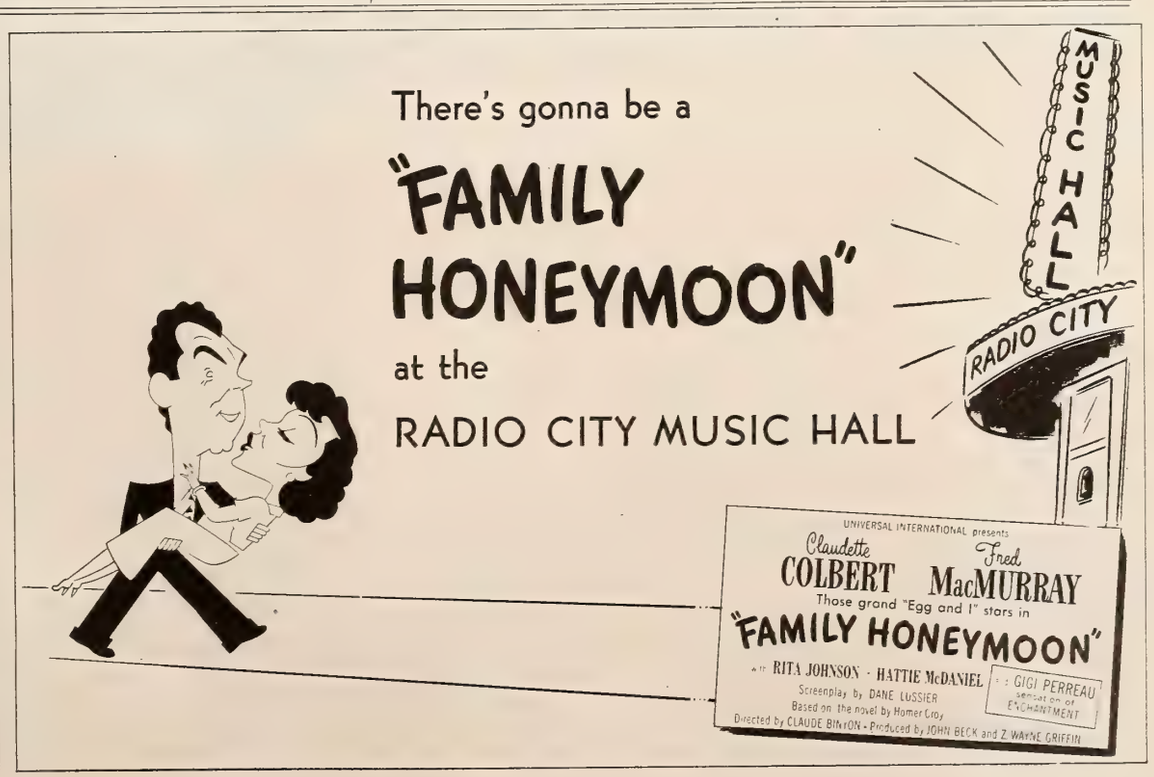
Pinanski declared that the industry has the assistance of great financial institutions, and cited the First National Bank of Boston. He disclosed that for the past 10 years he has been adviser to the bank on film loans. Pinanski also has close connections with Serge Semenko, its vice-president. The First National Bank of Boston is identified with the financing of Pathe Industries, the E-L parent company.

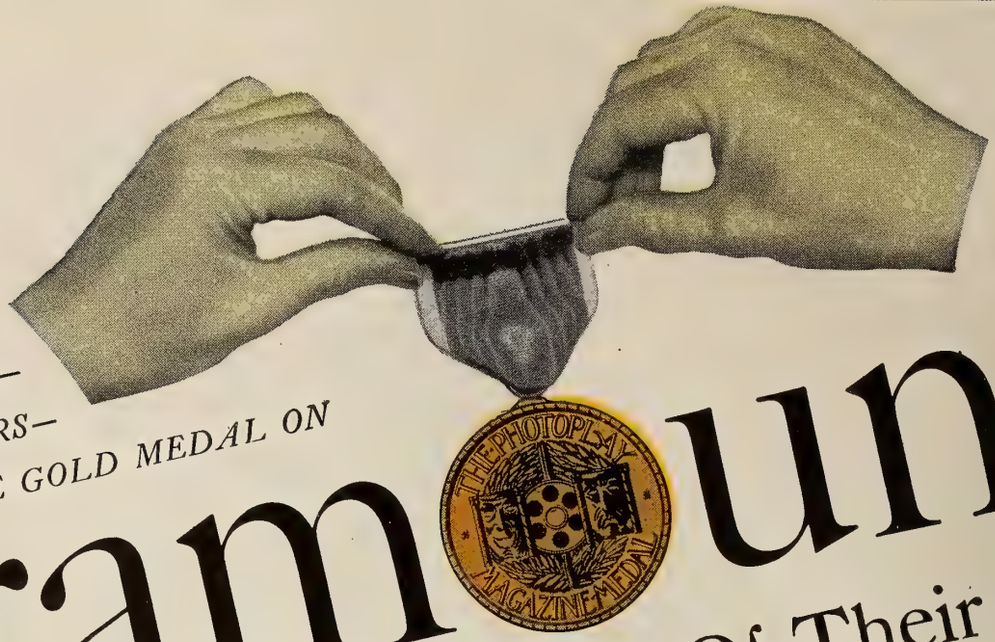
Pinanski deplored unnecessary extravagance in the industry without regard to box-office values. He cited the trade papers "for servicing the exhibitor in an efficient manner" and commended this medium as an excellent way to reach the showman.

Krim said that E-L does not plan to acquire theatres and Pinanski's association is not for that purpose.

Total Billing Shows Rise

Krim said that the company's total billing for 1948 is 65 per cent better than in 1947 and that the same kind of showing is expected in 1949. In two years the company has put 95 films in release, and they have been of every variety, he observed. He said that the company has sold to 14,000 accounts or better, and that top pictures now go to more than 12,000 accounts. He declared that several top productions have grossed a revenue of $1,300,000 and that $3,000,000 is expected for "The Red Shoes." Krim cited the "magnificent jobs" accomplished by William Heineman and Max Youngstein, distribution and advertising-publicity vice-presidents, respectively. Krim asserted that many important independent producers have entrusted their product to them, naming as a few David O. Selznick, Walter Wanger, Bryan Foy and Edward Small. Krim also disclosed that "90 per cent of the company's advertising is now allocated for point of sale advertising with exhibitors."





THE CASH CUSTOMERS—
YOUR CUSTOMERS—
PIN THE GOLD MEDAL ON

Paramount

For The Largest Number Of Their Favorite Stars Of Any Company—3 Out Of The Top 5—In Photoplay Magazine's Annual National Election

THE MILLIONS WHO VOTED THEM GREAT IN '48

WILL SEE THEM SHINE IN '49 IN...

This is the authoritative voice of the public thru the most extensive survey of popular taste of *any* poll. Again this year ticket-buyer preference honors the Star Company and these 3 great Star Favorites.

BING CROSBY

For the 5th year, the most popular male star



Mark Twain's
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor

ALAN LADD

One of the top 5



"WHISPERING SMITH"
Color by Technicolor

BOB ("Pale-face") HOPE

One of the top 5



Damon Runyon's
"SORROWFUL JONES"

Be sure to book "The Movies And You" Series of Industry Shorts.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 29 NEW YORK, U. S. A., THURSDAY, FEBRUARY 10, 1949 TEN CENTS

BAN DUAL STOCK HOLDINGS IN PARA.

All Shareholders Must Choose Between One or Other of New Companies

Under one of the most spectacular provisions of Paramount's trust suit settlement with the government individual stock ownership in the two new Paramount companies to be formed will be prohibited.

Moreover, when stock in the present parent corporation is exchanged for shares in the new companies share holders must elect which of the companies' securities they prefer to hold. Their shares in the other company will be held in trust until sold, and the sale is to be made within one year. Brokers said yesterday they believe the arrangement to be without precedent.

At its annual stockholders meeting last June, Paramount reported there were 7,000,000 common shares outstanding. Since that time the company itself has acquired about 750,000,

(Continued on page 7)

Para. Stock Sales Heavy; Price Rises

Final developments in Paramount's trust suit settlement with the government resulted in heavy trading in the company's shares on the New Stock Market yesterday. A total of 11,700 shares changed hands, the stock closing at 24, up 1¼. Other film issues also were up, most of them from ⅛ to ¼.

Arbitration Plan Can Cut Suits: Levy

Urges 100% Support of 'Catch - All' Provision

Exhibitors, distributors, the courts and the American Arbitration Association should encourage full use of the so-called "catch-all" provision of the proposed arbitration system in the industry anti-trust suit, Herman M. Levy, general counsel of the Theatre Owners of America, declared in a statement issued yesterday to the TOA membership. TOA, like Attorney-General Tom Clark, holds the general arbitration plan to be of value to exhibitors, while, on the other hand, severe criticism of it has come from Allied States general counsel Abram F. Myers.

What Levy terms the "catch-all" provision sets forth that any controversy, aside from disputes over runs, between exhibitor and distributor, may be submitted to arbitration if at least one of the parties is a distributor defendant in the Paramount anti-trust suit or has consented to arbitration proceedings under the proposed system

(Continued on page 7)

Bollengier Named Treasurer of E-L

A. E. Bollengier has been named treasurer of both Eagle-Lion Films and Eagle-Lion Studios, it was announced here yesterday by Arthur B. Krim, E-L president. He succeeds Warren Sharp, who henceforth will devote all of his time to Pathe Industries, parent of E-L.

Bollengier, who has been for the past two years controller of Eagle-Lion Studios in Hollywood, was prior to that assistant controller at Universal studio. During the war he spent

(Continued on page 6)

N. J. Film Censor Bill Is Introduced

TRENTON, Feb. 9.—Assemblyman Stephen J. Bator, Maplewood Republican, has introduced in the New Jersey legislature the anticipated film censorship bill against which Allied of New Jersey has been mustering opposition during the past two weeks. Branded by Jersey Allied as a "police

(Continued on page 6)

Bergman Heads Top Industry Group To Boost US Bonds

WASHINGTON, Feb. 9. — Maurice Bergman, director of advertising and promotion for Universal, was chosen today as chairman of the film industry's committee to work with the Treasury department and other industry committees in the 1949 and subsequent savings bond campaigns.

The committee will organize and direct a nationwide promotion campaign in the industry, tying in producers, distributors, and exhibitors. The cam-

(Continued on page 6)

5% Remittance Now Permitted from Italy

By ARGEO SANTUCCI

ROME, Feb. 9.—Five percent of the 1949 earnings of American films in Italy may be converted into dollars and remitted to this country, according to new regulations of the Italian government. The earnings outside Italy of films made in this country by American companies with blocked accounts may be freely retained by the owners. These two new rules also apply to other foreign film enterprises in Italy.

Up to this year no official remittances of earnings on films shown in Italy had been permitted since before the war and the disposition of earnings of American films produced in Italy had been discussed officially.

Allied May Act on Films on Video

WASHINGTON, Feb. 9. — Allied States Association may soon speak out, in words as sharp as those used recently by the Theatre Owners of America, against film producers making their products too readily available for television.

This was indicated here today when Allied general counsel Abram F. Myers released the proposed agenda for Allied's mid-winter board meeting here next Monday and Tuesday. The agenda discloses that Trueman Rembusch will discuss the television situa-

(Continued on page 7)

U. K. Unions Urge Studio Nationalization in 'Crisis'

LONDON, Feb. 9.—The Association of Cine and Allied Technicians, headed by George Elvin, called upon the government today to requisition two idle film studios, to organize production therein and to guarantee distribution and exhibition of the resultant films.

The Elvin broadside accused British producers of deliberately evading their responsibility to the nation by not employing the entire available studio labor force.

Harold Wilson, president of the Board of Trade, will be compelled to ignore the demand, it is believed, inasmuch as his own committee, after a study, made a report in which it advised against government acquisition of studios.

Elvin's blast is widely interpreted

(Continued on page 7)

New Medics Called For U. K. Production

LONDON, Feb. 9.—Personnel of the Board of Trade's "working party" designed to oversee British production activities was announced here today by Harold Wilson, B. of T. president.

Chairman of the group is Sir George Gater, who recently was chairman of a committee which inquired into the advisability of establishing a government-operated film studio.

Producer representatives are Harold Boxall, managing director of Sir Alexander Korda's London Film Pro-

(Continued on page 7)

Sees Independents Winning 'Battle'

MEMPHIS, Feb. 9.—"Clearance discrimination by major motion picture producers' distributors was alleviated greatly by the recent Supreme Court decision handed down against five of these organizations," W. L. Ainsworth, national president of Allied States, told more than 50 Mid-South independents attending the first meeting of the newly-formed Allied Independent Theatre Owners of the Mid-South, at Hotel Chisca today.

Referring to the growth of Allied

(Continued on page 7)

Greenberg, Ascap Tax Man, Resigns

Herman Greenberg, sales manager of the American Society of Composers, Authors and Publishers, and associated with it for more than 20 years, resigned yesterday, effective March 1.

Jules M. Collins, former manager of Ascap's radio division, who has

(Continued on page 7)

Personal Mention

EDWARD C. RAFTERY returned to his law office yesterday after recuperating from a recent illness.

•

E. T. GOMERSALL, assistant to WILLIAM A. SCULLY, U-I vice-president and general sales manager, left here yesterday for the Coast.

•

L. J. MCGINLEY, sales manager of the Prestige Pictures unit of U-I, is on a sales trip to the Pittsburgh, Cleveland and Buffalo exchanges.

•

JAMES A. FITZPATRICK, M-G-M short subject producer, and MRS. FITZPATRICK, are in New York from the Coast.

•

LOUIS METAYER, Pathe Cinema executive vice-president, arrived in New York yesterday from Paris on the *S. S. Queen Mary*.

•

OSCAR F. NEU, president of Neumade, and MRS. NEU have left New York for a vacation on the Coast.

•

PAUL BRODER, Realart president, has returned to New York from Detroit.

•

I. E. LOPERT and ROBERTO ROSSELLINI have returned to New York from Hollywood.

•

ROBERT TAYLOR will leave here today by plane for the Coast following his return from England.

N.Y. Freedom Train Reel

Warner Pathe News is releasing a special one-reeler for showing in advance of visits by the New York State Freedom Train, now starting a year's tour of New York communities. Made in cooperation with the state's Freedom Train Commission and the American Legion, the 10-minute short is also available in 16 mm. for schools and civic groups.

Skouras Riviera Reopens

William A. White, Skouras Theatres general manager, was in charge as the Riviera, upper Broadway house modernized at a reported cost of $500,000, reopened here last night. Deputy Mayor John J. Bennett, representing Mayor William O'Dwyer and borough president Hugo Rogers, cut the tape to officially open the doors to the public.

Services for Mrs. Gould

Funeral services will be held here today at Riverside Memorial Chapel for Mrs. Mathilde Gould, mother of Walter Gould, foreign manager of United Artists. She died here yesterday at the age of 72 after a brief illness. Mrs. Gould was active in many charitable and philanthropic institutions. Survivors include another son, Charles; a daughter, Lillian, a sister, six grandchildren and one great-grandchild.

Capital Toppers to 'Command' Opening

WASHINGTON, Feb. 9.—A klieglight, Hollywood-type premiere is planned for the Capital premiere of M-G-M's "Command Decision," at Loew's Palace on February 16.

President and Mrs. Truman, Chief Justice and Mrs. Vinson, Secretary of State Acheson, Attorney General and Mrs. Clark, Vice-President Barkley, Treasury Secretary and Mrs. Snyder, Defense Secretary and Mrs. Forrestal, Generals Vandenberg, Eisenhower, and Bradley, Admirals Leahy and Denfeld, Speaker Rayburn and other Capitol Hill and Embassy Row officials are expected to attend.

On the afternoon of the 15th, a ground and tactical demonstration of U.S. Air Force fighters and bombers will be staged at nearby Andrews Field.

On the Palace stage on the night of the premiere, MPAA President Eric Johnston will formally accept, on behalf of M-G-M and the motion picture industry, a citation from the Air Force Association, commending the film for "Furthering the cause of air power in the interests of national security and world peace."

Lipton Names Herzoff 'U' Studio Ad Chief

Archie Herzoff has been appointed studio advertising and promotion manager of Universal-International studios by David A. Lipton, advertising publicity director. Herzoff moves to U-I from Columbia studios in Hollywood where since June, 1946, he has been studio advertising executive handling basic campaign approaches. Previously, he had been employed by Balaban and Katz Theatres in Chicago for 15 years as an advertising-publicity executive. He will move into his new post within a few weeks.

Mesibov, Danziger In New Para. Posts

Paul Raibourn, a vice-president of Paramount, discloses that Sid Mesibov has been named commercial promotion manager under the direction of Ben Washer, publicity head here. He further disclosed that William Danziger has been appointed exploitation manager and will take charge of all Paramount promotion in the field under the direction of Stanley Shuford, advertising manager.

Most recently Danziger has been writing Paramount advertising copy at the Buchanan agency, while Mesibov has been in charge of exploitation.

NYC to Make Short Film

New York's Commerce Department has budgeted $50,000 for a film short to extol the city's virtues, it was announced by Commissioner Abe Stark at the first meeting of a special commitee on municipal promotion. The committee, headed by deputy commissioner James E. Sauter, is composed of 10 businessmen appointed by Mayor O'Dwyer to publicize the city.

'Bank Nights' Users Could Be Jailed

Des Moines, Feb. 9.—"Bank night" would be outlawed in Iowa theatres if a bill filed in the state legislature is passed. Fines up to $500 and jail sentences up to six months are proposed under the bill.

"Bank night" practices have been under attack here before, but a Supreme Court ruling several years ago said the plan then in use did not violate lottery statutes.

Sen. George Against Federal Tax Rise

WASHINGTON, Feb. 9. — Senate Finance Committee Chairman George today threw his influence against any tax increase this year. George said he thought the budget could be held in line without an increase in taxes, and that a bill increasing taxes could precipitate a depression.

George's opposition makes a tax increase bill very unlikely either this year or next. Congressmen rarely increase taxes in a Congressional election year, as 1950 will be.

Two More Bills Filed For U. S. Tax Cut

WASHINGTON, Feb. 9.—Two more bills to reduce the 20 per cent admission tax to the pre-war 10 per cent have been introduced in the House by Rep. Forand, Rhode Island Democrat, and Rep. Multer, N. Y. Democrat.

Some half-a-dozen Federal tax reduction bills are pending in the House, introduced both by Democrats and Republicans.

A.B.P.C. Official Here On Mono. Sales Meet

Macgregor Scott of Associated British Picture Corp. arrived here from London yesterday on the *Queen Mary* to confer with Monogram officials on the U. S. release of "Temptation Harbour" and "My Brother Jonathan," the latter one of Britain's best grossers of 1948.

He will go to Toronto from here for conferences with executives of International Film Distributors who handle A.B.P.C.-Pathe films in Canada. He plans to return to London at the end of the month.

Six More Named for MGM Training Course

M-G-M has slated six more of its field personnel to participate in its next executive training course, which includes lectures by and discussions with home office officials and sessions at the Dale Carnegie Institute of Effective Speaking and Personality Development.

All salesmen, they are: William Madden, Boston; Max Shabason, Pittsburgh; Connie Carpou, Oklahoma City; Pete Prince, Washington; Woodrow Sherrill, Kansas City, and Harold Zeltner, Chicago.

See Top-Level IA Pact Talk

IATSE's reported unwillingness to yield in its demands for a general wage increase for 6,300 exchange workers in 32 exchange centers is expected to bring into the Federal mediation proceedings here top executives of the eight companies involved if today's scheduled meeting of union and distributor representatives fails to produce signs of a definite break in the deadlock. Today's meeting will be the fourth to be presided over by Commissioner L. A. Stone of the Federal Mediation and Conciliation Service.

Thus far, a negotiating group of company labor directors, headed by Clarence Hill of 20th Century-Fox, has been representing the distributors, while the "IA" negotiators are headed by the union's assistant international president, Thomas J. Shea.

It is understood that if the "IA's" present demands are granted, the companies' payrolls would be increased by a total of about $1,500,000.

Screen Writers Set Annual Citations

HOLLYWOOD, Feb. 9.—Screen writers Guild has established its own system of annual achievement awards for members voted top accomplishment in five categories. Committee composed of Guild past and present presidents will make nominations, with the full membership voting for the winners.

The Directors Guild recently established similar awards, to be voted monthly. Neither conflicts with the Academy.

A. Pinanski Gets City Manager's Post

BOSTON, Feb. 9.—Abner Pinansky resigned as manager of the Paramount Theatre, Boston, today to become city manager of American Theaters Corp. for the Pilgrim, Modern and Esquire. Arthur Morton will become manager of the Paramount, leaving the Fenway. Jack O'Brien, assistant manager of the Metropolitan, becomes manager of the Fenway.

All appointments are effective tomorrow.

Criterion to Moss As Loew's Bows Out

B. S. Moss, New York circuit operator, has concluded a deal by which he acquires Loew's 50 per cent interest in the Criterion, Broadway first-run, giving Moss 100 per cent ownership.

Swedish Film Premiere

The U. S. premiere of "I Am With You," Swedish-produced film with English dialogue, will be held at the Normandie here Feb. 28. Studio Film, Stockholm, filmed the picture in Southern Rhodesia with the American version produced by Rudolph Carlson Productions. It will be road-shown.

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VERY BIG FLASH!!!

get set immediately for the TRADE SHOW FEB. 14

SOUTH OF ST. LOUIS





COLOR BY TECHNICOLOR

VERY BIG WARNER ATTRACTION!

starring JOEL McCREA · ALEXIS SMITH · ZACHARY SCOTT · DOROTHY MALONE with DOUGLAS KENNEDY and ALAN HALE

SOUTH OF ST. LOUIS

Directed by RAY ENRIGHT · Produced by MILTON SPERLING · United States Pictures Production

Written by ZACHARY GOLD and JAMES R. WEBB
Music by MAX STEINER

We're All Behind Brotherhood Week, February 20-27 • No Bigotry In America!

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 7:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.


An Epic of Courage
JOHN WAYNE
JOHN CARROLL • ANNA LEE
FLYING TIGERS
A RE-RELEASE
with
PAUL KELLY · GORDON JONES
BILL SHIRLEY · MAE CLARKE
AND A CAST OF THOUSANDS
Associate Producer EDMUND GRAINGER
Directed by DAVID MILLER • Screen play by Kenneth Gamet
and Barry Trivers • Original story by Kenneth Gamet
A REPUBLIC PICTURE
ROMANCE OF THE SEVEN SEAS!
JOHN WAYNE • SUSAN HAYWARD
THE FIGHTING SEABEES
A RE-RELEASE
with
DENNIS O'KEEFE • WILLIAM FRAWLEY
J.M. KERRIGAN · GRANT WITHERS · LEONID KINSKEY
Directed by EDWARD LUDWIG
A REPUBLIC PICTURE
WE'RE ALL BEHIND BROTHERHOOD WEEK —
FEBRUARY 20-27. NO BIGOTRY IN AMERICA!

These pictures have grossed millions of dollars!

TWO GREAT

JOHN WAYNE SMASHES

PLAYING ACE HOUSES

EVERYWHERE

TO TOP GROSSES!

ALL REPORTS INDICATE THAT WAYNE IS ONE OF THE BIGGEST DRAWS IN PICTURES TODAY!

REPUBLIC PICTURES

Bollengier Named

(*Continued from page 1*)

two years with the Army Signal Corps in a civilian capacity, with the title of fiscal officer at an Army post, being responsible for the installation of a system relating to all accounting and fiscal matters concerning the production and contracting of Army films.

Bollengier first entered the industry with Price, Waterhouse and Co., certified public accountants, in the auditing of motion picture accounts, including studio accounts of Warner, Paramount and other film firms.

E-L Sales Meeting In Chicago Today

CHICAGO, Feb. 9.—Eagle-Lion's third meeting of a projected nationwide series of sales meetings will open here tomorrow at the Hotel Blackstone, with William J. Heineman, distribution vice-president, heading the speakers, who will outline sales policies and production plans to sales personnel from the company's nine Midwestern branches.

Among those attending the two-day meet will be L. Jack Schlaifer, general sales manager; Fred Stein, "Red Shoes" special representative; Edward Heiber, district manager; and branch managers Clarence Phillips, Chicago; Joe Imhof, Milwaukee; Abbot M. Swartz, Minneapolis; Clair Townsend, Detroit; Gordon Craddock, Indianapolis; Edward Cohen, Omaha; F. J. Lee, Des Moines; Eugene Snitz, Kansas City; J. F. Woodward, St. Louis.

'U' Negotiating Pact For Rank 16mm. Film

Adolph Schimel, Universal home office attorney, and Matthew Fox, head of Universal's 16mm. operations, are in London to negotiate a contract under which J. Arthur Rank films will be added to Universal's 16mm. catalogue. Ratification of the contract probably will wait upon the arrival here of Rank and his company executives in a few months.

Universal already has included some Rank films in its 16mm. releases despite the fact that no formal contract for the rights has been in existence.

U.S. Bans Canadian Gov't Dope Film

OTTAWA, Feb. 9.—The Canadian National Film Board's production of "Drug Addict" is reported to have been temporarily banned from distribution in U. S. theatres by United States authorities who demand revision of the film to depict drug addicts as criminals rather than as being sick.

RKO RADIO PICTURES, Inc.
DALLAS
TRADE SHOWING OF
"THE GREEN PROMISE"
Paramount Screening Room
412 So. Harwood Street
TUESDAY, MAR. 8
AT 2:30 P.M.

Loew, Dietz, Speak At MGM Convention

HOLLYWOOD, Feb. 9.—A "new frontier" must be created for proper selling of product to the public and exhibitors "if we are to get most out of our pictures," Howard Dietz, M-G-M director of advertising-publicity, told the MGM convention, today, adding "a lot of things have been done in this industry before, but if we approach it differently, with feeling and inspiration, there is no doubt that we will succeed."

Arthur M. Loew, president of Loew's International, reviewed company operations, stressing the diversity of problems presented in various countries, restrictions on remittances, admission price ceilings imposed in many lands, and said the 16mm. market now amounts to $2,000,000 annually. Describing conditions abroad, Loew said, "We are educating masses all over the world to better understanding among all peoples. We are selling America and American democracy overseas, not consciously, for we are producing for entertainment, but indirectly."

Loew lashed out at press critics who habitually attack Hollywood product but praise every foreign-made film shown in this country. He said this "foolishness" starts in the press, and that it could seep gradually down to influence public thinking.

Crescent Amusement Plans 3 Theatres

NASHVILLE, Feb. 9.—Crescent Amusement Co. has filed a petition with Judge Elmer Davies of the U. S. District Court, for permission to construct a new theatre in the Greenhills suburban section of Nashville. The petition has received the approval of U. S. Attorney General Tom C. Clark's office in Washington.

A site has been secured and plans are in progress for the construction of an open-air theatre on Mt. Pleasant highway, near Columbia, according to A. E. Shortley, manager for Crescent, to cost $75,000. Bids have been received by Crescent for the construction of a new house at Alabama City, Ala., to cost $250,000.

Build, Remodel, Two Houses in Catskill

ALBANY, N. Y., Feb. 9.—William W. Farley, Albany realtor and theatre operator, will resume operation of the Community Theatre in Catskill and has announced that he will spend $30,000 modernizing the house.

Samuel E. Rosenblatt, an exhibitor from the Watervliet-Lake George area, is also building a new theatre in Catskill.

J. Balaban in Fund Drive

CHICAGO, Feb. 9.—John Balaban, head of the Balaban & Katz circuit, has been named vice-chairman in charge of special assignments for Chicago's 1949 Red Cross fund campaign, it was announced by James E. Day, general campaign chairman, today.

Chicago SRO Meet

CHICAGO, Feb. 9.—David O. Selznick will meet here Friday with division managers of the Selznick Releasing Organization to discuss forthcoming company policies, the second meeting called by Selznick.

Mitchum Conviction Halts RKO Production

HOLLYWOOD, Feb. 9. — Incarceration of Robert Mitchum on a marijuana conviction today forced suspension of production on RKO Radio's "Big Steal," in which the actor co-stars and which had been shooting several weeks, with three more to go. The actor was sentenced to one year in jail, with all but the first 60 days suspended. Counsel waived appeal and Mitchum entered jail immediately. The studio said production will be resumed on the actor's release. Sentence ordinarily implies 10 days off for good behaviour.

19 Productions in Work on the Coast

HOLLYWOOD, Feb. 9.—The production index dipped to 19 from last week's 20. Three films were started, while four were finished.

Shooting started on "Border Incident," Metro-Goldwyn-Mayer; "Law of the Golden West," Republic. "The Western Story," Universal-International. Shooting finished on "Kazan," Columbia; "Highland Lassie," Metro-Goldwyn-Mayer; "Susanna Pass," and "Death Valley Gunfighter," Republic.

Named in Percentage Action, Hits Back

PROVIDENCE, Feb. 9.—Ten distributors are charged with trade restraints in a $1,600,000 treble-damage suit filed in U. S. District Court here by Narragansett Pier Amusement Corp. Plaintiff charges the companies with combining to fix minimum admission prices, charging excessive rentals and denying it the opportunity to show films first-run.

Meanwhile pending in the same court here is a percentage rental action filed against Narragansett Pier by Loew, Paramount, Warner, RKO Radio and 20th Century-Fox.

Schine Requests a Delay on Hearings

BUFFALO, Feb. 9.—Schine Chain Theatres has asked Federal Court here for another delay, of a month, on the argument and hearings in the government's anti-trust action, now slated for February 18 and 23. On the 18th, they are supposed to argue whether Schine can introduce new evidence; on the 23rd, to they are to start presenting evidence if Judge McKnight so rules. Schine now wants March 18 and 25 as the new dates.

$300,000 Voted for Two House Groups

WASHINGTON, Feb. 9.—The House today voted $100,000 for its Small Business Committee to carry on its work, and $200,000 for the Un-American Activities Committee for the same purpose.

Record for Wayne

CHICAGO, Feb. 9.—Some sort of a new record here is being established by actor John Wayne, who is currently appearing in five different films in Loop theatres, with a sixth to open next week. The films are: "Red River," at the Woods; "Three Godfathers," McVickers; "The Long Voyage Home" and "Stage Coach," at the Grand; "The Sea Spoilers," at the Rialto. "Wake of the Red Witch" will open at the State Lake next week.

Boost U.S. Bonds

(*Continued from page 1*)

paign will begin on March 16, opening date of the Treasury's spring bond drive.

Bergman was chosen at a luncheon attended by top Treasury and industry officials. A morning meeting was opened by Treasury Secretary John Snyder, and the industry leaders resumed meeting with the Treasury people after the luncheon. Details of the promotion drive will be worked out by the committee tomorrow in further meetings with Treasury officials present at today's meetings.

Serving on the working committee with Bergman are William I. Ainsworth, president of Allied States Association; Gael Sullivan, executive director of the Theatre Owners of America; Carter Barrom, M-G-M Washington representative, and Tony Muto, Washington representative for 20th Century-Fox. The committee tomorrow will set up sub-committees to include representatives of production, distribution and exhibition.

In opening the session Snyder paid high tribute to the cooperation given by the industry during the war loan drives and asked for a renewal of its efforts during the 1949 campaign, which will be the greatest peacetime campaign put on by the Treasury.

If the committee follows the pattern of other industry committees, it will remain as a permanent industry committee.

Others present at today's meeting were: Nate Blumberg, Universal president; Kenneth Clark, MPAA information director; Ben Caplon, Columbia executive vice-president; Leopold Friedman, Loew's vice-president; Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland; Arthur Israel, Jr., assistant to the president of Paramount; Eric Johnston, MPAA president; Abram F. Myers, Allied board chairman; A. E. Reoch, RKO assistant treasurer; Frank La Falce, area publicity director for Warner; and Y. Frank Freeman, executive of AMPP.

N. J. Film Censor Bill

(*Continued from page 1*)

censorship" act, the measure would enable municipalities to set up eight-man boards with the power to ban any picture found "obscene, immoral, inhuman, sacrilegious or of such character that to exhibit or show same would tend to corrupt the morals or incite to crime, or may be considered against the general good and welfare of the community."

The bill provides that the boards be made up of three members of city police departments and five citizens. Upon introduction it was assigned to the Assembly Municipalities Committee, whose members Jersey Allied's legislative committee, headed by George Gold, have marked for persuasion to withhold the act from floor action. It is expected that public hearings on the measure will be called by the Municipalities Committee before members vote on it.

Principal backer of the bill is Newark's director of public safety, John Keenan, who applied for legislative action after the courts blocked his attempts to ban showing of "Mom and Dad," a so-called sex-education picture, and "Passionelle," a French-language import.

The censor boards called for in the bill would have the power to revoke theatre licenses.

Decree May Help Para. Video Status

WASHINGTON, Feb. 9.—Paramount attorneys are hopeful that a consent decree in the New York case may ease the path of film firms into television.

The Federal Communications Commission has said it will announce—sometime in the next few months—a policy on whether or not Paramount case defendants should be allowed to own television stations.

FCC attorneys are now preparing a memorandum on the pros and cons of the question, citing all the laws and decisions involved.

But Paramount officials say that the Commission's final decision might be affected by a consent decree. "We'll still have been guilty of violating the anti-trust laws, all right," one company spokesman said, "but if the Justice Department should put out a lot of fanfare about how the consent decree ends the monopoly threat, or how Paramount cooperated and went even further than might have been required, the Commission might decide a lot differently than it would otherwise."

Para. Stock Holdings

(*Continued from page* 1)

reducing the total outstanding to about 6,250,000.

For each parent company share now owned, the holders will be given one share in each of the two new companies, namely Paramount Pictures and Paramount Theatres. Thus, if the stockholder elects to retain stock in Paramount Pictures, his shares in Paramount Theatres must be trusteed.

This is said be one of the most stringent conditions insisted on by the government, whose obvious aim is to preclude the possibility of any interlocking ownership, no matter how apparently insignificant. The restriction does not end with the actual reorganization and does not apply to present holders only, it is said.

In the future, as a prerequisite to the purchase of stock in one of the two companies the purchaser must provide an affidavit setting forth that he does not own shares in the other, according to reliable reports here.

It was not disclosed whether the Securities & Exchange Commission has formally approved the arrangement. However, Wall Street observers were of the opinion that such an operation, while hampered some by the restriction, would not be too objectionable.

Responsible sources in the industry would not say with any degree of certainty that they believed Paramount stockholders, when called upon to vote on the plan, would readily approve.



U. K. 'Crisis'

(*Continued from page* 1)

here as mere window-dressing designed to reassure his union members, many of whom have been declared redundant, or surplus, by studios, and many others who are threatened with layoffs for the same reason.

General opinion is that the layoffs are justified if essential production economies are to be achieved. Producers contend that if labor costs are not cut all production companies will go broke. They also point out that the carpenters, plasterers and others who have been laid off readily found work in the home construction field where they are sorely needed, though admittedly at lower wage scales than those prevailing in studios.

The unions also asked J. Arthur Rank to meet with them on Friday to discuss the implications of his use of the "production frame" method which, while still in limited use, has accounted for considerable savings in manpower. Rank, however, pleaded a previous business engagement.

Wilson to Be Queried Today

Wilson will be questioned in the House of Commons tomorrow on what action he proposes to safeguard production in view of the widespread studio closings.

Lord Portal's government committee inquiring into industry difficulties will examine trade union representatives tomorrow on their evidential memoranda advocating virtual nationalization of the industry.

Meanwhile, Rank saw Wilson privately and insisted to him that current layoffs of studio employes are essential to the continued functioning of Rank's enterprises.

Tomorrow, the Personal Managers Association will meet the producers to discuss stars' salaries. Producers will suggest that stars work for token pay, taking a participation in profits, if any. British Equity dissociated itself "completely from statements that actors will take cuts," asserting that it has taken part in no discussions on the subject.

New Medics Called

(*Continued from page* 1)

ductions; John Davis, top J. Arthur Rank executive; Sir Henry French, head of British Film Producers Association, and F. A. Hoare, managing director of Merton Park Studios, London.

Trade union representatives are George Elvin, Association of Cine and Allied Technicians; Tom O'Brien and A. H. Mingay of National Association of Theatrical and Kine Employes, and F. L. Haxell, Electrical Trades Union.

Independent representatives are W. Coutts Donald, accountant; and S. C. Roberts, member of the previous Gater committee and master of Pembroke College, Cambridge University.

20th Taking U. K. Film to Hollywood

LONDON, Feb. 9.—In view of an indefinite delay in production here of 20th Century-Fox's "I Was a Male War Bride," due to the illnesses of stars, the company has decided to complete the production in Hollywood.

After months spent on location in Germany, the picture was in work for 10 weeks at the Shepperton studio here with costs already far exceeding the budget.

Allied May Act

(*Continued from page* 1)

tion, and the board will then consider a suggestion of secretary Charles Niles that distributors be petitioned to put an adequate age limit on televised films to insure that they will not compete unfairly with theatres.

The board will also hear recommendations from Myers for "protecting exhibitors' rights under the final Paramount case decree, and offer suggestions for an "Exhibitors' Blue Book" to be issued by Allied as a guide for exhibitors.

To Report on Audience Survey

It will listen to a report by Rembusch on his survey to ascertain audience preferences in motion picture entertainment, and will discuss possible release of the report in the light of the indefinite postponement of the Hollywood all-industry conference, for which the report was originally prepared.

Other items high on the agenda are a discussion of activities on the Fineran star-discipline plan since the Allied convention and a report of the committee that has been meeting with distributors on forced percentage playing, a proposal to retain a national field secretary whose services will be available to Allied units providing they pay the costs, and a discussion of cooperative advertising.

This last item will delve into the amounts invested by major film companies in cooperative advertising in New York and Los Angeles, with the suggestion that "such allowances be granted to all theatres, not a selected few, and that the advertising expense on percentage pictures be shared by the distributor and the exhibitor in proportion to their respective shares of the gross receipts."

Will Elect Officers

The meeting will receive Myers' annual report and will elect officers. Current president is William L. Ainsworth. If he is not a candidate for reelection, Rembusch is considered the most likely successor.

Other points up for discussion are: A report on the present situation and future prospects in Federal, state and municipal admission taxes; a report on the present status of the Berger and Brandt Ascap cases; reports on Allied cooperation in "Brotherhood Week"; the 1949 membership drive.

Mid-South Allied

(*Continued from page* 1)

States and the ability of independents to "stand up for their rights," Ainsworth said, "Some of the distributors are taking the changed situation like good troopers. Others, naturally, are put out, but the little guy that's independent doesn't get picked on any more after these many years of battling."

Edward O. Cullins, president of Mid-South, welcomed Ainsworth and visiting independent theatre owners. Also attending the session were: Trueman T. Rembusch, Indianapolis; Morris M. Finkel, Pittsburgh; William A. Prewitt, Jr., and Maurice J. Artigues, both from New Orleans.

Permanent officers elected at the meeting were Edward O. Cullins, president; John Mohrstadt, vice-president; Mrs. Clara M. Collier, secretary-treasurer; and Bob Bowers, manager. Board of directors elected were Tom Ballas, Paul T. Myers, Jim West, Bill Malin, David Flexer, Lyle Richmond and Lawrence Landers.

Levy on Arbitration

(*Continued from page* 1)

and voluntarily submits to arbitrate the controversy.

The provision, Levy holds, "can be a means of cutting down substantially the amount of litigation in so-called minor grievances that is well nigh strangling the industry." It will prove to be of great benefit to exhibitors specifically, and to the industry in general, he said, "if intelligently and wisely developed." The provision calls for submission in writing to be filed by all parties to a controversy. It does not *require* that the complaining exhibitor go to arbitration; he may still resort to the courts for litigation if he so desires.

Referring to the clearance arbitration rules set down in the proposed system, Levy points out that "it puts all distributor defendants on guard and will compel them to lean backward in determining reasonable clearances." That, he added, "is a fact whether these proposals ever become the law or not."

Relative to the provision on "conditioning," Levy contends that "these provisions should be broadened and elaborated sufficiently to encompass expressly the claim of certain exhibitors that the price of a better feature is conditioned by some distributors on whether other poorer features are taken with it." He added: "It may very well be that this (broadening) was intended by the draftsmen of the proposals. To eliminate any doubt on the point it should be expressly included."

Commenting on the extent to which arbitration is "binding" and calls for "compliance," Levy had this to say: ". . . where a party attempts, after a final arbitration award, to proceed in litigation on the same subject matter as was heard and decided by the award, the award would be conclusive and might be pleaded as a defense. Certainly, the courts would be inclined, according to one important authority in arbitration, to refuse to give the men 'two bites on the same cherry'."

Greenberg Resigns

(*Continued from page* 1)

been with the Society for the past 12 years, was named to replace Greenberg. Collins formerly was with the Paramount legal department.

Greenberg plans to take a long vacation after which he will make his services available to Ascap in an advisory capacity. Greenberg was identified with the faction within Ascap which stood for high license rates for users of the Society's music. This faction brought Ascap into a major rate war with radio broadcasters and led to the formation of BMI, and also is regarded as responsible for the theatre and music rate increases which led to the Federal Court ban.

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1949's FIRST BIG HOLDOVER HIT!

'By Night' Mighty

'By Night' Robust Gross

'By Night' Biggest

'By Night' Record

'By Night' Big

4 WEEKS

Stanton, Philadelphia; Orpheum, El Rey, Vogue, Belmont and Culver, Los Angeles (2 weeks), moveover, Palace (2 weeks).

3 WEEKS

Pilgrim, Boston; Imperial & Crest, Long Beach, Cal.; moveover, Long Beach Theatre.

2 WEEKS

Esquire, Oakland; State Lake, Chicago; Downtown, Glendale; State & Scarboro, Toronto; Paramount, San Francisco; (moveover to State).

TOPPING 'CANON CITY'

. . . at California and Iowa, San Diego; Warner, Memphis; Hippodrome, Baltimore; Joy, New Orleans.

"BASEHART AS A BABY-FACED KILLER . . . OUT-CAGNEYS CAGNEY!" —Dorothy Kilgallen Nationally Syndicated

"MOVIE OF THE WEEK!" —N. Y. Mirror

"HIS (BASEHART'S) ACTING MAKES IT SUPERIOR!" LIFE Magazine



BROUGHT THRILLINGLY TO LIFE BY THE MAKERS OF "CANON CITY"

HE WALKED BY NIGHT

Savage TRUTH! Stronger than Fiction!

Starring

RICHARD BASEHART · SCOTT "CANON CITY" BRADY

with Roy Roberts · Whit Bissell · James Cardwell · Jack Webb · Produced by Robert T. Kane

Directed by Alfred Werker · Screenplay by John C. Higgins and Crane Wilbur

Additional dialogue by Harry Essex · Original story by Crane Wilbur

A Bryan Foy Production · An EAGLE LION FILMS Presentation

JACK SCHLAIFER Testimonial DRIVE

IN '49 IT'S EAGLE LION!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 30 NEW YORK, U.S.A., FRIDAY, FEBRUARY 11, 1949 TEN CENTS

Para. Raps US Demand for Divorcement

Files Court Brief in Case Settlement Fails

Guarding against possible collapse of its proposed trust suit settlement with the government, Paramount yesterday continued its defense in the case with a brief and memorandum submitted to New York Federal Court which answers the plaintiff's charge of monopoly and divorcement demand by pointing to the increase of 2,293 independent theatres constructed or re-opened within the last three years, many of them in competition with Paramount.

Paramount states that it has already lost 106 of its houses and through the termination of the majority of its joint interests, will lose 335 more, "assuming equal division of assets," and through the dissolution of joint

(*Continued on page 4*)

Allied Group Closes Sales Talks Today

Following a conference scheduled for today with A. Montague, Columbia's general sales manager, Allied States' special "forced percentage selling" committee, headed by Col. H. A. Cole of Texas, will leave here for Washington to submit a report to the Allied executive board at its meeting in that city on Monday and Tuesday. The report will relate to conferences held with sales managers of some nine

(*Continued on page 3*)

Warner to Produce Mindszenty Film

Jack Warner today announced immediate preparations for the production of a screen play to be entitled "The Trial of Mindszenty," based on a story of the Prelate martyred this week by a Communist court.

Warner stated that his studio intended to produce the picture in the interests of democracy, freedom of religion and the fundamental rights of human dignity. "Our aim will be to reach every possible corner of the world with this major news story of oppression and injustice," he said.

"Our plan is to produce this picture as quickly as a screenplay can

(*Continued on page 4*)

Mayer, Schary Speak At MGM Windup

HOLLYWOOD, Feb. 10.—In the most impressive show of talent strength staged in more than a decade, Metro-Goldwyn-Mayer today seated approximately 75 stars and name players in front of the speakers' table occupied by company executives and presided over by Louis B. Mayer at the company's 25th anniversary party.

Attended by about 700 persons, the affair highlighted the company's sales convention, and was held on the studio's biggest sound stage, with the entertainment following addresses by Mayer, Dore Schary and William Rodgers.

Reviewing a quarter of a century of the company's history, Mayer dealt candidly with present conditions. He declared, "Lost revenues cannot be recouped with a cheap product. We will not cheapen ours. We will produce the finest pictures possible with

(*Continued on page 3*)

Wider Market Here Asked by Bercholz

A call for greater distribution in America of French productions was sounded here yesterday by Joseph Bercholz, producer of "The Chips Are Down." At a press reception given to him last night at the Hotel Plaza by Lopert Films, Bercholz asserted that the cost of production in France is so high that not even negative costs can be gotten back through

(*Continued on page 4*)

$3-Million WB Quarter Net

Warner Brothers Pictures and subsidiary companies report for the three months ending Nov. 27, 1948 a net profit of $3,093,000 after provision of $2,000,000 for Federal income taxes. Net profit for the three months ending Nov. 29, 1947 amounted to $3,947,000 after provision of $2,700,000 for Federal taxes.

Net profit for the three months of 1948 is equivalent to 42 cents per share on 7,295,000 shares of common stock outstanding. Net profit for the

(*Continued on page 3*)

Third Censor Bill Introduced in Week

With censorship bills already introduced in West Virginia and New Jersey, the Georgia legislature yesterday became the third to receive a similar measure this week. The New Jersey bill would give local autonomy to municipalities to enact censorship laws, which would give local boards the power to revoke a theatre license.

A bill was introduced in the Georgia Senate by Sen. Gus Stark of Monroe, that would create a state board of censors and require all motion pictures, views and slides to be approved by the board before they can be shown in Georgia. The measure also would prohibit misleading advertising of motion pictures.

ECA Assures Industry of Help Abroad

Promises Cooperation On Monetary Problem

WASHINGTON, Feb. 10.—A meeting of company foreign managers today received a pledge from a top official of the Economic Cooperation Administration that ECA will cooperate fully with the industry in plans to convert some current earnings in Marshall Plan countries.

The pledge came from Wayne C. Taylor, ECA director of programs. Representatives of nine motion picture firms met with Taylor, top State Department officials, and officials of the Motion Picture Association at MPA headquarters here today.

Taylor said that he recognized convertibility was the industry's number one problem and that ECA would do its best to keep motion picture com-

(*Continued on page 4*)

Academy Nominates For Annual Awards

HOLLYWOOD, Feb. 10.—The Academy of Motion Picture Arts and Sciences tonight made public the nominations for its annual "Awards of Merit," the winners of which will be announced on March 24. Nominations for best picture, players and director follow:

Best picture: "Hamlet," J. Arthur Rank, Universal-International; "Johnny Belinda," Warner; "Red Shoes,"

(*Continued on page 3*)

Yates, Cowdin, Blumberg, Warners in Stock Deals

WASHINGTON, Feb. 10.—Atlas Corp. sold warrants for 10,000 shares of RKO common and Republic president Herbert C. Yates bought 7,644 shares of his firm's common to head a list issued by the Securities and Exchange Commission today of trading by "insiders" in film company stocks.

Though the report theoretically covers the period between December 11 and January 10, many transactions reported today are from earlier periods. Insiders trading in film stocks generally were active in the market during the period.

Atlas after selling the warrants, had warrants left for 317,812 shares.

Yates increased his holdings in 11 separate purchases over the month. During the same period he gave away 2,000 shares, making a net gain of

(*Continued on page 3*)

Would Mark Tickets To Obstructed Seats

Albany, N. Y., Feb. 10.—Tickets to seats which allow only a partial view of a screen, stage, ring or arena would have to be so marked under a bill introduced in the state legislature by Assemblyman Francis X. McGowan of New York City.

The bill, which, presumably applies to reserved seats, would affect "every person, firm or corporation owning, operating or controlling a theatre or other place of public exhibition."

'Exhibitor Lethargy' Flayed by Lippert

HOLLYWOOD, Feb. 10.—Exhibitor lethargy, producer shortsightedness and banker interference combine to impede industry progress toward a solution of its problems, says Robert L. Lippert, president of Screen Guild Productions and operator of 61 theatres in 40 Oregon and California towns. "I can make these statements because I can prove them," he declares.

Assessing exhibitors with first blame for diminishing revenues, he says, "Most circuit heads do not look at the product, or much of it, before they buy it, and they put no showman-

(*Continued on page 4*)

Personal Mention

JOSEPH H. SEIDELMAN, Universal foreign manager, is scheduled to return to New York today by plane from Lisbon, following a trip to Johannesburg, South Africa.

•

GAEL SULLIVAN, Theatre Owners of America executive director, is due to return here Monday from Washington.

•

R. M. SAVINI, president of Astor Pictures, will stop at Denver, Chicago and Kansas City while enroute from Hollywood to New York.

•

LEWIS WASSERMAN, Music Corp. of America president, and JULES STEIN, board chairman, have arrived here from the Coast.

•

DONALD KIRKLEY, *Baltimore Sun* film critic, is the father of a daughter, born at Union Memorial Hospital, Baltimore.

•

SIDNEY BERNSTEIN of Transatlantic Pictures will arrive here from London en route to Hollywood next week.

•

ALBERT MANNHEIMER, Film Classics' exchange operations head, will leave here today for Washington and Philadelphia.

•

J. S. CARSALLEN, former sales manager for Screen Guild in Georgia, has taken over the Skyway Drive-In at Tampa, Fla.

•

BRYAN FOY, producer, will leave Hollywood today for New York and Washington.

•

ABE DICKSTEIN, New York branch manager for United Artists, is visiting the Albany exchange today.

Leo Wolcott's 25th Anniversary Today

ELDORA, Ia., Feb. 10.—Leo F. Wolcott, chairman of the Allied ITO of Iowa-Nebraska, will observe his 25th anniversary as an exhibitor in this town tomorrow. Everyone—that is, everyone who can get through snow drifts—will be admitted to the theatre free of charge as part of Wolcott's anniversary day observance.

700 Are Expected at Dinner to O'Donnell

CHICAGO, Feb. 10.—Variety Club of Illinois, Tent. No. 26, will pay tribute next Tuesday evening to R. C. (Bob) O'Donnell, Variety's international chief barker, at a testimonial dinner to be held at the Sheraton Hotel here. Chief barker Henry Elman expects 700 to attend.

Ascap Coast Meeting

Semi-annual meeting of Ascap will be held on March 1 at the Beverly Hills Hotel, Beverly Hills, Cal. It will be followed by a dinner.

62½¢ Minimum for Mass. Film Workers

Boston, Feb. 10.—The state commissioner of labor and industries, J. Del Monte, has declared that a minimum wage of 62½ cents an hour for regular employes and 55 cents an hour for casual employees, affecting 20,000 workers in Massachusetts film, amusement and recreation occupations, is now in effect throughout the State.

Nine New Pictures Rated by Legion

Nine new films have been reviewed by the National Legion of Decency with two receiving a "B" classification. In that class are M-G-M's "Caught" and United Artists' "Jigsaw."

Rated A-1 are Columbia's "Challenge of the Range; "Universal-International's "Red Canyon"; Republic's "The Red Pony"; Columbia's "Song of India" and RKO Radio's "Tarzan's Magic Fountain." In A-11 are M-G-M's "The Bribe," and Eagle-Lion's "The Woman in the Hall."

Meet on Industry Bond Drive Aid

WASHINGTON, Feb. 10.—Members of the industry committee set up yesterday to aid the government's bond drive met today with Treasury officials to map the promotional program that will be put into effect in coming months.

Attending the meeting today were Maurice Bergman, Gael Sullivan and Kenneth Clark. Absent were Tony Muto, Carter Barron and William Ainsworth.

Grainger Promotes Brauer and Dowd

The appointments of E. H. Brauer as Republic branch manager in Atlanta and Gayland (Jack) Dowd as Indianapolis branch manager, effective Monday, were announced here yesterday by James R. Grainger, distribution vice-president.

Brauer was formerly branch manager for the company in Indianapolis.

Annual Eastern Pa. Allied Meet Feb. 17

PHILADELPHIA, Feb. 10.—Allied Independent Theater Owners of Eastern Pennsylvania will hold its annual meeting at the Broadwood Hotel here on February 17. There will be an election of directors and action taken on several issues pertinent to theatre operation.

Awards in Newsreels

Paramount and Warner Pathe News carry scenes of the "Brotherhood Awards" luncheon to Ned Depinet, Irene Dunne and Rodgers and Hammerstein in their current issues. Universal, News of the Day and 20th-Fox will carry them in Monday issues

29 Radio Shows Will 'Plug' 'Down to Sea'

NEW BEDFORD, Mass., Feb. 10.—Twenty-nine different radio shows, a number of which will emanate from here, have been lined up by 20th Century-Fox for exploitation of "Down to the Sea in Ships," which will have a three-theatre world premiere in this New England whaling city on Feb. 15. Facilities of the American Broadcasting network, Columbia, National Broadcasting and New Haven station WNBH have been enlisted for promotion of the picture on such programs as "We, the People," the Alan Young show, Nancy Craig's program, and others.

Richard Widmark, the picture's star, will broadcast from New Bedford on the evening of the premiere. He will also make personal appearances here as will actor Cesar Romero. The premieres will be marked also by a number of parties and receptions to which trade press representatives have been invited.

Suit Says Drive-ins Do Not Compete

CHICAGO, Feb. 10.—Claiming drive-ins are not in "substantial" competition with indoor houses, the Harlem Avenue and North Avenue outdoor theatres will ask Federal Judge William Campbell tomorrow for a preliminary injunction against Paramount, defendant in an anti-trust suit brought by the drive-ins.

The plaintiffs will ask that non-Loop Balaban and Katz houses be denied clearance over drive-ins on new films. Because drive-in patrons must have a car and for other reasons do not constitute a regular motion picture theatre audience, the motion states, outdoor theatres are not in direct competition with indoor houses.

Goldberg Denies Windsor Charge

BALTIMORE, Feb. 10.—Denial of conspiracy charges pending in Federal Court here as filed by the Windsor Theatre, has been made by Thomas Goldberg, owner of the Hilton and Walbrook theatres, through his attorney, J. Purdum Wright.

Owners of the Windsor, located across the street from the Hilton and the Walbrook, have charged that Goldberg and his theatre companies "conspired" with several film producers to keep their house from getting product.

New Pact To Be Topic At SDG Meet in N. Y.

Discussions centering around forthcoming new contract negotiations with Eastern producers will be held by the board of Eastern Screen Directors Guild at a meeting in the Hotel Wellington here on Tuesday.

Similar discussions will follow at a general membership meeting of the Guild to be held March 1 at the Park Sheraton Hotel. Jack Glenn, senior director of March of Time, who recently was elected Eastern SDG president, will preside at both meetings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount's "My Own True Love" starring PHYLLIS CALVERT · DOUGLAS MELVYN with WANDA HENDRIX
IN PERSON THE THREE SUNS MONICA LEWIS WALLY BROWN LEWIS & VAN BOYD RAEBURN And His Orchestra
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th Century-Fox
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
14th WEEK! VICTORIA BROADWAY & 46th ST.

G. PECK - R. WIDMARK - A. BAXTER
"YELLOW SKY"
A 20th Century-Fox Picture
ON STAGE DANNY KAYE
ROXY 7th Ave. & 50th St.

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Stock Deals

(*Continued from page* 1)

5,644 shares for a total holding of 79,331 shares.

An interesting item in the report was heavy selling by officers of American Broadcasting, frequently mentioned as up for sale to 20th Century-Fox and other firms. ABC president Mark Woods sold 30,500 shares in eight separate lots, leaving himself with 6,500 shares. Vice-president Robert Kintner sold 17,300 shares, dropping his holdings to 16,000 shares. C. Nicholas Priaulx sold 14,000 shares, leaving him only 1,000.

Holds Warrants in Own Name

Universal board chairman J. Cheever Cowdin took warrants for 4,662 shares out of a personal holding company and put them in his own name, giving him warrants for a total of 91,538 shares. He holds 11,637 shares outright, and his holding company owns another 1,990 outright. Nate Blumberg, "U" president, reported giving away warrants for 1,300 common shares in May, June and September of 1947, and had warrants for 27,200 shares left at the end of September, 1947. In January of this year Daniel M. Sheaffer sold 500 shares of Universal common, and now has 1,007 left. Robert Benjamin sold 230 shares of common in April and May of 1947, liquidating his holdings.

Frederick I. Ehrman bought 2,800 shares of RKO common, bringing his holdings to 3,000 shares. Through Lehman Brothers he purchased another 5,000 shares. At Republic, Frederick R. Ryan sold 1,000 common shares and now holds none. Walter I. Titus, Jr., bought 300 shares, bringing his holdings to 990 shares. His wife held 260 shares and through Tonrud, Inc., he held 106,635 shares of common and 12,200 shares of $1 cumulative preferred. Edwin Van Pelt sold 600 shares, leaving 3,000.

Ginsburg's Sons Sell Shares

At Paramount, Henry Ginsburg's sons sold 125 shares, and had 275 left. Ginsburg held 1,000 shares.

Leonard H. Goldenson gave away 300 jointly-owned shares. He had left 700 jointly-owned shares and 1,100 in his own name. Stanton Griffis gave away 300 shares, leaving 8,700 shares in his own name and 15,800 in trust accounts. Maurice Newton gave away 235 shares and bought 225, for a net drop of 10 shares. He has left 18,595 shares in his own name and 18,380 in trust.

Columbia president Harry Cohn, who is reported as having bought 1,500 shares in November, gave away 1,168 shares in January, leaving him 142,727 shares.

Warners Gave Away 1,000 Shares

Albert Warner gave away 200 shares of Warner common, and had 444,300 shares left in his own name and 21,000 in trust. Harry M. Warner gave away 600 shares, dropping his personal holdings to 282,550. He holds 16,000 in trust.

Harry Brandt bought another 200 shares of Translux common. He holds 90,865 shares in his own name, 1,000 through Broadyork, Inc., and 1,400 through Harday, Inc. The Brandt Foundation bought 200 shares, for a total of 800. Mrs. Harry Brandt is listed for a total of 14,700 shares. Herbert E. Herrman bought 200 shares of the firm's common, for a total of 5,400 shares.

Harold J. Mirisch was reported as owning no Monogram common stock when he became an officer of the firm.

$3-Million WB Net

(*Continued from page* 1)

corresponding period last year was equivalent to 54 cents per share.

Prior to Aug. 31, 1948, the close of the last fiscal year, film rentals reflected in the WB consolidated income account included film rentals of principal subsidiary companies operating in foreign territories. Thereafter only the U.S. companies' share of foreign film rentals which was remittable in dollars has been included in the income account.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the three months in 1948 amounted to $33,734,000.

Company has current and working assets of $69,722,332, including cash of $16,975,898, against current liabilities of $25,654,455. Company listed a backlog of completed product worth $17,201,655, and productions in work worth $12,881,485. Released productions at cost, less amortization, were litsed at $8,653,388.

25-Cent Warner Dividend

At a special meeting of the board of directors of Warner Brothers held here yesterday, a dividend of 25 cents per share was declared, payable April 5, to holders of common stock of record on March 4.

Academy Nominates

(*Continued from page* 1)

J. Arthur Rank, Eagle-Lion; "Snake Pit," 20th Century-Fox; and "Treasure of the Sierra Madre," Warner.

Best actor: Lew Ayres, in "Johnny Belinda"; Montgomery Clift, in "The Search"; Dan Bailey, in "When My Baby Smiles at Me"; Laurence Olivier, in "Hamlet"; and Clifton Webb, in "Sitting Pretty."

Best supporting actor: Charles Bickford, in "Johnny Belinda"; Jose Ferrer, in "Joan of Arc"; Oscar Homolka, in "I Remember Mama"; Walter Huston, in "Treasure of the Sierra Madre"; and Cecil Kellaway, in "Luck of the Irish."

Best actress: Ingrid Bergman, in "Joan of Arc"; Olivia de Havilland, in "Snake Pit"; Irene Dunne, in "I Remember Mama"; Barbara Stanwyck, in "Sorry, Wrong Number"; and Jane Wyman, in "Johnny Belinda."

Best supporting actress: Barbara Bel Geddes, in "I Remember Mama"; Ellen Corby, in "I Remember Mama"; Agnes Moorehead, in "Johnny Belinda"; Jean Simmons, in "Hamlet"; and Claire Trevor, in "Key Largo."

Best director: Laurence Olivier, "Hamlet"; Jean Negulesco, "Johnny Belinda"; Fred Zinnemann, "The Search"; Anatole Litvak, "Snake Pit"; and John Huston, "Treasure of Sierra Madre."

Drastic Raise in Mexico Censor Fees

WASHINGTON, Feb. 10.—The Mexican government has drastically increased its fees for censoring films, from 90 cents to about $15 per reel, Commerce Department film chief Nathan D. Golden reports.

Fees have been six pesos (90 cents in U. S. currency) per roll of film 300 meters per reel or less in length, irrespective of width. Under a new decree, already in effect, fees will be 100 pesos ($15) per reel of 35mm. film 300 meters or less in length; 50 pesos ($7.50) per reel of 35mm. advertising film or trailers per reel or less in length; 25 pesos ($3.75) per roll of 16mm. film or less in length, and 10 pesos ($1.50) per roll of 16mm. advertising film or trailers 100 meters or less in length.

Golden also reports that Chilean railways have increased their express rates on motion picture film by 25 per cent.

Lux Films Forms Distributing Firm

Lux Films (USA), sole agent for Lux pictures produced in Italy and France, has formed Lux Film Distributors Corp. E. R. Zorgniotti is president of both firms. The new company will release all of its imports from its home office here with Bernard Jacon as sales vice-president.

Mayer, Schary

(*Continued from page* 1)

this great array of talent and skills, exercising reasonableness, of course, because we believe that great pictures are essential now, as they have always been to this industry's success."

He paid individual tributes to his principal aides, and hailed Schary's return to M-G-M as presaging fine future product. Mayer scouted pessimistic opinion about the trade's prospects as unwarranted and presenting "a challenge which we shall answer."

Schary, company production executive, outlined the company's production purposes, saying that "a proper reward for effort" is its prime consideration, but he added that the screen "must live up to its responsibility as the world's favorite entertainment medium."

Rodgers, sales vice-president, said, "The public's enthusiasm for motion pictures is as keen as ever, and our enthusiasm must be maintained at the same high pitch. On our 20th anniversary our sales force put M-G-M's trademark on every screen in America. On our 25th anniversary we will place it on every screen in the world to which American films have access."

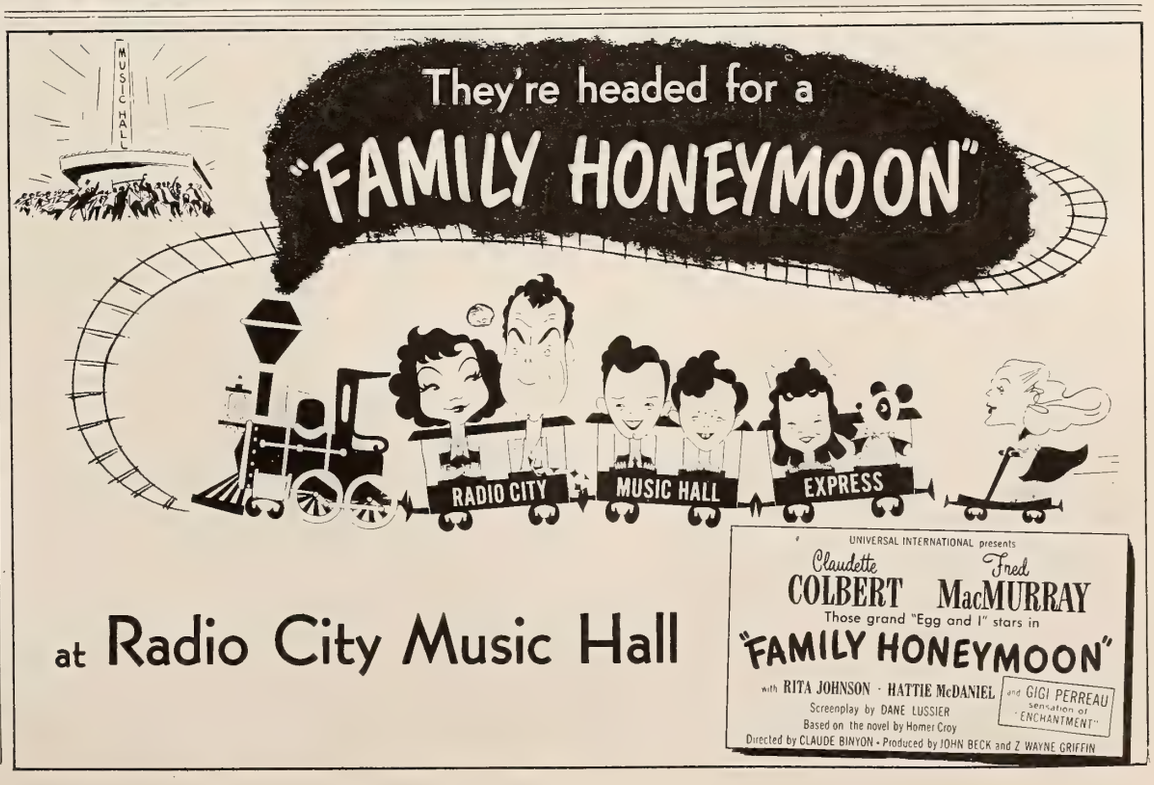
The convention ends tomorow, with sales representatives departing over the weekend for their respective stations.

Allied Sales Talks

(*Continued from page* 1)

distribution companies in connection with Allied's opposition to percentage picture selling to small, low-grossing theatres.

Cole reported last night that his committee conferred yesterday with RKO Radio distribution vice-president Robert Mochrie, Paramount general sales manager Alfred W. Schwalberg, and Warner distribution vice-president Ben Kalmenson. Sales chiefs of other companies were met with when the committee was here two weeks ago.



ECA Assures

(*Continued from page* 1)

panies operating in Marshall Plan nations. ECA now has a program permitting underwriting the convertibility into dollars of earnings in Marshall Plan countries, up to the actual cost of distributing the films. Only one contract has been signed so far under this program—for MPEA in Germany.

'Get Acquainted' Meeting

MPA officials released little else about the meeting, which they said was held mainly to get the company foreign managers acquainted with top State Department and ECA officials.

After lunch with the ECA and State Department leaders, the industry officials discussed the ECA program with Taylor and then went into a closed session of their own.

The luncheon, given by MPA president Eric Johnston, really drew out the top State Department dignitaries. Present were Under Secretary James I. Webb, Assistant Secretaries Willard Thorpe, George Allen and John E. Peurifoy, Commercial Policy chief Winthrop Brown, Department counselor Charles I. Bohlen, and film chief Merrill C. Gay.

Company Representatives

Company representatives present at the meeting were Joseph A. McConville, Arnold M. Picker and Jack Segal from Columbia; Joseph Rosthal, Loew's; J. William Piper, Paramount; R. K. Hawkinson and W. Lissim, RKO; Murray Silverstone and Manny Silverstone, 20th Century-Fox; Charles A. Kirby, Universal; John J. Glynn, Warner Bros.; Norton V. Ritchey, Monogram; Richard W. Altschuler and Douglas T. Yates, Republic.

MPEA vice-president Irving Maas was present, and in addition to Johnston, MPA officials attending were John McCarthy, F. W. Duvall, Joyce O'Hara, Tim Healy, Kenneth Clark, G. M. Cahill, Manning Claggett and Tom Waller.

'Exhibitor Lethargy'

(*Continued from page* 1)

ship into the selling of it to their patrons. They leave the operation in charge of hired subordinates."

Lippert cites as the antithesis of this his own operation of 61 theatres, which he says he can prove yield almost twice as much return to his companies as any other comparable setup.

He says this results in part from the fact that he sees every feature that is produced, operates his theatres with no set opening dates, allowing every film to run as long as it stands up and yanking it the moment it doesn't, and conditions the advertising of each picture to the known likes and dislikes of his communities. He believes exhibitors anywhere can expand their and the industry's intake by adopting the same principles of selectivity, flexibility and showmanship.

Lippert mentions as a significant indication of exhibitor apathy the fact that non-exhibitors, for the most part, pioneered the drive-ins, with established exhibitors coming awake tardily to a realization that the field had been invaded by novices.

Lippert declares, "In no other industry are the two ends so far apart. In this one the producer does not know what is going on in exhibition, and the exhibitor does not pay much attention to what is going on in production. I have even heard exhibitors gloat when a film company is reported about to go broke, apparently not realizing that this would injure him directly by cutting down his source of supply."

He believes there ought to be a steady exchange of information between exhibitor and producer, for the benefit of both, and bases this belief on his own experience.

Reviews

"State Department—File 649"

(Film Classics)

FILM CLASSICS ventures into the field of documentary-styled melodramas in "State Department—File 649" and comes up with an honest-to-goodness thriller. Produced in Cinecolor and featuring Virginia Bruce and William Lundigan, the film marks an important production effort for the company. The events have been shaped in formula mold, with many exploitation angles provided.

It deals with the foreign service of the U. S. State Department and provides a fairly comprehensive picture of the workings of that agency which has vital "listening posts" all over the world. Upon graduation from foreign service school, Lundigan is assigned to a post in Peiping, China, where a surprising number of American nationals have been mysteriously killed, and varied other forms of skullduggery taken place. In time, Lundigan traces the events to a Mongolian war lord, as evil a character as has been seen on the screen in many a season. It is not long before he captures the entire village and holds a group of Americans prisoners. From this point on it becomes a cunning game of life and death between the warlord and Lundigan, with the latter, in the climax, blowing up the outlaw's headquarters and in doing so, he loses his own life.

The action takes place in Washington and Peiping, showing many highlights of both cities. Miss Bruce holds up the romantic angle as a morale worker assigned to the troubled area and in love with Lundigan. The screenplay, provided by Milton Rasion, is one which resorts to standard devices to develop terror. A Sigmund Neufeld production, it was produced by Neufeld and directed by Peter Stewart. Others in the cast are Raymond Bond, Nana Bryant and John Holland.

Running time, 87 minutes. Adult audience classification. For March release.

MANDEL HERBSTMAN

"The Affairs of a Rogue"

(Two Cities-Columbia)

A LEISURELY, ponderously detailed chapter from the history of England's royal family is offered American film-goers in this British-made costume picture. No doubt the popularity here of its star, Jean-Pierre Aumont, and its eyebrow-raising title were the factors which determined its importation, because there is little else about it to commend it to audiences here. Not, of course, that it is not efficiently acted by the substantial cast of predominantly British players. Actually, there is a strong suggestion of authenticity about "Affairs of a Rogue," and one who is unfamiliar with the historical facts of the British royal family's activities around 1810 might well assume that these things really happened after profligate, vain, pompous Prince Regent George was elevated to the English throne. But so lacking in dramatic pace is this picture that the few possibilities it has in terms of impact and wit are lost in the sedentary settings, over-drawn sequences, avoidance of sharp physical action, and the cliche-cluttered dialogue.

Cecil Parker's performance as the rogue prince is pure caricature, and gives an occasional chuckle. Otherwise, the story of his fruitless attempts to marry his too popular daughter, Princess Charlotte (Joan Hopkins), off to an unattractive Dutch nobleman to get her out of his way, is played straight. Charlotte, it happens, loves Prince Leopold of Saxe-Coburg (Aumont), and refuses to marry the boorish Dutchman. After much daughter-versus-father squabbling, the Prince Regent consents to her marriage to impecunious Leopold. Their first child is born dead, and she dies in childbirth in Leopold's arms (a scene which is certain to have women patrons in tears). The baby boy would have been in line for the throne, but as fate would have it the next heir is Victoria, born shortly afterward to the Duke and Dutchess of Kent.

Producer credits go to Joseph Friedman and Ivan Lassgaliner, as associate. Cavalcanti directed. Screenplay, written by Nicholas Phipps, was from a play by Norman Ginsbury, with adaptation by Reginald Long and additional dialogue by Wilfrid Pettitt. Supporting cast includes Ronald Squire, Athene Seyler, Anthony Hawtrey, Gerard Heinz, Margaretta Scott and several others.

Running time, 95 minutes (over-long). Adult audience classification. For February release.

CHARLES L. FRANKE

Mindszenty Film

(*Continued from page* 1)

be prepared. It will be based on the record and the sentence, and will voice the world's indignation."

Warner has assigned "The Trial" to Anthony Veiller to produce and write, and he has given it top priority at Warner studios.

Asks Wider Market

(*Continued from page* 1)

distribution in Europe. He said that production in France would be encouraged if circuit deals for French pictures could be arranged here.

Bercholz arrived here on the *SS Queen Mary* Wednesday with Louis Metayer, vice-president of Pathe Cinema of France, and both are to discuss with industry interests here a project to produce in France a picture in two versions, French and American.

Citing the rise in production costs in France, Bercholz stated that a picture which cost $150,000 before the war now costs about $350,000 to $400,000. Bercholz, who also produced "Symphonie Pastorale," brought with him a print of his latest film which is tentatively titled "Souvenoir." He will leave for Washington today.

Para. Raps US

(*Continued from page* 1)

ownerships with other defendants, an additional 119 theatres will go. This "total loss of many hundreds of theatres" means that Paramount could not possibly hold any control over any segment of exhibition, the company asserts.

Hundreds of Adjustments Made

Paramount states that the numerous ("literally hundreds") of clearance adjustments it has made, together with the injunctions it now is abiding by precludes any need for additional injunctive measures on trade practices. It recommends, too, the arbitration system as a further means of eliminating any inequities.

Paramount asks for a court finding which would permit it to split its joint ownerships by way of division of theatres in a partnership, or "division of theatres on the basis of present stock interest or in such manner as may be negotiated, subject to court approval or purchase by Paramount of the co-owner's interest, followed by a sale of part of the assets."

Paramount says it is willing to terminate these partnership companies by a division of assets and in a manner which will result in the establishment of competition between those who are now joint owners:

Lists Companies

Alabama Theatres, Alger Theatre, Allied Theatres of Bangor, Arkansas Amusements, Auburn Amusements, Augusta Amusements, Birmingham Theatres, Black and Churchill Theatres, Brockton Olympia Realty Company, Central States Theatres, Darlington Theatres, Dearborn-Randolph, Diana Theatres, Drive-In Theatres of Alabama, Drive-In Theatres of South Carolina, Essex Amusements, Elizabethton Theatres, Eton Amusements.

Also Fairmont Theatres, Florence Theatres, 423 South Broadway Corp., 45 West Randolph St. Theatres, Fulton Enterprises, Gale Theatres, Garryana Amusements, Georgia Theatres, Greenwood Theatres, Interstate Circuit, Jefferson Amusements, L and P. Theatres, M. and P. Theatres, Madison Theatres, Malco Theatres, Massachusetts Operating Co., Menmar Theatres, Newton Amusements, North Carolina Theatres, Oak Park Amusements, Paramor Theatres.

Also, Paramount Hollywood Theatres, Pennler Theatres, Penware Theatres, Phoenix Drive-In Theatres, Publix Bamford Theatres, Publix Lucas Theatres, Publix Netoco Theatres, Publix Wheelin, Quinck Theatres, Rockford Enterprises, Rockfory Theatres, Rockland Amusements, Royal Theatres, Rutland Enterprises, Savannah Theatres, State Amusements, Straham Theatres, Studio Theatre, Taunton Operating Co., Texas Consolidated, Tivoli Operating, United Artists Theatres of Michigan, United Theatre Enterprises, Ute Theatres, Welworth Theatres of Wisconsin, West Suburban Amusements, Wilby-Kincey Service Corp.

Paramount says that its partners in the following joint companies are not potential exhibitors, but instead are investors, and that these companies should not be ordered dissolved:

Not to Be Dissolved

Haverhill Operating, Iris Amusement, Johnson City Enterprises, Maine and New Hampshire Theatres, Rochester Amusement and Winona Theatre Co.

Company also asks for a finding that the following joint interests arose out of bankruptcy of Paramount Publix Corp. (the predecessor of Paramount Pictures), that they were neither unlawfully conceived nor maintained, and they should be allowed to remain intact:

Dominion Theatres, Paramount Richards, Penncom Corp., Tri-States Theatres and Western Massachusetts Theatres.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 31 NEW YORK, U.S.A., MONDAY, FEBRUARY 14, 1949 TEN CENTS

5-Year Limit On Trusteed Para. Stocks

Trustee Must Sell Stocks Within Five-Year Period

There's a five-year deadline in the Paramount case decree on trusteeing stock in the new exhibition company that will result from the reorganization, it was reliably learned here this weekend.

Here's how the set-up works:

When Paramount is split into a production-distribution company and an exhibition company (within a year after the decree is entered), stock in one or the other company must be sold or the exhibition company stock must be deposited with a court-appointed trustee.

The stock can be left in trust—that is, dividends received but the stock not voted—for up to five years. Any time after four years, the trustee can sell the stock out to a third party if the owner refuses to dispose of it himself. The trustees *must* sell all trusteed stock by the end of the fifth year.

(*Continued on page 5*)

22 Set Under RKO's Releasing Schedule

Releasing arrangements covering 22 pictures were announced at the weekend by RKO Radio distribution vice-president Robert Mochrie following his return to New York from Hollywood.

The 22 include Walt Disney's "Two Fabulous Characters," set for early

(*Continued on page 5*)

Allied Board Meets In Capital Today

Washington, Feb. 13.—Abram F. Myers, chairman, will preside at the semi-annual Allied States board meeting to be held at the Hotel Statler here tomorrow and Tuesday. Among subjects on the agenda are a Cole committee report on forced percentage, television, the Paramount decree, a report on the Finneran plan, a national Allied secretarial service, cooperative advertising, Myers' annual report, taxes, Ascap and the election of officers.

Rathvon About Set To Begin Loans; Opens Coast Office

HOLLYWOOD, Feb. 13.—N. Peter Rathvon and Co., newly-formed California investment corporation, is about ready to start functioning, furnishing financing to independent motion picture producers, both old and new. At the time of the announcement of the company last January 6, N. Peter Rathvon, president, and former president of RKO, publicly stated that the firm had "virtually an unlimited amount of Eastern capital."

Rathvon and Co. has established its headquarters at the Goldwyn Studio, with Norman Freeman, long associated with Rathvon, in charge, and from where, tomorrow, Rathvon will depart for New York for conferences with his banking sources concerning his financial management. Freeman was Rathvon's assistant during the latter's tenure at RKO.

Identity of Rathvon's bankers have

(*Continued on page 5*)

Goldwyn Sees Video Improving Films

Samuel Goldwyn sees only good resulting from television competition with motion pictures.

In an article in yesterday's *New York Times Magazine*, the producer said television will eliminate the "weak sisters" of the motion picture industry, will provide new opportunities for producers and will improve film quality.

"It will take brains instead of just money to make pictures" in the television era, Goldwyn wrote. "This will be hard on a great many people who have been enjoying a free ride on the Hollywod carousel but it will be a fine thing for motion pictures as a whole."

If the industry is to survive, Goldwyn wrote, "it will have to turn out

(*Continued on page 5*)

McEvoy Quits 'UI'; Shorts Dept. Ended

E. L. McEvoy, short subject sales manager for Universal-International, resigned, effective immediately, to go into television production.

W. A. Scully, sales vice-president, has announced that U-I has abolished the short subject department, and in the future the sale of shorts will be handled by division managers.

'IA' Exchange Pact Settlement Seen

Observers appeared certain at the weekend that a settlement on a new contract for 6,300 exchange workers in the 32 exchange centers has been reached here by IATSE and distributor negotiators. Although the negotiators declined to comment following a 14-hour session with Federal Mediator L. A. Stone, it was said that the fact that Stone did not set another meeting date would in itself signify that a settlement has been reached.

Negotiation and mediation meetings have been continuing for about two months.

Final Eagle-Lion Sales Meet Today

SAN FRANCISCO, Feb. 13. — Final meeting in Eagle-Lion's nationwide series of sales sessions will open here tomorrow at the Clift Hotel, with branch managers and sales personnel from six West Coast branches gathered for two days with top sales executives of the company.

The meeting will follow the same pattern as previous sessions in New York, New Orleans and Chicago, with addresses by William J. Heineman, distribution vice-president; L. Jack Schlaifer, general sales manager; and Fred Stein, special representative on J. Arthur Rank's "The Red Shoes."

Present to receive official sales policy on currently-available product and advance information on production plans will be: branch managers Lloyd Katz, San Francisco; Sam Milner, Los Angeles; Wallace Rucker, Seattle; Ralph Amacher, Portland; Martin R. Austin, Denver; Arthur M. Jolley, Salt Lake City; and sales personnel from the six branches.

U. S. Film Imports Off in Argentina

WASHINGTON, Feb. 13.—The Commerce Department reports that a large reduction in the number of U. S. films released in Argentina was the principal factor in a 27 per cent drop from 1947 to 1948 in the number of features released in Buenos Aires.

A total of 408 were released in 1948, Commerce film chief Nathan D. Golden reported, compared with 557 in 1947. The U. S. supplied 228 in 1948, compared with 375 in the previous year.

Warner Should Stay Intact, NY Court Told

Suggests Arbitration For All in Trust Suit

Point-by-point denial of the government's charges of illegal advantages in exhibition and restraints in production-distribution is made by Warner Bros., which, in a brief submitted in the industry anti-trust suit on Friday, asks the New York Federal Court in effect for a judgment that would keep the company intact.

The company furnishes evidence which it says "finishes once and for all any claim that the present position of Warner theatres was due to Warner's vertical integration or to any conspiracy or combination to which Warner was a party."

Warner claims its theatre acquisitions were made solely to "meet the

(*Continued on page 5*)

Republic Loss Is $349,989 for 1948

Republic Pictures in the 53 weeks ended last October 30, had a net loss of $564,499 before deducting a claim for refund (under the loss "carryback" provisions of the Internal Revenue Code) of federal taxes paid in prior years amounting to $214,509. The net amount charged to earned surplus was therefore $349,989.96. This compares with the net income, after federal taxes, of $570,200 for the 52 weeks ended October 25, 1947, ac-

(*Continued on page 5*)

RKO Reorganization Changes Required

Washington, Feb. 13.—The Securities and Exchange Commission has "suggested" several changes in RKO's proposed reorganization plan, the official Commission answer on the plan, required under the consent decree, having gone out to the company at the weekend.

SEC officials would not discuss details, but one spokesman said, "None of the suggestions are major, but I think they'll be in to talk to us about them."

Personal Mention

JOSEPH HAZEN, president of Wallis Productions, has left here for Hollywood for conferences with HAL WALLIS, his partner.

•

DONALD GARSON SCHINE, son of LOUIS W. SCHINE, Schine circuit vice-president, was married on Saturday evening to MISS GILDA G. GELTNER of New York City at the Waldorf-Astoria here.

•

DAVID BEZNOR, attorney for the Colosseum of Motion Picture Salesmen, and MRS. BEZNOR, have become the parents of a daughter, SUSAN WYNNE.

•

JAMES R. GRAINGER, Republic distribution vice-president, left over the weekend for Washington, his first stop on a tour of Republic branches.

•

ROBERT S. BENJAMIN, president of the J. Arthur Rank Organization, U. S., will return here Monday by plane from London.

•

NAT W LF, Ohio zone manager for Warner, has been appointed to a committee to greet the "Gratitude Train" upon its arrival in Cleveland.

•

MARY MAHONEY, secretary to PAUL RAIBOURN, Paramount vice-president, is vacationing at Sarasota, Fla.

•

HAROLD SEIDENBERG, manager of the Fox Theatre in Philadelphia, left that city over the weekend for the Coast.

•

RONALD BAUMBERG has been named house manager of the Metropolitan in Boston.

•

PAUL BRODER, Realart president, has returned to his home in Detroit from New York.

•

MORGAN HUDGINS, M-G-M publicist, has returned to New York from London.

•

SI H. FABIAN is vacationing in Miami.

Party for Johnston Daughter Thursday

WASHINGTON, Feb. 13.—Headquarters of the Motion Picture Association of America here will be used on February 17 for a party to be given by MPAA president Eric Johnston and Mrs. Johnston to introduce their daughter Harriet to Washington society.

Tom Gallery Named DuMont Sales Head

Tom Gallery has been appointed director of sales for the DuMont Television Network by Mortimer W. Loewi, the network's director. Gallery joined DuMont last month as public relations director.

Humboldt J. Greig, formerly in charge of network sales, has been appointed network assistant to Loewi.

Tradewise...

By SHERWIN KANE

THE provision in the Paramount consent decree designed to prohibit stock ownership by any individual in both new companies, pictures and theatres, which will emerge from the decree looks like a joker to most observers.

The only apparent method of enforcing the provision appears to be a requirement that the stock in one or the other of the two new companies issued to present shareholders must be turned over to a trustee to be sold within a year following the effective date of the decree.

However, it is to be assumed that the securities of both new companies will be listed on stock exchanges. The decree will endeavor to discourage purchase of stocks of both companies by any individual by requiring that the prospective purchaser of the shares of one company sign an affidavit that he is not the owner of shares of the other Paramount company.

That is not likely to deter either an enthusiastic speculator or an earnest investor who might convince himself that the restriction is as meaningless as it appears to be. Individual stock purchasers are not defendants in the Paramount case and more likely than not will have little regard for what appears to be a whimsical addition to a settlement decree.

Who will police such a provision?

Certainly not the broker, who is in business to sell securities to the willing purchaser.

The government?

By what means?

And suppose its agents discover an individual who has elected to purchase the securities of both companies? Under what law would it prosecute such a person?

The decree provision would appear to be more difficult of enforcement than the Federal prohibition laws of the 1920's. They, at least, were on the statute books, and Treasury officials have long since tired of admitting that the prohibition laws were unenforceable.

• •

The Anglo-American Films Council, established with the idea, or hope, that it might agree on solutions of the major problems besetting the industries of the two nations, appears to be unable to agree even on a date for the convening of its first meeting.

Eric Johnston, chairman of the American group, who is generally credited with the idea of forming the council, set a date for a meeting last fall but, according to the British council members, neglected to consult with them beforehand with the result that the suggested date was found to be unacceptable to the Britons.

Thereafter, Johnston consulted with the British members and a date and place for the first meeting, March 23-25 in New York, was mutually agreed upon.

Several months later Johnston suggested a postponement of the meeting to early summer and the inclusion thereat of representatives of the British exhibitors' association, who are as much opposed to Britain's 45 per cent quota as are members of our industry.

J. Arthur Rank, as chairman of the British council group, opposed both a postponement of the meeting and the inclusion of British exhibitor representatives.

It is being argued both here and in London that the American industry representatives have a perfect right to meet with the representatives of their best customers in Britain, the exhibitors.

Of course they have. But since Johnston did not see fit to include British exhibitor representatives when the council was suggested, why do so now against the wishes of the British council members?

A very simple solution would be to proceed with the council meeting as planned, since it was mutually agreed upon well in advance, and at that meeting settle the question of whether or not exhibitor representatives should be admitted to membership in the council.

If they are admitted, it might be well to consider, too, whether American exhibitor representatives should be included also. Industry leaders for long have argued that the exhibitor at home has an important stake in the foreign market problems confronting the American motion picture. Then give him a voice in their solution.

If it is decided not to admit British exhibitors to membership in the council, there is nothing to prevent the American members from meeting with them separately at any time.

Newsreel Parade

"BROTHERHOOD Week" and protests over the sentencing of Cardinal Mindszenty mark current newsreel highlights. Other items include the seizure of narcotics, Gov. Dewey at a GOP meet, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 13—Jet-bomber spans U. S. in less than four hours. Arthenagoras, new Greek patriarch, is enthroned. Washington: Gov. Dewey talks to Republicans. Italy: Monte Casino being rebuilt. New York: $2,500,000 worth of narcotics seized. Ski jumping, boxing, surf carnival.

NEWS OF THE DAY, No. 247—Biggest narcotics haul on record. Life comes back to Monte Casino. Greek Church installs new patriarch. "Merci" gifts from France. Crisp look rules new mode. Gen. Eisenhower comes back to the Army. Star boarders at San Francisco zoo.

PARAMOUNT NEWS, No. 50—Names and events in the headlines. Protest grows over sentencing of Cardinal Mindszenty. Washington: Dewey gives formula for saving GOP. India: One year after death of Ghandi. Fans pick Bing Crosby most popular star. Salute to "Brotherhood Week."

UNIVERSAL NEWSREEL, No. 201—Gov. Dewey in gay mood at GOP gathering. Narcotics seized. Bagdett quadruplets. Greek archbishop installed. Ghandi honored. Skiing.

WARNER PATHE NEWS, No. 52—People in the news: Gen. Eisenhower, Mrs. Truman, Gen. Marshall, Jap prisoners, Gov. Dewey. Cardinal Mindszenty protests. Glove styles. Ski meets. "Brotherhood Week."

Youngstein Heads A Group in Bond Drive

Max Youngstein, Eagle Lion vice-president in charge of advertising-publicity, has been appointed chairman of the advertising-publicity committee in the industry's cooperative campaign with the U. S. Treasury for the 1949 savings bond drive, to be conducted from May 16 to June 30.

Youngstein, who was appointed by Maurice Bergman, chairman of the industry committee, will name the members of his advertising-publicity committee later.

Spellman Offers Aid To Mindszenty Film

Cardinal Spellman has proffered his "cooperation and advice" in the preparation of the projected Warner screenplay, "The Trial of Cardinal Mindszenty," Jack Warner, Warner vice-president and executive producer, announced here this weekend.

Based on the trial of the Hungarian Prelate by a Communist court in Budapest, the film has been scheduled for immediate production, Warner said, with world distribution

'Prejudice' Release Set

"Prejudice," produced by New World Films Dorfman Productions will be released through Motion Picture Sales Corp. in late March, it was announced here yesterday by Neil Agnew, MPS president.

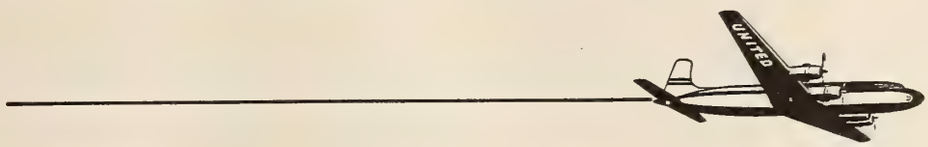
A.B.P. Pays Dividend

LONDON, Feb. 13.—Associated British Pictures will pay a 7½ per cent interim dividend on ordinary stock for the year ending March 31, 1949. The same dividend was paid last year.

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M-G-M Concludes 6-Day Coast Meet

HOLLYWOOD, Feb. 13.—M-G-M's six-day "Preview of Product" conference wound up here on Friday with closing talks by Louis B. Mayer, William F. Rodgers, Dore Schary and Howard Dietz.

The delegates saw "Take Me Out to the Ball Game," "The Stratton Story," "The Great Sinner," "Little Women," "Neptune's Daughter," "The Secret Garden" and "The Barkleys of Broadway" in completed form, and portions of "Madame Bovary," "That Midnight Kiss," "Any Number Can Play," "Conspirator" and "The Good Old Summer Time." Sixteen pictures have so far been announced for release in the first five months. Rodgers will continue studio talks another week, and before leaving here will decide on summer releases.

Discuss Individual Problems

After the general meetings, sales managers met with their assistants, district managers and branch managers, discussing individual problems. On the return of the men to the field they will hold meetings immediately to pass on information Rodgers discussed and also plans for the pictures screened.

Among final speakers from the studio were Richard Powers, music head; Jesse Kaye, records; and William McCrystal, local Loew radio station head.

Rodgers announced plans to send M-G-M men abroad to see at close range the operations of the company on an international scale. "We plan to select 10 men from the ranks of branch managers, district managers, sales managers and assistant sales managers," he said, "to go to Europe and meet with representatives from other countries, probably in Rome, Paris and London."

International Exchange

He added, in order to complete the exchange, a number of men from the foreign field will come to America to meet representatives of the domestic organization.

Dietz reported on sales plans for the anniversary year, mentioning in particular the promotion of "Little Women," which he called "perhaps the greatest job of commercial tieups we have seen since 'Gone With the Wind'."

He also told the conference of a two-reel promotional short, entitled "Some of the Best," which he said would be distributed to all M-G-M theatre accounts. The film will show clips from pictures of the past as well as forthcoming films.

John Leo Is Named To New E-L Post

John Leo has been appointed to the newly-created post of special representative for L. Jack Schlaifer, general sales manager of Eagle-Lion Films by William J. Heineman, sales vice-president. The appointment is effective today, with Leo assigned to the territory covering San Francisco, Los Angeles, Portland, Seattle, Denver and Salt Lake City.

Leo, who joined Eagle-Lion in January, 1947, as a salesman in San Francisco, is at present sales manager in that exchange. He entered the industry in 1944 as a booker for Republic.

Hollywood Play Buys Hit a New Low

The sale of screen rights to Broadway plays reached its lowest ebb in two decades during 1948. Authors and producers took a record $4,350,000 from the film industry for 17 plays in 1947, while last year the total was only $350,000 for five plays.

During the early and middle 1930's, depression years, the figures ranged as widely as $2,000,000 in 1936 and $586,000 in 1934. In 1940, 35 plays brought a comparatively low $965,500; in the following year, $2,100,000 was paid for 21 plays.

260 Pre-Releases For 'Vets' This Year

U. S. Veterans Administration plans to exhibit 260 pre-release features this year in "VA" hospitals and homes throughout the country, it was reported here on Friday at the close of a week-long conference of VA executives and distribution representatives at the Hotel Barbizon Plaza. Approximately the same number were exhibited in hospitals last year. Some 156 of the total will be on 35mm. and the remaining 104 wil be on 16mm. A complement of short subjects also are to be shown by the VA.

The conference will submit to Gen. Carl Gray, VA chief, through Gen. F. R. Kerr, assistant administrator of Special Services, recommendations regarding the proposed new structure of VA motion picture operations. VA has eliminated its 13 field booking offices, and it is now up to Gen. Gray to decide whether a central office will handle bookings, unassisted in the field, or whether some field offices will be reopened. The distributors release films to VA at cost. Gen. Gray is expected to reach his decision in a week.

The meetings here were presided over by E. J. Kelly, VA chief of motion pictures, assisted by William J. Jones, Jr., previewing and booking director. Attending from the film companies were: Jay Gove, Loew; Edward McEvoy and A. J. O'Keefe, Universal-International; Maurice Grad, Columbia; Sid Kramer and Malcolm Scott, RKO Radio; Julian Chapman, Film Classics; Frank Soule, Eagle-Lion; Harry Mercer, 20th-Fox; Ira Michaels, Selznick Releasing; Jack Curtin, Republic and Ed Ezzes, United World. Other VA officials on hand were Cliff Bream, Robert Wise and Mrs. Adenia Stern.

Will Not Fire Binford

MEMPHIS, Feb. 13.—Mayor Watkins Overton, to whom the *Commercial Appeal* directed a suggestion that he ask Lloyd T. Binford to resign as chairman of the Memphis Board of Censors said he did not plan to follow the suggestion. The newspaper hit Binford for some questionable decisions in banning motion pictures, particularly Hal Roach's "Curley."

Walt Disney Dividend

HOLLYWOOD, Feb. 13.—A regular quarterly dividend of 37½ cents for Walt Disney Prod. stockholders was declared by the company's board today.

Eight 'Depinet Drive' Meetings This Week

RKO Radio will hold "Depinet Drive" meetings this week in Indianapolis and Cincinnati, where district manager M. E. Lefko is drive captain; also in Pittsburgh, where district manager R. J. Folliard is captain. The home office will be represented at these meetings by Nat Levy, Eastern division manager, and his assistant, Frank Drumm.

Drive meetings will also be held in San Francisco, starting today, and in Los Angeles, where Western district manager J. H. MacIntyre is the captain. Present from tahe home office will be Harry J. Michalson, short subject sales manager; Walter E. Branson, Western division manager, and his assistant, Harry Gittleson.

Memphis, Dallas and Oklahoma City will also have drive meetings starting today, and where Ben Y. Cammack, Southwestern district manager, is captain. Charles Boasberg, North-South division manager and his assistant, Carl Peppercorn, will represent the home office.

The 1949 "Depinet Drive" will extend over a 20-week period, ending May 5.

Tax Bills Filed in Four More States

WASHINGTON, Feb. 13.—Bills have been introduced in four more state legislatures to tax admissions, but an Indiana bill calling for a temporary 20 per cent tax to pay for a soldiers bonus has been defeated, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

New tax bills were offered in Tennessee, Nebraska, North Dakota and South Dakota. The Tennessee bill calls for a three per cent general sales tax, including admissions, while the Nebraska bill is for a two per cent general levy, also including admissions. Bryson said he did not yet have details of the Dakota bills.

Ask House Group to Reverse Video Ban

An appeal to the House Committee on Un-American Activities to reconsider its recent decision to ban television cameras from its public hearings has been made by J. R. Poppele, president of the Television Broadcasters Association.

In a letter addressed to John S. Wood, chairman of the House committee, Poppele pointed out that television has expanded rapidly to the extent that now some 54 stations are linked by coaxial cable and microwave relay, permitting millions of Americans to "attend" events of public interest originating in Washington.

Newsreel cameras are also barred from the hearings.

Selznick Meet Shifted

CHICAGO, Feb. 13. — The Selznick Releasing Organization meeting of divisional managers, scheduled to open last Friday was postponed because of the inability of David O. Selznick to leave Hollywood and instead will be held on the Coast this week.

Engineers Meet Feb. 16

The Society of Motion Picture Engineers will hold its monthly meeting here Wednesday in the auditorium of the Western Union building, with the discussion devoted to recent developments in sound-on-film recording.

N.Y. Variety Tent Committees Named

Committees which will launch the new New York Tent, No. 35, Variety Clubs International, and direct arrangements for the local benefit premiere of Allied Artists' "Bad Boy" at the RKO Palace, March 8, were appointed on Friday by Max A. Cohen, president of Motion Picture Associates, which will be chartered as the tent.

For the premiere, the co-chairmen, who will select their own aides, are Charles Schlaifer and Robert Weitman.

The Palace is being turned over to the new tent for the evening by Sol Schwartz, of RKO Theatres. The evening's proceeds will be used by the tent to cover its organizational expenses, the $51,328 in the MPA treasury being reserved for its philanthropies.

Other committees are:

Clubrooms: Harry Brandt, Tom Connors, William Girden.

Finance: Herman Robbins, Walter Reade, Jr.; Sol Trauner and Robert Fannon.

Planning: Morris Sanders, Jules Rieff, Harold Klein, Leonard Goldenson and Jack Alicoate.

Intra-Amusement: Abel Green, Max A. Cohen, with additional members to be named later.

Organization and Membership: Leo Brecher, Fred Schwartz, Jack Farkas, Edward Lachman, William German.

Journal: Allen Smith, with other members to be named later.

Dinner: David Weinstock, Morton Sunshine, Herman Schleier.

Golf Tournament: Don Mersereau, with other members to be announced.

Public Relations: Chester B. Bahn, Charles E. "Chick" Lewis, ex officio; Abel Green, Terry Ramsaye, Sherwin Kane, James Jerauld, Marvin Kirsch, Morton Sunshine, Mel Konecoff, Jack Harrison, Al Picoult, David A. Bader.

Start Theatre List In World-Telegram

Commencing with today's issue, the *New York World Telegram* inaugurates a theatre listing covering houses in the five boroughs and Long Island and Westchester. The listing will give the names of the features and their starting time. There will be no charge for the service. The listings are to be under the supervision of George Case. The paper also plans to cover theatres in nearby New Jersey.

Para. Treasury Now Has 816,733 Shares

Paramount purchased last month on the open market 27,500 more shares of its common stock, bringing to 816,733 the total accumulated in its treasury under the stock-purchasing program instituted in November, 1946, by company president Barney Balaban.

Other recently monthly purchases follow: December, 41,700; November, 21,500; October, 40,500; September, 32,500; August, 22,200; July, 31,000.

Refuses Mitchum Plea

HOLLYWOOD, Feb. 13.—Production on RKO's "The Big Steal" is at a standstill after a plea to get Robert Mitchum, actor in the film's cast, out of jail where he is serving a 60-day sentence for conspiracy to possess marijuana. Judge Clement D. Nye, in refusing the request, said RKO should have known that Mitchum's case presented a "hazard" to production.

Warner Intact

(*Continued from page* 1)

needs of new markets," and, moreover, its theatres have gained no competitive advantages since they were acquired. In 13 of the cities of 100,000 population or over, Warner continues, the position of its theatres actually has deteriorated.

Warners asks that it be considered as an individual company, rather than having the court look upon all defendants in the case collectively.

Claim Injunctions Unnecessary

The company joins its theatre-owning co-defendants in pointing to the changes made in distribution practices, such as the avoidance of arbitrary refusal of run and picture-by-picture and theatre-by-theatre licensing, which, with arbitration, make further distribution injunctions unnecessary.

In one respect Warner goes a step beyond other theatre owning companies on the proposed arbitration, i.e., suggesting to the court that it may in its discretion "impose upon any reluctant party a system of arbitration sufficient to remedy the industry-wide evils criticized by this Court. . . ."

United Artists, Universal and Columbia last week told the court in a memorandum that they are opposed to the arbitration system devised and proposed by the majors.

Plan Would Relieve Judiciary

Says Warner: "Arbitration would relieve the judiciary of the continuous complex administrative duties which the Supreme Court envisaged in any compulsory system of competitive bidding.

"It would also relieve the industry of a continuing avalanche of private anti-trust litigation involving the very same complex questions, and relieve the judiciary and the parties herein of endless resort to motions for clarification of the provisions of the decree, as applied to specific situations, and to motions to punish for contempt."

Under the consent decree of 1940 only the companies which agreed to accept arbitration became a party to it. These were, of course, the five majors. The Little Three did not.

Para. Decree

(*Continued from page* 1)

During the five year period, anyone buying trusteed stock must certify that he does not own stock in the production company.

The decree, which is more than 50 pages long, follows the model of the Lehigh Valley and old Union Pacific cases, it was understood.

After five years, it is reported, there is no control over the stock. However, Department of Justice officials are reported to believe that by the end of five years divorcement will be so complete that there will be no chance of anyone regaining control of both companies. Anyhow, if that should happen, the decree could be reopened and a court order to break up such control obtained speedily.

Justice officials are reported to have said that they do not fret about anyone buying up one or 10 shares in both companies; what they are concerned over is control, and they feel that they can keep a check on that.

This week is expected to see the final signing of the decree, with details made public next week. As yet, Paramount has not forwarded a signed copy of the decree to Washington. Justice officials are reported reluctant to put their signature on the decree until the company officials do.

Reviews

"The Clay Pigeon"

(RKO Radio)

"THE Clay Pigeon" is a standard melodrama, unpretentious in production, but generous in action and excitement. The cast, headed by Bill Williams and Barbara Hale, does well with the material, and the direction by Richard O. Fleischer is satisfactory for a film of this classification.

The story concerns a war-stunned sailor and his efforts to clear himself of a charge of treason. Williams, the sailor, supposedly killed a brother-in-uniform as well as betrayed his country to the Japs. A victim of mental blackouts, the entire incident seems hazy to Williams when he escapes from a naval hospital in order to get to the bottom of the story. He calls upon a former navy friend for help, but as it happens, the friend is the real villain and at present is collaborating with the Japs in a counterfeiting deal. Subsequent developments involve several chases and moments of suspense before the real culprits are brought to justice in a two-fisted climax. Miss Hale is pleasing as the girl who first suspects Williams but then helps him. Carl Foreman provided the screenplay which has Richard Quine as the untrustworthy friend and Richard Loo as another evil henchman. Herman Schlom produced.

Running time, 63 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

"My Brother's Keeper"

(Gainsborough—Eagle-Lion)

IF Hollywood had made "My Brother's Keeper," it would have fallen into the slot of gangster films. Also, the probability is it would have had more of the incisiveness and the bite which are the normal assets of this home-made type of story.

But, this attraction was made in England where the tempo is different and so is the approach. Thus, while the general story line bears marked resemblance to many films produced down through the years in Hollywood, the results do not. The consequence is "My Brother's Keeper" emerges as an offering of decidedly minor value for average American audiences despite the believability of most of its performances, which are played in conservative British key.

The principal is hardened-criminal Jack Warner. Handcuffed to George Cole, who probably is innocent of the crime charged against him, both effect an escape while en route to prison. This sets in motion a man hunt with attendant characters and dramatic circumstances, including a murder. The climactic scene finds Warner, closed in by police on all sides, seeking freedom through war department territory where he is blown up by a mine. The finale achieves an interesting degree of suspense, but is not enough dramatic compensation for what precedes. Antony Darnborough produced and Alfred Roome directed for Gainsborough.

Running time, 97 minutes. Adult audience classification. Release date, not set.

RED KANN

RKO Sets 22

(*Continued from page* 1)

fall release, and his "Cinderella," which will have its world premiere around next Christmastime; also Samuel Goldwyn's "Roseanna McCoy," tentatively set for early release; Glenn McCarthy's "The Green Promise," which will have its world premiere on March 18 in Houston; the John Ford-Merian C. Cooper production of "Mr. Joseph Young of Africa," set for spring release.

Other RKO Radio product now going into general release is Sierra Pictures' "Joan of Arc," Goldwyn's "Enchantment," Sol Lesser's "Tarzan's Magic Fountain" and "The Window"; "Baltimore Escapade," "A Woman's Secret," "The Clay Pigeon," "The Judge Steps Out," "Roughshod," "They Live By Night," "Weep No More," "Interference," "Follow Me Quietly," "The Set-Up," "Sam Wynne" and "It's Only Money." There will also be a re-release of Goldwyn's "The Pride of the Yankees" to coincide with the opening of the baseball season.

Griffith Case Recess

OKLAHOMA CITY, Feb. 13.—The Griffith anti-trust case has been recessed in order to permit government attorneys to go through voluminous files of major distributors. Federal Judge Edgar S. Vaught set April 20 as a tentative date for further hearings.

Rathvon About Set

(*Continued from page* 1)

not been disclosed; he had been associated with Atlas Corp., of which he was a vice-president, Munds, Winslow and Potter, and other New York firms.

Rathvon has made it clear that his investment firm will not produce motion pictures on its own, but will function in bringing money and production enterprises together. He said "independent production is a vital part of our industry, and its continued success must be safeguarded by a sound financing program that will assure a fair return to both investor and producer. At the same time Rathvon and Co. will bring to the independent producer an understanding of his problem and assistance which he has never had before from his bankers."

Goldwyn

(*Continued from page* 1)

pictures several time as good as they are, on the average, today." Pictures like "Joan of Arc," "The Snake Pit," "Johnny Belinda," "The Search," "Portrait of Jennie" and "Miss Tatlock's Millions" will have to be the "norm" rather than the exception, he believes.

Goldwyn is not sure how they will be paid for, although he believes the greatest potentialities lie in Phonevision. Also, he is not sure when such features will be fed into TV receivers.

Republic Net Is Off

(*Continued from page* 1)

cording to a statement to stockholders by Herbert J. Yates, company president.

Gross revenue for the 53 weeks amounted to $27,072,636, as compared with the previous fiscal year of $29,581,911.

"Your corporation, not being engaged in theatre operations, felt the full effect of the current unfavorable trends in the motion picture industry including the reduction in dollar remittances from foreign markets, high production and distributing costs, and falling off in theatre attendance in the United States," Yates told stockholders.

Cites Funds Abroad

"Practically all foreign countries throughout the world, with relatively few exceptions have taxes, regulations and restrictions which limit and control the distribution of American motion pictures or the remittances from such countries. The cash on deposit by your corporation, accounts receivable and inventories in foreign countries have increased from the equivalent of $625,522 on Oct. 25, 1947, to the equivalent of $1,095,907.74 on Oct. 30, 1948, based upon the rates of exchange prevailing on such dates respectively," Yates said.

"In anticipation of the possible decline in revenues, your corporation during 1947, instituted an economy program throughout its entire organization and as conditions developed during 1948 such program was intensified with regard, however, so as not to impair the efficiency of operations. While general wage and salary levels could not be reduced due to union agreements, managerial and general administrative expenses were reduced including a 50 per cent reduction in the basic salary of the president of your corporation. This economy program will continue until adverse conditions affecting the motion picture industry improve," he added.

"Because of the time-lag inherent in the operations and accounting of a motion picture company such as the period of time between the production of a picture and its release and the subsequent amortization over a period of 65 weeks (domestic) the earnings for the past year reflect the results of high cost pictures before present economies became effective," he said.

Omitted 1948 Dividend

"The board of directors did not, with the greatest reluctance, declare the dividend usually payable on the preferred stock on Oct. 1, 1948, and Jan. 2, 1949. In view of the conditions affecting the industry throughout the world, it was deemed desirable to apply all funds not required in its normal operations towards liquidating bank loans.

"Although your corporation's operations resulted in a loss, its outstanding bank loans were reduced from $3,875,000 as of Oct. 26, 1947, to $2,700,000 as of Oct. 30, 1948. Since Oct. 30, 1948, the bank loans have been further reduced by $750,000 so that as of Feb. 1, 1949, such bank loans amounted to $1,950,000. Your management expects that bank loans will be substantially or entirely liquidated during 1949," said Yates.

As of Oct. 30, 1948, Republic had total current assets of $14,224,240, including cash on hand of $1,670,039, against liabilities of $6,708,885. Inventories at that time amounted to $3,500,605 in released productions, at cost and less amortization, and $3,313,104 in completed productions not released.

EDITOR'S NOTE:

This issue is not printed upside down . . . but this adv is interesting enough to turn upside down!

His wife is in tatters, of love he is shorn
He's the sorriest guy from here to Cape Horn,
From his duodenal ulcers to the holes in his socks
He's the schmo-man who didn't buy 20th-Fox!



His wife is in mink, he's in Miami
He's the luckiest guy from here to Siami!
With THE SNAKE PIT playing and YELLOW SKY set
He's the talk of the town in his brand new jet
Propelled super dynamic dynaflow
(Though he never drives it on to film row!)
He's booked CHICKEN EVERY SUNDAY — A LETTER TO THREE WIVES — MOTHER IS A FRESHMAN and DOWN TO THE SEA
From his bulging bankroll to his Sulka socks
He's the showman who bought 20th Century-Fox!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

OL. 65. NO. 32 NEW YORK, U. S. A., TUESDAY, FEBRUARY 15, 1949 TEN CENTS

Myers Scores Pessimism On Films' Future

'ells Allied Meet 1949 Is 'ear of Opportunity'

WASHINGTON, Feb. 14.—Allied tates general counsel Abram F. Myers today bitterly attacked those essimistic about the future of the lm industry.

erming 1949 a ear of oppor- nity," he said at it was time or industry eaders to rder full eed ahead."

"It is doubt- l," he said in is annual re- ort to the as- ociation's mid- inter board eeting here, f the motion icture industry ill ever find itself in better shape, r its principal competitors in a eaker condition."



Abram F. Myers

Myers asserted that the pessimism

(Continued on page 6)

Seidelman Expects Relief in S. Africa

Joseph H. Seidelman, Universal-International's chief of foreign operations, said here yesterday following his return from South Africa that American distributors "are certain" that the position of the film industry eventually will be recognized by the South African government, and that the latter will grant relief from the 10 per cent-of-earnings restriction clamped on films and all other im-

(Continued on page 6)

Brazil Removes Its Controls on Rentals

The Brazilian government has removed controls on film rentals, according to telephonic advice received here yesterday from Rio de Janeiro by John G. McCarthy, managing director of the international division of the Motion Picture Association of America. Theatre admission prices, however, are to remain frozen at present levels, pending further deliberations, it was reported.

Referee Okays Settlement Of N. T. Suits

New York attorney Jacob S. Demov, acting as referee in the settlement of National Theatres minority stockholder actions against 20th Century-Fox, recommended in a report filed yesterday in New York Supreme Court here that the settlement proposals made before New York Supreme Court Justice Ferdinand Pecora last October be approved.

Terms of the proposed settlement, which stemmed from 15 stockholder actions in protest against profits resulting from resale in 1946 of National Theatres' stock to 20th-Fox under 1944 option deals, call for relinquishment of $1,314,250 by Charles P. Skouras, National Theatres president; $198,000 each by executives Elmer C. Rhoden and F. H. Ricketson, Jr., and $39,750 by executive Harold J. Fitzgerald.

Meanwhile, according to Demov's report, National has withheld and segregated all percentage compensation due and payable to the four executives under their contracts for 1946 and 1947 in the following amounts:

(Continued on page 3)

FOX AIMS TO SETTLE SUIT, SAYS SKOURAS

Ad Costs Are Up to Exhibitors: Skouras

Up to 1942 exhibitors paid for theatre advertising, then the distributors to a large extent assumed that responsibility. Now it is time again for exhibitors to pay, Spyros P. Skouras, president of 20th Century-Fox, said here yesterday in announcing that the company is curtailing the policy of cooperative advertising.

But Would Not Separate Theatres; Talk Terms When Para. Pact Is Set

Twentieth Century-Fox will renew full-scale negotiations of a consent decree with the government in the industry anti-trust suit upon the anticipated formal announcement of Paramount's settlement, Spyros P. Skouras, president, told a press conference here yesterday.

He said that, unlike the terms of the RKO agreement and the one impending with Paramount, 20th-Fox aims to strike a deal with the Justice Department which would allow for continuation of the basis of the company's operations, that its, with exhibition still integrated with production and distribution.

Skouras declined to go into any detail on the nature of proposals which the company is prepared to make. He merely said that 20th-Fox was the "first to reach an understanding" (as he put it) on the dissolution of partnerships in theatre companies with the inference being that an "un-

(Continued on page 3)

Screen TV Series From 'Ike's' Book

A special screening was held at the 20th Century-Fox home office here yesterday for the first two episodes in the forthcoming series, "Crusade in Europe," based on General Eisenhower's memoirs. The initial program

(Continued on page 3)

Allied Urges Tax Repeal, Reduces Official Posts

Mexico Halts Reels Pending Tariff Boost

Mexico City, Feb. 14.—New American newsreels are not now being exhibited in Mexico. Distributors and exhibitors, complaining to the Ministry of Foreign Relations, were told that the case is in the hands of the censors, who referred it to the Ministry of National Economy which explained that it has not finished arranging new and higher tariffs for the supervision of imported reels.

All other pictures are being exhibited without difficulty. Only old American reels, those of a month or more, are being exhibited; they arrived before new tariffs were enacted.

WASHINGTON, Feb. 14.—Repeal of the Federal admission tax was urged today by the board of directors of Allies States Assn. on the opening of its two-day mid-winter meeting here at the Statler Hotel.

Indications were, however, that Allied will not do too much in the next 60 days to get action on this resolution. In the first place, many members are known to feel that it would be a waste of time and effort to launch a tax repeal drive now when the House Ways and Means committee will not begin work on taxes until at least mid-April. They believe that Allied should save its strength until taxes come up for hearings.

Secondly, board members were understood to favor delay on the grounds that many state legislatures, which are now meeting, will have adjourned by April and so will not be in a position to pass state admission taxes, or legislation enabling localities to tax theatre admissions should the Federal tax be repealed or reduced.

The Allied board, which held morn-

(Continued on page 6)

$1,200,000 Sought In New Peskay Suit

Seven distributors—Paramount is excluded—plus Skouras Theatres, Metropolitan Playhouses and officers of each of the companies are named defendants in a $1,200,000 treble damage action which charges trust violations, filed in Federal Court here yesterday by Prefect Theatres, headed by Edward Peskay. Plaintiff operates the Pickwick Theatre and Greenwich

(Continued on page 3)

Video-Awareness in Hollywood: Butler

A television consciousness has descended upon Hollywood and the new medium's development is being watched with eager concern, David Butler, veteran producer-director, reported. Butler, who directed Warner's "John Loves Mary," is here on his first visit in three years.

Butler asserted that no concrete transformations have been caused on the Coast yet, but he pointed out that

(Continued on page 3)

50 to New Bedford 'Ships' Premiere

With Richard Widmark and Cesar Romero heading a party of 50 newspaper, radio, magazine and trade paper representatives the 20th Century-Fox caravan for the "Down to the Sea in Ships" world premiere in New Bedford, Mass., will leave here today on two special cars attached to the New Haven's *Yankee Clipper*.

The premiere, tonight, will be held in three theatres—the State, New Bedford and Empire. The people of New Bedford will wear costumes of the period of 1887 depicted in the picture and the program of events will include a celebration and buffet supper, a cocktail party and a New England chowder party. Gov. Paul A. Dever of Massachusetts and Mayor Arthur N. Harriman of New Bedford will be official hosts.

Andy W. Smith, Jr., general sales manager of 20th, and Charles Einfeld, advertising vice-president, will represent the company.

Other members of the party will include Tom Pryor, Abe Weiler, Alton Cook, Ed Hill, Wanda Hale, Eileen Creelman, Justin Gilbert, Rose Pelswick, Leo Mishkin, Elsa Maxwell, Danton Walker, Jack Gaver, L. L. Stevenson, Larry Ferry, Mark Barron, Tony Pugliese, Merton Akers, Hal Boyle, Nancy Craig, Kay Sullivan, Lou Berg, Ted Shane, Kyle Crichton, Jesse Zunser, Tom Wenning, Jack Harrison, and James M. Jerauld.

Also Red Kann, Charles Franke, Nel Konecoff, Tom Kennedy, Al Picoult, Morton Sunshine, Dave Abrams, and Joe Priore.

California to Greet 'Gratitude Train'

Los Angeles, Feb. 14.—California Gov. Earl Warren has appointed Maurice C. Sparling, superintendent of the State Banking Department, as chairman of the state reception committee for the *French Gratitude Train*. Sparling and his committee will work with Harry M. Warner, president of Warner Brothers and national chairman of the *Train's* activities, in arranging the welcome of the section of the train bearing gifts of the people of France to California, on Feb. 19.

Mayor Fletcher Bowron is honorary chairman of the Los Angeles committee, aided by Dick Dickson of Fox West Coast Theatres, and Alexandre de Manziarly, French consul.

M-G-M Field Meets Today and Tomorrow

Hollywood, Feb. 14.—On the return of M-G-M's sales managers, field assistants, and district and branch managers to their offices today and tomorrow, individual meetings will be held at all exchanges when the men who attended the "Preview of Product" conferences here will pass on all details of the screenings and meetings to the staffs.

Phil Laufer's Father

Nathan Laufer, 85, died here yesterday morning. Services for Laufer, father of Phil Laufer, film publicist, will be held at 12:30 today at Riverside Chapel. Interment will be at Mount Hebron Cemetery.

Personal Mention

Howard Dietz, M-G-M vice-president in charge of advertising-publicity, and Silas F. Seadler, advertising manager, will arrive here from Hollywood today.

•

Christian-Jaque, French film director, has been awarded the Legion of Honor and made a Chevalier of the Cross of the Legion of Honor by the French government.

•

F. J. A. McCarthy, Universal-International Southern and Canadian sales manager, left New York yesterday for Charlotte and Atlanta.

•

Mose Lebovitz, of the Grand Amusement Co., and Mrs. Lebovitz are in New York from Chattanooga and are stopping at the Plaza.

•

Hugh Owen, Eastern and Southern division manager for Paramount, is visiting the Albany and Buffalo branches this week.

•

Nicky Goldhammer, Monogram-Allied Artists Western sales manager, has left New York for a tour of company branches.

•

Al Lichtman, who has resigned as an M-G-M studio executive, is en route to New York from the Coast.

Eric Johnston will be in New York today to appear on the radio program, "We the People."

•

Haskell M. Masters, Warner representative in Toronto, has been elected chairman of the motion picture section of the Toronto Board of Trade, succeeding Morris Stein of Famous Players.

•

Bill Ornstein of M-G-M's publicity department, has left Hollywood for New York, with a number of stop-overs scheduled and will arrive here at the end of the week.

•

John Murphy, Loew's out-of-town theatre head, and Ernest Emerling, circuit advertising director, will leave New Orleans today by plane for New York.

•

Manny Reiner, SRO manager for Latin America and Australasia, has left New York by plane for a conference with David O. Selznick in Hollywood.

•

Stanley Kramer, Screen Plays president, will arrive here today from Hollywood.

•

Leon Netter, Paramount Theatres Service vice-president, left here yesterday for Jacksonville and Tampa.

S. E. C. Reports on More Film Salaries

Washington, Feb. 14.—Top three straight wage-earners at 20th Century-Fox during 1947 were Preston Sturges, who collected $370,650, Darryl F. Zanuck, with $260,000, and Spyros P. Skouras, with $253,200, according to figures filed with the Securities and Exchange Commission.

A report filed by Warner Brothers for the year ending Aug. 31, 1948, showed Bette Davis as its top wage-earner, with $364,000. Dennis Morgan was next with $315,476 and Henry Blanke third, with $244,667.

Film to Help 'Vets'

Hollywood, Feb. 14.—M. W. Sgutt, deputy aide of the U. S. Jewish War Veterans, has acquired "Dear Ma," a 10-minute short produced on their own time by employees of the RKO Radio studio, for exhibition in theatres located near war-veteran hospitals. Object of the film is to promote community interest in volunteer visitation of service patients for whom the war will never be over.

UA to Release 'Runaway'

Hollywood, Feb. 14.—Monica Productions, the Paul Henreid-Bernard Vorhaus producing partnership, has completed arrangements through United Artists for release of their film, "Runaway," scheduled to go into production in March.

Plaque to M-G-M

Hollywood, Feb. 14. — *Parents Magazine* has awarded a special plaque to Louis B. Mayer for M-G-M for its 25th anniversary year.

Harvey Is Named to Industry Bond Drive

Rotus Harvey, chairman of the Pacific Coast Conference of Independent Theatre Owners, has been appointed to serve on the executive committee of the industry's participation in the U. S. Treasury's Savings Bond Drive, starting May 16 and continuing until June 30th, Maurice A. Bergman, chairman of the industry committee announces.

Other members of the committee are William Ainsworth, president of Allied States; Gael Sullivan, executive secretary of the Theatre Owners of America; Carter T. Barron, Loew executive, and Anthony Muto of 20th Century-Fox.

Kettering to Filmack As an Ad Consultant

Chicago, Feb. 14.—Irving Mack, president of Filmack Trailers, has appointed Ralph T. Kettering a special advertising consultant.

Kettering, a pioneer in Chicago exhibition, served as advertising-publicity head for the Jones, Linick and Schaefer circuit, for 15 years. He was also general manager for the late Al Woods' stage productions and theatres.

De Vry Holds Sales Meet

Chicago, Feb. 14.—De Vry Corp. executives held a sales meeting here yesterday as the National School Supply and Equipment Association opened its convention at the Palmer House. Henry Fisher, company vice-president, presided at the meeting, which was attended by 100 dealers and salesmen.

More 'Brotherhood' Aid

March of Time will run a special "Brotherhood Week" feature as part of its February 20 release to coincide with the industry's campaign. Also, "County Fair," current issue of RKO's "Voice of America" series will include a Brotherhood Week message for bookings during the period.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
'A LETTER TO THREE WIVES'
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person BUDDY RICH · MEL TORMÉ And His ORCH.
plus THE DE CASTRO SISTERS
FOUR STEP BROTHERS
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATU NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A. S. C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
14th WEEK! VICTORIA BROADWAY & 46th ST.

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Skouras on Suit

(*Continued from page* 1)

derstanding" on the overall differences could be similarly reached. Company has entered a stipulation with the government on breaking up 28 jointly-owned theatre circuits.

Occasion for the press meeting yesterday was Skouras' return to New York after about three weeks in Europe, including Greece, where he attended the enthronement of Athenagoras as the new Patriarch of the Greek Orthodox Church.

Skouras spoke at length on the crisis now facing Greece, the atrocities being committed, he said, by Communist guerrillas, and the need for more tangible aid, in the form of munitions and such, from the U. S.

Will Produce Abroad

Tradewise, he disclosed that 20th-Fox will liquidate its blocked funds abroad through foreign production and he specifically mentioned England, France, Italy and Sweden. He said that production in England of "Male War Bride" is near completion with final scenes to be shot in Hollywood, that "Black Rose" is to be started shortly and others to follow will include "Lydia Bailey," "Impulse," and a story on Scotland Yard. "Rose," with Tyrone Power in the lead, will be the most expensive, Skouras said, adding, however, that actual budgets for any of the films have yet to be set. He specifically denied reports from London quoting him as saying that the company would spend $3,500,000 each for three to be made in England.

He said that the company probably will make one or two annually in France and declared that a more ambitious program in that country, announcement of which had been attributed to production chief Darryl Zanuck in reports, is not contemplated at all.

Speaking generally, not limiting his observation to the film business, Skouras said that England's economic position is improving. He said he conferred with Sir Alexander Korda and J. Arthur Rank "on business" (no elaboration). In Italy, 20th-Fox had completed production of "The Little Foxes," Skouras announced.

As for business in the United States, Skouras would be "very happy" if it continues at its present level. He was referring to theatre grosses, reporting that they are only slightly under last year's pace except in areas where severe weather conditions crippled business.

Wins New Delay In Anti-trust Action

BUFFALO, Feb. 14.—A request for 30 days' delay on arguments and hearings in the Schine Chain Theatres defense against government anti-trust charges has been granted by Federal Judge Knight here.

Under the ruling, Schine will present arguments to permit submission of new testimony on March 18, and if the court rules new evidence is permissible, attorneys for the chain will present evidence beginning March 25.

Claim $7,200 Judgment

Jack Berkson and Bernard H. Mills, president and vice-president of Screencraft Pictures, Inc., held a $7,200 judgment in its N. Y. State Supreme Court suit accusing Harry Schneiderman and Eastern Trading Corp. of prosecution without cause.

Says U. S. Films Destroy Bigotry

WASHINGTON, Feb. 14.—Motion Picture Association of America president Eric Johnston declared today that "no medium in the world has done more to rip up the evil weeds of bigotry and intolerance than the American motion picture. No industry has done more in a practical and positive way to help bring about greater understanding among the diverse peoples of this earth," he added.

Johnston was guest speaker at the annual Brotherhood luncheon of the Variety Club of Washington at the Hotel Statler here. The club combined with the Brotherhood luncheon its annual Valentine Day party.

New Peskay Suit

(*Continued from page* 1)

Playhouse, both in Greenwich, Conn.

Peskay filed a similar action in 1941 and this was settled out of court in 1947. However, according to the plaintiff's attorney, Saul E. Rogers, the defendants continued with the alleged conspiracy.

Peskay claims that affiliated theatres in surrounding areas were given clearance over his houses "which would not be granted under free and untrammeled competition."

He says if there were free competition instead of the alleged conspiracy, his Pickwick would realize a yearly profit of $125,000. Because of the charged restraints, the house is losing about $40,000 per year, he asserts. Peskay further charges that he has been "virtually compelled" to keep the Greenwich Theatre closed at an additional annual expense of $5,000.

Defendants are: Loew's, 20th Century-Fox, RKO, Warner, Universal, Columbia, United Artists, Skouras Theatres, Metropolitan Playhouses, Spyros P. Skouras, George P. Skouras, Charles P. Skouras, Nicholas M. Schenck, William F. Rodgers, Joseph R. Vogel, Ned E. Depinet, Robert Mochrie, Ben Kalmenson, Nate J. Blumberg, William A. Scully, Jack Cohn, Abe Montague and Gradwell Sears.

NSS Offers to Return Albany Area Office

ALBANY, N. Y., Feb. 14.—The Albany office of National Screen Service will be reestablished if, at the end of 90 days, exhibitors in this territory still feel that service has been impaired by its transfer to New York, Herman Robbins, NSS president, said in a letter to Leonard Rosenthal, executive director of the local TOA.

Expressing confidence that NSS service will be up to par within the trial period, Robbins said that final disposition of the matter is up to exhibitors. Criticism of the shift of the NSS Albany office came up at a recent meeting of TOA members with George Dembow, NSS national sales manager, and Robbins' letter was in response to a letter from Rosenthal outlining exhibitor complaints.

Golden Assigns Lavery

Emmet Lavery has been assigned by producer Robert Golden to do the screenplay "Guilty of Treason" based upon the book "As We See Russia" by members of the Overseas Press Club of America, it was announced here yesterday by Golden Productions. Golden and Lavery were the producer and writer respectively of "Hitler's Children."

Referee Okays

(*Continued from page* 1)

Skouras, $1,500,238; Ricketson, $126,341; Rhoden, $144,128, and Fitzgerald, $39,796. Thus, in the case of Skouras, there is a credit due him in excess of $185,000, while deficiences exist for Ricketson and Rhoden, and Fitzgerald just about breaks even.

Justice Pecora is expected to call a hearing on the report at an early date. Meanwhile, motions for acceptance or rejection of it can be made. It is held unlikely that an appeal of the referee's ruling will be granted, because great expense would be involved, thus adding to the costs to date.

Stockholder plaintiffs charged in their actions that Skouras under the option deals gained $4,281,250, that Rhoden and Ricketson gained $1,027,000 apiece, and that Fitzgerald got $513,000.

SPG Funds for Sopeg In Election Campaign

CIO's Screen Publicists Guild has voted "to give every support, financial and otherwise," to its "sister union," Screen Office and Professional Employes Guild, in the coming National Labor Relations Board elections in several film company home offices here. Earlier, SOPEG had passed similar resolutions designed to strengthen the ties between the two guilds.

Specifically, according to an SPG announcement yesterday, the motion passed by SPG calls for the contribution of $2,500 from the SPG treasury for the election fight against AFL's IATSE Motion Picture Home Office Employes Local No. H-63. Meanwhile, both SPG and SOPEG have voted to withdraw picket lines from New York theatres in the belief that the "cold strike" picketing has served its purpose.

Hollywood Extras Approve New Pact

HOLLYWOOD, Feb. 14.—Screen Extras Guild members have approved a new contract with producers by a vote of 2,028 to 198.

The five-year pact provides for a union shop and preference in hiring for those already registered with casting agencies. The agreement also establishes new wage rates for classifications not previously covered by contract and allows reopening rights at stipulated dates in 1949 and 1951.

Fall Release for 'Eiffel'

Actor Franchot Tone, whose A. and T. Productions recently completed filming in France of "The Man on the Eiffel Tower, reported here yesterday that the picture very likely will be released next autumn. A distribution deal for it has not yet been set.

Schussel Leaves E-L

Seymour Schussel has resigned as Eagle-Lion's New York district manager, effective March 11, it was reported here yesterday by E-L distribution vice-president William Heineman. Announcement of a successor is due to be made shortly.

Albany Variety Installs

ALBANY, N. Y., Feb. 14.—New officers were installed by the Albany Variety Tent at its seventh annual dinner dance held here last Saturday at the De Witt Clinton.

Hollywood

Hollywood, Feb. 14

JOHN FARROW is to direct "Copper Canyon," Paramount's upcoming Technicolor melodrama of the Old West, featuring Ray Milland and Macdonald Carey. . . . Lester Cowan will leave here next month for England, where he will prepare to produce "Sorrell and Son" jointly with Associated British Films. American distribution has not been determined. . . . Michel Kraike has been given a seven-year contract to produce for Universal-International.

•

Sol Lesser has exercised his option on the continuing services of Lex Barker, who recently replaced Johnny Weismuller in the Tarzan role, and has instituted a $225,000 advertising-publicity campaign on an international scale in behalf of the Tarzan series. . . . Robert Fellows, producer of the unreleased Bing Crosby picture, "A Connecticut Yankee in King Arthur's Court" and currently producing "Red Hot and Blue," has signed up for another year under the Paramount trademark. . . . Robert Stevenson, David O. Selznick contract director, has been loaned to RKO Radio to direct "I Married a Communist."

Screen TV Series

(*Continued from page* 1)

in the series will be presented late next month by 20th Century-Fox and American Broadcasting over its television network.

At the screening yesterday, Spyros P. Skouras, 20th Century-Fox president, stated that the films are for television exclusively "and will not be sold to any theatre."

Produced by March of Time, the 26-week program of 20-minute episodes provides a pictorial history of World War II. The first in the series shows the events before the war's outbreak, the Nazi blitz across Europe and their eventual surrender. It makes a graphic documentary. Installment two deals with the general lethargy of America before Dec. 7, 1941, and then the task of converting civilians into soldiers.

Video-Awareness

(*Continued from page* 1)

many writers and directors are being approached to do television work. He cited one unnamed interest that is trying to set up a group of 10 leading directors and writers for TV films.

Butler stated that "good pictures will always be needed and television will never affect them." He also pointed out that video may now give Hollywood the spur "to try harder and produce even better pictures."

As a result of high production costs every step in the making of a picture is now carefully planned in advance, Butler said. Many new time and money-saving devices have been introduced, he asserted.

Among other things, Butler said that trade press reviews are eagerly awaited and read on the Coast.

"Pictures that are most popular today," in Butler's opinion, are "good comedy-dramas, good mysteries and Westerns."

Butler is under contract to Warner to direct three films a year.

Warner Bros. Wins 23 Nomina

MORE THAN ANY

Two Pictures (OUT OF 5) Nominated for Best Picture of the Year!

"JOHNNY BELINDA"

"TREASURE OF SIERRA MADRE"

Nominated for Best Actress

JANE WYMAN

in "Johnny Belinda"

Nominated for Best Actor

LEW AYRES

in "Johnny Belinda"

tions for the Academy Award!
OTHER COMPANY!

CONGRATULATIONS AND THANKS

Warner Bros. is deeply proud of the splendid artistry of the men and women who made it possible for our studio to win twenty-three Academy Award nominations for motion pictures produced in 1948, including two of the five nominations for Best Motion Picture of the Year.

We are particularly proud of the fine spirit of cooperative effort which brought recognition in every phase of motion picture making.

We want to thank everyone who contributed so much to make this imposing array of nominations possible and to express special appreciation to Henry Blanke, producer of "Treasure of Sierra Madre"; Jerry Wald, producer of "Johnny Belinda" and Steve Trilling, my associate.

We are grateful to all whose splendid achievement won for them and Warner Bros. the highest recognition of their associates in the motion picture industry.

Jack L. Warner
Executive Producer

9 Other Nominations for "Johnny Belinda"

Best Supporting Actress
AGNES MOOREHEAD

Best Supporting Actor
CHARLES BICKFORD

Best Direction
JEAN NEGULESCO

Best Screenplay
IRMGARD VON CUBE
ALLEN VINCENT

Best Cinematography
TED McCORD

Best Music
MAX STEINER

Best Sound Achievement
WARNER BROS. STUDIOS

Best Film Editing
DAVID WEISBART

Best Art Direction
ROBERT HAAS
WILLIAM WALLACE

3 Other Nominations for "Treasure of Sierra Madre"

Best Supporting Actor
WALTER HUSTON

Best Direction
JOHN HUSTON

Best Screenplay
JOHN HUSTON

And 7 More Nominations

Best Supporting Actress
CLAIRE TREVOR
in "Key Largo"

Best Cartoon
"MOUSE WRECKERS"
WARNER BROS. STUDIOS

Best Original Song
"IT'S MAGIC" from "Romance on the High Seas"
Music – JULES STYNE
Lyrics – SAMMY CAHN

Best Short Subject (2 Reels)
GORDON HOLLINGSHEAD
for "Calgary Stampede"

Best Short Subject (1 Reel)
GORDON HOLLINGSHEAD
for "CINDERELLA HORSE"
also "SO YOU WANT TO BE ON RADIO"

Best Scoring of Musical Picture
RAY HEINDORF
for "Romance on the High Seas"

Myers Scores

(*Continued from page* 1)

"that has pervaded the industry during the past year stems from those whose monopolistic privileges are being curbed. In the collapse of their house of cards, they profess to see the end of the world."

While he centered his fire on producer-distributor "pessimists," the Allied counsel had caustic words for exhibitor hand-wringers, too. "Men of little faith are muttering about a business recession, about television and other problems which they have magnified out of all proportion," he stated. "Yet it is obvious that exhibitors will not be required to face difficulties which even compare with those they have already surmounted."

Highlights Listed

Other highlights of Myers' 15-page report:

The Paramount consent decree means "genuine divorcement" and if other defendants follow the pattern, "the controlled market will be destroyed."

Producers should "cease concentrating on Broadway and turn their thoughts to Main Street," and in order to guide them in making pictures for Main Street, the data gathered on audience preferences in film entertainment by Trueman Rembusch for the cancelled all-industry Hollywood meeting should be made public and given wide publicity.

Percentage selling serves no purpose except to allow prdoucers to "squander" more money, but as long as it is used, distributors should make due allowance for a proportionate share of the exhibitors' costs, and should have a cooperative advertising program for all theatres in which each party shares promotion costs in proportion to his share of the gross receipts.

The industry's public relations should be improved by action to discipline erring stars, cutting exorbitantly-high salaries, and putting an end to anti-trust law violations.

Attacks Arbitration

Myers again attacked the arbitration system being proposed by the Paramount case defendants. He included his usual pats on the back for Allied's efforts on behalf of exhibitors, and his usual gibes at "rival associations formed and subsidized by the monopolists to divert exhibitors' attention from the vital issues and beguile them with inconsequential busy-work."

The report said Allied's membership goal this year is 1,000 new members. With the new Mid-Central Allied and Allied Mid-South, there now are 20 regional Allied units, with members in 32 states, it stated.

Myers put in special plugs for Col. H. A. Cole and for president William T. Ainsworth, "who in his first term, has traveled farther and worked harder than any president since the early days." This was taken here as a further indication that Ainsworth will certainly be elected tomorrow to another term as president —if he wants it.

Claims Credit for Allied

Myers opened his report with the declaration that "the operation was successful," referring to the Supreme Court's Paramount case decision. "Having originated the idea of theatre divorcement," he said, "Allied is entitled to crow a little." But he warned that much is still to be done, and "the road is strewn with the wreckage of do-nothing exhibitor associations."

"Most of the major issues that have divided the industry into warring camps have been or are being settled," the report said. "If the parties make a bona fide effort to comply with the rulings, and other needed reforms are adopted, the way will be cleared for genuine cooperation in reinforcing the motion pictures' position as America's basic entertainment and stimulating theatre attendance."

Myers said percentage selling meant that exhibitors had no incentive to exploit films better, or could not afford to. "The history of the industry proves that the theatre owner will pay a fair flat rental for meritorious product," he stated. "The industry has not advanced notably—except in the capacity of the production manager to squander—since the transition from flat rental to percentage selling."

Asks 'Coop' Ads for All

As to cooperative advertising, Myers said that allowances should be granted to all theatres playing on percentage and not just to a few in large cities where the theatres are mostly producer-owned.

Turning to means of bolstering the industry's public relations, Myers attacked MPAA president Eric Johnston for not doing anything about "certain motion picture stars who by their immoral and licentious conduct have not merely discredited themselves but have bespattered all Hollywood and jeopardized the entire industry."

He said that another obstacle that independent exhibitors have to contend with is "the never-ending publicity about the fabulous salaries and bonuses paid big company executives and the Hollywood stars. The publicity cannot be helped—the Treasury is required to release the figures—but there is nothing to prevent the producers from acquiring an improved sense of values and putting into effect needed reforms."

On the subject of Ascap, Myers said that both the Nordbye and Leibell decisions embodied Allied's plan to have the producers clear the public performing rights for film music. He stated that the producers are now doing this, and "now that the practicability of this method has been established, there should never be a return to the old method of collecting those royalties from theatres."

Myers Sees Para. Decree As 'Effective Divorce'

WASHINGTON, Feb. 14.—The consent decree now being entered into between Paramount and the Justice Department means "a genuine divorcement," Abram F. Myers, general counsel of Allied States Association, told his organization's mid-winter board meeting here today.

Myers said that if a similar pattern is followed with Loew, Warner and 20th Century-Fox, "the controlled market will be destroyed, and the producers will have to make pictures for sale on their merits in a competitive market." This, he contended, would lead to more and better pictures.

The Allied counsel left no doubt that he believes Paramount divorcement, under the proposed decree, will "stick."

Warns on Complaints

Once a decree is final, he warned, exhibitors must not go running to the Justice Department with every little complaint about how the decree is violated. Instead, they should document their complaints and forward them to national Allied. Myers said he would put all the complaints together, and as soon as a definite pattern was established as regards any one defendant he would forward the entire dossier to the Justice Department, "with reasonable expectation that they (the complaints) will then receive consideration."

Myers said that while the Department "has not been averse to a little horse-trading in regard to the number and location of the theatres which might be retained by a particular circuit, it has been adamant in its insistence on total divorcement. This led to a rift in the ranks of the defendants, who had theretofore held together in a common defense."

No provision against discrimination was included in the RKO decree, Myers said, "but it is believed that the Paramount decree will contain a provision against discrimination in the granting of runs which will bring into operation picture-by-picture, theatre-by-theatre selling in those situations in which the cry of discrimination has been raised. In all other situations and occasions, selling will be in accordance with the elastic method approved by the Supreme Court."

Seidelman Expects

(*Continued from page* 1)

ports not handled under sterling exchange.

Tomorrow a meeting of distribution foreign managers will be held at the Motion Picture Association of America office here to hear a full report on the South African situation.

Said Seidelman yesterday: "As is well known, exhibition in South Africa is concentrated in a few hands, and consequently restrictions on importations became more of a local problem than that of an overseas problem. We (the U. S. companies) have the complete support and cooperation of local interests, and it is only by a united effort on the part of local interests and American interests that some relief can be hoped for."

U. S. companies, Seidelman asserted, are determined to secure a complete revocation of the order.

Urges Tax Repeal

(*Continued from page* 1)

ing, afternoon and night sessions, also voted to streamline the organization's officer set-up. It abolished the six regional vice-presidencies and the nine-man executive committee. Allied States' general counsel Abram F. Myers said that neither vice-presidents nor the executive committee had had any function for some years. He said control in the future will rest entirely in the 20-man board of directors and remaining officers.

Tribute to Myers

Allied's new membership drive—to get 1,000 new members by the next mid-winter board meeting—will be tied in with a personal tribute to Myers. Members will be asked to expand the organization as a mark of appreciation for the general counsel's work in the past.

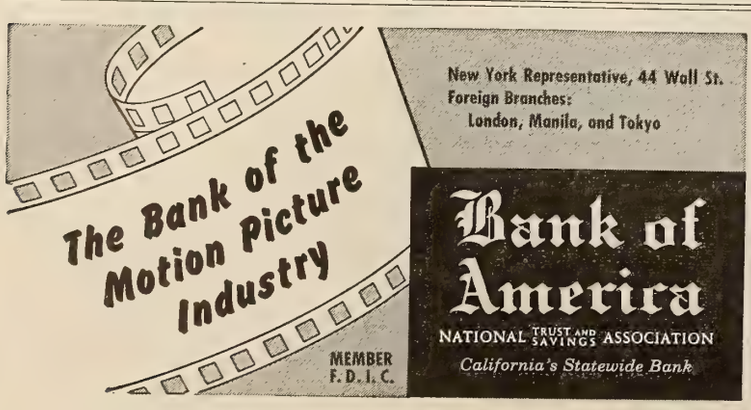
The board admitted to membership the Allied Independent Theatre Owners of the Mid-South, bringing the total number of units to 20, with members in 32 states.

The board, which will wind up its meeting tomorrow, is expected to make public a lengthy report on audience tastes in film entertainment, the result of a meeting between Allied and distributor representatives on forced selling, and a report on the Allied Caravan committee. It will also elect new officers and discuss a site for the 1949 convention.

AFL Council Wants Ban on Foreign Films

HOLLYWOOD, Feb. 14.—Declaring that the production of films abroad by American producers constitutes "unfair discrimination against American workers in Hollywood," the Hollywood AFL Film Council voted today to ask the banning of pictures made in countries where remittances to U. S. producers are frozen.

A committee appointed by the council has conferred with Eric Johnston on the problem, and it is prepared to enlist the support of the entire AFL in urging the State department and Congress to establish the ban.



Need a change?



How about giving yourself the new outlook? Just take a few days for a TWA Quickie Vacation and pack them full with fun in Southern California or the Southwest Sun Country. Phoenix, Las Vegas or Los Angeles are but hours away by swift TWA Skyliner. *Big savings on family travel and round trips!* Call your local TWA office or your travel agent.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 33 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 16, 1949 TEN CENTS

RKO Bidding To Continue After US Suit

Competitive Licensing Now in 300 Situations

RKO Radio, the lone non-defendant among the eight major film companies in the government's anti-trust suit from which bidding operations sprouted, is still practicing that type of product licensing in upwards of 300 situations and has no intention of eliminating or curtailing it. A ranking RKO executive disclosed here that the company believes the bidding system is the "only fair way" of resolving legitimate disputes on terms

(*Continued on page 4*)

W. B. Is Not Talking Decree with U. S.

WILMINGTON, Feb. 15.—Warner Brothers stockholders at their annual meeting here today were informed that there are no current negotiations between Warner and the Department of Justice with respect to a consent decree in the government's anti-trust suit. The statement on behalf of the management was read to the meeting by the presiding officer, former Federal Judge Hugh M. Morris of Wilmington.

The shareholders re-elected five directors whose terms expire this year: Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, Samuel Schneider and Morris Wolf. Last February stockholders elected John E. Bierwirth, Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner directors for two years.

New Extension for Loew's Trust Brief

Loew's brief in the industry anti-trust suit is now due next week, another time extension having been granted by the Justice Department and approved by New York Federal Court. Company is expected to seek to justify its system of integrated operations in the new document, deadline for which originally had been extended from Feb. 1 to yesterday and is now again off to next Tuesday.

Thomas Proposes Industry Round-Table on Problems

SAN FRANCISCO, Feb. 15.—Defeatists within the motion picture industry were bitterly lashed today by Harry Thomas, president of Equity Pictures, who suggested formation of a semi-annual Hollywood round-table involving the production, distribution and exhibition branches of the industry as the first of a two-fold means of solving its problems.



Harry Thomas

Speaking before the Western district sales meeting of Eagle-Lion Films at the Clift Hotel, Thomas further suggested

(*Continued on page 4*)

Allied Proposes an Industry Forum to Guide Production

WASHINGTON, Feb. 15.—Allied States Association today proposed the creation of an all-industry forum, to meet twice a year to discuss what the theatre-going public wants to see and why.

It said such a step would bring production in closer touch with the retail market, insure pictures of genuine box-office appeal, and boost theatre attendance.

Participants would include the heads of studios, officers of the Screen Actors Guild, an exhibitor committee and a distributor committee.

(*Continued on page 4*)

Canadian Music Seat Tax Raised

OTTAWA, Feb. 15.—Increases ranging from two to five cents in the music royalty per seat assessments levied on theatres by the Canadian Composers, Authors and Publishers Association, have been approved by the government, which controls assessment rates set by the association.

At the same time, the government's Copyright Appeal Board, headed by Justice J. T. Thorson of the Exchequer Court, rejected a Canadian Broadcasting Corp. request for a reduction in the royalties it pays.

N. Y. First-runs at Satisfactory Level

Although some first-run situations in New York are faltering, grosses in the main are satisfactory. "Letter to Three Wives," the "Yellow Sky"-Danny Kaye combination and "The Bribe" teamed with Arthur Godfrey are tops in town.

"Three Wives" with a stage presentation at the Music Hall is hitting a robust pace with $122,000 expected for a fourth week; it will run a fifth, to be followed by "Family Honeymoon." "Yellow Sky," with Danny Kaye topping a stage bill, probably will give the Roxy a second week's take of $111,000, which is plenty big. The Roxy's next will be "Down to the Sea

(*Continued on page 2*)

Loew Considering Enlarging Board

Loew's annual stockholders' meeting is slated to be held the latter part of March, probably on the 25th, at the home office with all 10 directors up for reelection. The company reportedly is considering the nomination of an 11th board member for the purpose of more easily reaching a quorum at routine meetings.

The stockholders' meeting will be followed by the annual meeting.

Loew's board is now comprised of: Leopold Friedman, Eugene W. Leake,

(*Continued on page 4*)

Maas on 2-Month Tour for MPEA

Irving Maas, vice-president and general manager of the Motion Picture Export Association, will leave here Friday by plane on a two-month tour of MPEA's Continental markets. Countries definitely included in his itinerary are Czechoslovakia, Poland, Austria, Germany, Hungary and Jugoslavia. Visits to Bulgaria and Rumania are contingent on visa clearances.

Initial stop will be in Paris where, on Feb. 21, he will confer with member company Continental managers. Also participating in the Paris conclave will be Louis Kanturek, MPEA supervisor of Eastern Europe, and Marian F. Jordan, German manager.

Allied Retains Ainsworth As President

Annual Convention Set For Oct. in Minneapolis

WASHINGTON, Feb. 15.—William Ainsworth was re-elected president of Allied States Association today, at the close of the two-day board meeting here.



W. L. Ainsworth

Re-elected along with Ainsworth were Abram F. Myers, chairman and general counsel; Trueman T. Rembusch, treasurer; Charles Niles, secretary, and Stanley D. Kane, recording secretary.

The board selected Minneapolis as the location of the 1949 convention, to be held Oct. 24-26, and picked Dallas for

(*Continued on page 4*)

Rank Due in March, US-UK Meet in April

Robert S. Benjamin, president of the J. Arthur Rank Organization, said here yesterday that it is his understanding that the New York meeting of the Anglo-U.S. Films Council will be held on or about April 25. He said that Rank will arrive in New York from London on March 23.

Eric A. Johnston, president of the

(*Continued on page 4*)

10 Bills to Cut U.S. Tax Now Pending

Washington, Feb. 15.—Two more bills to cut the admission tax back to the pre-war 10 per cent were introduced in the House yesterday by Rep. Mansfield, Montana Democrat, and Rep. Jonas, Illinois Republican.

Some 10 measures of more or less similar nature are now pending in the House, with companion measures on file in the Senate.

Personal Mention

MALCOLM KINGSBERG, RKO Theatres president, is on the Coast for a month from New York.

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AL STREIMER, purchasing agent for Randforce Amusement Corp., and MRS. MARION STREIMER are the parents of a girl, MARLENE, born at the weekend at the Brooklyn Jewish Hospital.

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MRS. ALAN BLUM, daughter of FRED MEYERS, Universal-International Eastern sales manager, on Monday gave birth to a son at Doctor's Hospital here.

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BERNICE TRAITELL STERN, treasurer of Peerless Film Processing, will be married here on Friday to DR. ALBERT S. HAMER.

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D. C. COLLINS, research manager for Western Electric, and E. S. GREGG, Westrex vice-president, are in Hollywood from New York.

•

M. C. LEVEE, Hollywood agent, is in New York from the Coast.

Leff Is Promoted To U.A. Manager

David Leff, salesman from the Buffalo exchange and formerly acting manager and salesman of the company's Pittsburgh exchange, has been named manager of United Artists' branch in New Haven, succeeding Frank Meadow, who has resigned.

Marshall at Press Fete

Gen. George C. Marshall, former Secretary of State, has accepted the invitation to be honor guest at the 10th annual dinner of the Overseas Press Club of America on Friday, March 4, at the Waldorf-Astoria Hotel here, according to an announcement by W. W. Chaplin, the club's president. The club is composed of American correspondents who have served newsreels, press and radio in foreign countries.

New Film-Video Firm

A new radio-television producing group, Torchlight Productions, has been organized for immediate activities. Among the sponsors are: Henry Jaffe, Charles S. Johnson, Max Lerner, Roi Ottley, Eleanor Roosevelt, Louis Untermeyer, Walter White and William L. White. The president is David R. Kapralik; vice-president is Jane White.

WLW-T on DuMont Link

CINCINNATI, Feb. 15.—Plans of television station WLW-T to carry a substantial schedule of DuMont television network programs starting within the next month were disclosed here by R. E. Dunville, vice-president and general manager of Crosley Broadcasting Corp.

3-Theatre Premiere For 'Down to Sea'

NEW BEDFORD, Feb. 15.—World premiere of 20th Century-Fox's "Down to the Sea in Ships" brought thousands to the three premiere theatres here tonight, the State, New Bedford and Empire.

The Bourne Whaling Museum, scene of a reception and buffet supper, received a donation of $1,000 from the three premieres, it was reported tonight by Harry Zeitz, head of the Zeitz Bros. circuit, whose theatres held the premieres.

Newspaper, trade press, fan magazine and radio representatives from New York and New England cities were guests of the company on a special premiere junket headed by Charles Einfeld, 20th Century-Fox vice-president in charge of advertising-publicity. Richard Widmark and Cesar Romero added the Hollywood touch to the junket for the premiere fans.

Four Films Finished, Four More Started

HOLLYWOOD, Feb. 15.—The production score remains at 19 with four pictures starting and an equal number finishing.

Shooting started on "Rusty's Birthday," Columbia; "Scene of the Crime," Metro-Goldwyn-Mayer; "Streets of San Francisco," Republic; "Abbott and Costello Meet the Killers," Universal-International. Shooting was finished on "Law of the Golden West," Republic; "Come to the Stable," 20th Century-Fox; "Twilight" (Hakim), United Artists, and "Take One False Step," Universal-International.

Schlaifer & Co. Opens Headquarters Here

Establishment of headquarters here for Charles Schlaifer and Co., Inc., were announced here yesterday by the former advertising-publicity director of 20th Century-Fox. Schlaifer's new firm will not confine itself to motion picture advertising and public relations, but will also include a television department.

Schlaifer has postponed a projected vacation to handle the promotion of Columbia's "Knock on Any Door," which will probably open on Feb. 22 at the New York Astor. He will also handle the 20th-Fox and New York Roxy Theatre accounts.

To Address Law Officers

ALBANY, N. Y., Feb. 15.—Harry Lamont, temporary chairman of the Albany Theatre Owners of America branch, will speak before the Probation Officers of New York State at their annual meeting in Schenectady today, on TOA's campaign to combat juvenile delinquency.

Gottlieb Testimonial

CLEVELAND, Feb. 15.—Local film salesmen will give a testimonial dinner at the Hickory grill on Feb. 25th in honor of Leo Gottlieb, who has resigned as U-I salesman to become Film Classics' Pittsburgh manager.

Benjamin Dismisses Any Curtailment

Plans for continued and most active British Rank Organization film production, instead of plans for curtailment, was what Robert S. Benjamin, president of the American Rank Organization, found in England during his three weeks visit with the British film leader. Benjamin so reported here yesterday on his return to his New York headquarters.

Benjamin explained reports of production curtailment, by saying: "This is due in part to the failure of some outside producers, with whom commitments had been made for studio stage space and distribution, to obtain their own outside money, always necessary for such deals. Also, such curtailment is partially due to closing of a number of our sound stages for reconstruction in preparation for further expansion of the 'independent frame' method of production."

Special Handling for Paramount's 'Laredo'

Paramount's "Streets of Laredo's" release date has been delayed to May 27, instead of March 25, in order to arrange for special handling, an extra build-up and additional advertising, it was disclosed here yesterday by Alfred Schwalberg, Paramount's general sales manager.

At the same time, Schwalberg moved the release date of "El Paso" from May 6 to April 1 and the date of "Bride of Vengeance" from May 27 to May 6.

Dismiss New Orleans Case Against Ascap

NEW ORLEANS, Feb. 15.—U. S. District Court Judge Borah has dismissed the suit brought by Francis Arena charging that the song, "You Always Hurt the One You Love," infringes his composition "My Dream Love Song." Louis D. Frohlich of Schwartz and Frohlich, New York attorneys, represented defendant members of the American Society of Composers, Authors and Publishers in the case.

Goldwyn to Quit Astor

With the conclusion of the run of "Enchantment" at the Astor Theatre, New York, on Feb. 21, Samuel Goldwyn will relinquish his interest in the theatre, which is controlled by City Investing Co. "Enchantment" will have had a nine-week run.

Free Policies for Workers

Fifty-seven employees of Du-Art Laboratories here now have group insurance protection at no cost. Arranged by Al Young, Du Art president, the company is footing the bill.

Form New Firm Here

James B. Harris, formerly with Realart, has joined David L. Wolper, publicist and real estate operator, to form Harris-Wolper Pictures, with offices in New York. The firm will distribute foreign and domestic pictures.

Newsreel Parade

"BROTHERHOOD Week" and Canada's premier visiting President Truman mark current newsreel highlights. Other items include Hitler's chancellory being blown up, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 14—America speaks on Brotherhood. Reds blow up Hitler's chancellory. Jet bomber crosses U.S. non-stop. William A. White honored in Emporia. Bowling congress meets. Skiing. St. Paul's winter carnival.

NEWS OF THE DAY, No. 248—Hitler's chancellory blown up. Transit strike in Philadelphia. Canada's premier visits President Truman. School days in the land of the Nile. Bob-sledding. St. Paul's winter carnival. Experiment in Brotherhood.

PARAMOUNT NEWS, No. 51—Bridge collapses on trains near Paris. Boy Scouts report to the boss. Cairo students visit world's oldest pyramid. Canada's premier visits Washington for major talks. Bowling congress. Skiing. Yachting.

UNIVERSAL NEWSREEL, No. 222—Canada's premier and President Truman talk defense. Dartmouth and St. Paul carnivals. Bowling.

WARNER PATHE NEWS, No. 53—Canada's premier visits Washington. Berlin blast. Children's pet show. School days in Cairo. Sports: running, bowling congress, ice fishing, speed skating.

N. Y. 1st-Run Grosses

(*Continued from page* 1)

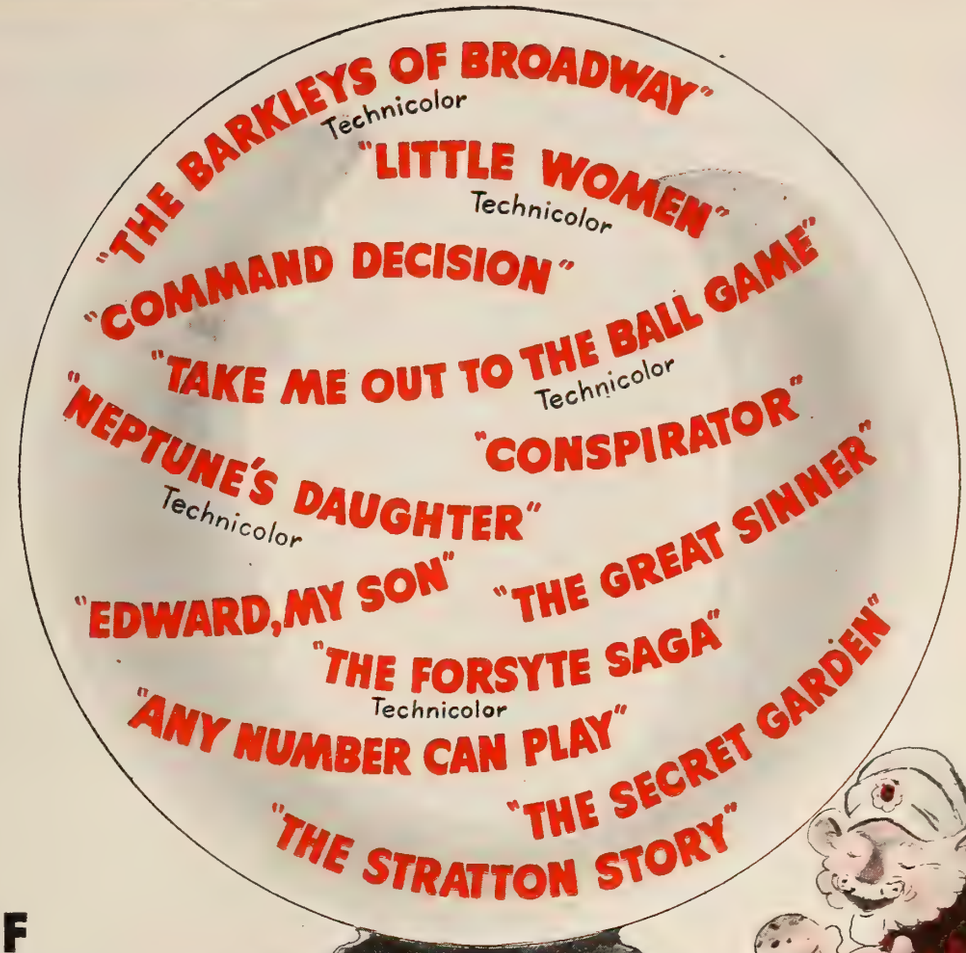
in Ships," opening on Feb. 22. At the Capitol, "The Bribe," with Arthur Godfrey and his Talent Scouts, is another strong contender, with $84,000 anticipated for a second week, after a tremendous first week's gross of $100,000.

The lone newcomer was "My Dear Secretary," at the Mayfair, and its first week's gross is likely to hit about $20,000, a moderate sum. At the Criterion, "He Walked By Night" is moving at a good clip with about $25,000 seen for the second week. The Strand's "John Loves Mary," with Jack Carson's troupe on stage, should wind up a second week with about $47,500, which is good. "My Own True Love," with the Three Suns and Monica Lewis, among others, on stage, at the Paramount, dropped to a minor $35,000 in its final five days, two short of a full second week; it was replaced on Monday by "Whisperin' Smith."

"Hamlet" still is a favorite at the Park where $15,200, just a little short of previous marks, is apparent for the 20th week. "Enchantment" is fair enough with $17,500 likely for an eighth week at the Astor. The third week of "So Dear to My Heart" should gross about $18,000 at the Palace, which is fair business. "The Snake Pit" still is showing unusual strength at the Rivoli where the 15th week's gross may reach $27,500.

"Command Decision" is dropping off at the State where the fourth week's business is estimated at $23,000. "Red Shoes" continues in the top-money bracket at the Bijou which looks for about $14,800 in an 18th week. "Tarzan's Magic Fountain" should give the Globe $10,000 in a slow second and final week; it will be followed on Friday by "State Department—File 649."

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HE TALK OF HE INDUSTRY!

"THE BARKLEYS OF BROADWAY" (*Technicolor*)
Fred Astaire • Ginger Rogers • Oscar Levant

"LITTLE WOMEN" (*Technicolor*)
June Allyson • Peter Lawford • Margaret O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzi • Mary Astor

"COMMAND DECISION"
Clark Gable • Walter Pidgeon • Van Johnson • Brian Donlevy
Charles Bickford • John Hodiak • Edward Arnold

"TAKE ME OUT TO THE BALL GAME" (*Technicolor*)
Frank Sinatra • Esther Williams • Gene Kelly • Betty Garrett

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

"NEPTUNE'S DAUGHTER" (*Technicolor*)
Esther Williams • Red Skelton • Ricardo Montalban • Betty Garrett
Keenan Wynn • Xavier Cugat

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas • Walter Huston
Ethel Barrymore • Frank Morgan • Agnes Moorehead

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith • Wendell Corey • Audrey Totter
Barry Sullivan • Frank Morgan • Mary Astor • Lewis Stone

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE BRIBE"
Robert Taylor • Ava Gardner • Charles Laughton
Vincent Price • John Hodiak

"CAUGHT"
James Mason • Barbara Bel Geddes • Robert Ryan

"IN THE GOOD OLD SUMMERTIME" (*Technicolor*)
Judy Garland • Van Johnson

"MADAME BOVARY"
Jennifer Jones • Van Heflin • Louis Jourdan • James Mason

"THAT MIDNIGHT KISS" (*Technicolor*)
Kathryn Grayson • Jose Iturbi • Ethel Barrymore • Mario Lanza

AND LOTS MORE!



PROFIT PROPHET!

"THE FUTURE IS M-G-M!"

(Brotherhood Week Feb. 20-27 Fights Bigotry!)

Allied Proposes

(*Continued from page* 1)

The suggestion was contained in the report prepared by Trueman Rembusch for the all-industry Hollywood conference called by MPAA president Eric Johnston and then cancelled. The report was approved by the Allied Board here today.

The all-industry forum, Rembusch said, would be limited to discussion of what elements contributed to successful pictures during the previous months (successful not only in box-office terms, but in bringing credit to the industry), what elements contributed to poor box-office results, and what pictures brought discredit to the industry.

The meetings would be closed.

Urge Company Participation

Another suggestion for better intra-industry relations was for each company head to attend at least three exhibitor meetings a year, have salesmen of all companies on hand at exhibitor meetings to contact customers, and have carefully-selected stars attend exhibitor conventions.

The report was prepared by Rembusch, president of the Associated Theatre Owners of Indiana, on the basis of answers to "hundreds" of questionnaires he sent Allied members at the end of last year.

One key suggestion among the replies was to "keep pictures clean." Another was to have all advertising material for blood and thunder pictures emphasize the theme "crime does not pay." Other suggestions were for shorter pictures, more variety and an end to cycles of one particular theme, better story material, better casting of stars, better balance in religious pictures, so that Protestant themes would be "glorified" as well as Jewish and Catholic, better disciplining of erring stars, more emphasis in advertising on mass family appeal rather than on sex and passion, less publicity about how many million dollars a particular picture cost, and a greater number of prints with print quotas on all "A" pictures increased at least 25 per cent.

Want More Selling Aids

The report repeated Allied's demands for an end to advertising in films, better advertising material than is now being obtained from National Screen Service, cooperative advertising for all theatres and not just a chosen few, and more enthusiastic and better selling by the distributors.

The report had this to say about various types of films:

Westerns: Exhibitors agree that they have never had a first-class Western (sometimes called super-Westerns) that was a box-office failure. These do not even have to be super-Westerns if they have a good logical story, competent direction and good acting. They exclude cheap, quickie Westerns.

Out-Door Pictures: "Nature, kid and animal pictures with adequate production and an appealing story seem to be sure-fire at the box-office."

Comedies: "Absolutely sure-fire if the writing is good, the direction sharp, the acting first-class and there is at least a semblance of a story. The people are hungry for laughter; mix it with a little romance and it cannot fail."

Romance: "Pictures which feature romance must be carefully put together. The direction and acting must be good, and the story is very important."

Musicals: "Can be absorbed in moderation, but some new formulas must be developed."

Who-dun-its: "There have been too many in recent years, and the public is getting fed up. Nevertheless, when the story is good and the direction is sharp, these attractions do very well."

In reply to a question about "top grossers," exhibitors answering the questionnaire gave "Fuller Brush Man" first place, followed by "Green Grass of Wyoming," "My Wild Irish Rose," "Easter Parade," "Best Years of our Lives," "Scudda Hoo, Scudda Hay," "Wistful Widow of Red Gap," "Road to Rio," "Bride Goes Wild" and "Sitting Pretty."

"Worst grosser" among high allocation pictures was "Captain from Castile," exhibitors said.

Review

"Down to the Sea in Ships"

(20th Century-Fox)

HERE is the most recent entry in the keen competition for the honors of the best motion picture production of a sea story. Twenty-seven years ago the Elmer Clifton film of the same name was released and hailed in the industry as a masterpiece. Despite the identity in title, this film, elaborately produced by Louis D. Lighton and skillfully directed by Henry Hathaway, has no story relationship to the other except that both pictures start in New Bedford.

In addition to the appealing title, exhibitors have for drawing power good characterizations by Richard Widmark, Lionel Barrymore and Dean Stockwell. In a sense Barrymore's portrayal of the whaling captain determined to train his grandson to follow worthily is the crowning achievement in a long acting career. He and the boy, Dean Stockwell, dominate almost every foot of the tale that is told through two whole hours. Widmark is satisfactory in the difficult role of the one who comes between the boy and his grandfather.

The screenplay, by John Lee Mahin and Sy Bartlett, from the latter's story, moves along quietly and gives full rein to sentiment. With the exception of some moving whale chases and a collision with an iceberg, the action is quite restricted and the drama is developed largely by conversation. Barrymore makes clear the great lesson learned by "the iron men who sailed in wooden ships"; the just man, the man of character, who must at times do things which he knows are right even though they run against his personal wishes.

Following his return from a voyage the boy is passed in his fourth grade examination. This enables the aged whaleship master to make one last trip. The ship owners and insurance men distrust his health and arrange for a young man, a qualified captain, to be the first mate. The stern old sea captain has misunderstandings with both his grandson and the mate. In the end, just before he dies, the others realize the wisdom of his judgment.

Children and young people will especially be thrilled by "Down to the Sea in Ships." Some women will be moved to tears by the touching sentiment of a number of the scenes between boy and grandfather. The action scenes will hold fast the attention of all audiences.

Running time, 120 minutes. General audience classification. For March release. —M. Q. Jr.

Thomas Proposes

(*Continued from page* 1)

that major exhibitor organizations and large circuits form committees to spend two months a year in Hollywood working with producers on all phases of production.

The round-table forums would last one week and would follow intensive meetings lasting three weeks of the committees with producers on all the phases of film production, Thomas stated.

"The committees, consisting of 100 men with proportional representation awarded exhibitors of all types—circuit operators as well as those with one theatre, urban as well as small town—would be chosen by balloting on a regional basis," he continued.

After discussing with Eagle-Lion sales representatives Equity's new pictures such as "Ride, Ryder, Ride," first of the Red Ryder Cinecolor series; "Parole, Inc.," "An Old Fashioned Girl," and the recently completed "Shamrock Hill," Thomas invited queries on his proposal.

RKO Bidding

(*Continued from page* 1)

and clearances between theatre competitors.

While some bidding is conducted by other distributors they still are enmeshed in the trust action and thus the course of their future operations is not devoid of uncertainties. Other means of meeting exhibitor complaints are product splits, competitive negotiations and conciliation.

Under its settlement with the government, as approved by the New York Federal Court, RKO will not be bound by any new and possibly more onerous provisions of the court's decree, if and when it comes. Consequently, if the court were to order a new method of licensing films, RKO would not necessarily have to comply.

US-UK Meet in April

(*Continued from page* 1)

Motion Picture Association of America, here from Washington, said that he is not certain of the specific date for the international conclave, adding that he expects to hear from Rank on the matter by Thursday. Johnston will leave here for the Coast on Friday.

Eric A. Johnston said here yesterday that he is not yet in a position to comment on the announcement by the Hollywood AFL Film Council that it intends to ask a government ban on films from countries which restrict earnings of U. S. films.

Loew Board

(*Continued from page* 1)

Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel, David Warfield and Henry Rogers Winthrop.

Allied Retains

(*Continued from page* 1)

the Spring board meeting in May. The board meeting will overlap the convention of Texas Allied, and will be part of an Allied tribute to Col. H. A. Cole.

Today's meeting, among other things, lined up Allied behind a continued drive to eliminate "must" percentage selling, reaffirmed the importance of the Finneran Plan, sent back to the local level the problems of television and cooperative advertising, and authorized a field survey to determine the need of a national field secretary to help local membership drives.

Further Consideration Later

Myers said that any suggestion that producers be asked to place an age limit on any films before making them available for television would be "in restraint of trade," and declared that exhibitors simply would not buy any product with which they would have to compete on television screens. The board then sent the whole question back to the territories for observation and consideration at a later date.

The report on "must" percentage selling, made by a committee headed by Cole which met with sales managers in New York for several weeks, told the board that the work of eliminating the practice had just been started and that even though several companies had expressed a willingness to go along with Allied's policy, there was still "a very wide area between the policies of these companies and the desires of many exhibitors to operate their theatres without the unwelcome partnership which 'must' percentage pictures force on the exhibitor.

Interviews 'Friendly'

The committee emphasized that every interview with the top executives of major companies was friendly and developed progress over conditions which previously prevailed.

The resolution on the Finneran Plan declared that although producers have the primary duty of instituting the necessary reforms to correct errant stars, "The exhibitors also have a public duty not to try to cash in on such notoriety by running pictures featuring such stars." The board reminded exhibitors that any gains derived from such exploitation are temporary and that in the long run "the loss of prestige and good will resulting from an affront to the moral sensibilities of the community will more than offset such gains."

Says 'Package Sales' Illegal

Current "package sales" offered by distributors were discussed in the light of Myers' analysis that such practices were "in the teeth" of the Supreme Court decision in the Paramount case, and recommended that exhibitors use that argument.

Competition from Army and Navy theatres were discussed and Allied members having complaints about competition from service theatres were requested to send in authenticated complaints, to be taken up with the War Department.

In connection with the rental of the industry public relations shorts, the board agreed to send a committee of three—Rembusch, Ray Branch and Sam Switow—to MPAA president Eric Johnston, to remind him that it was previously agreed that no rental terms would be fixed without the committee's participation. It was agreed that not more than four of the films should be released now.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 34 NEW YORK, U.S.A., THURSDAY, FEBRUARY 17, 1949 TEN CENTS

10-Day Coast Meet Called By Johnston

Studio and Labor Chiefs To Get Industry Report

Eric A. Johnston, president of the Motion Picture Association of America, will leave Washington over the weekend for Hollywood where he, MPAA vice-president Francis Harmon, and international division managing director John McCarthy will confer for 10 days with studio heads and labor leaders on respective problems. Harmon already is on the Coast, and McCarthy is scheduled to leave from New York at the weekend. Conferences will begin Wednesday.

A principal topic of discussion will be the industry's situation abroad. McCarthy will apprise studio execu-

(*Continued on page 6*)

Johnston, 7 Others Reelected by MPEA

At a meeting of foreign managers held here yesterday, Eric A. Johnston was reelected president of the Motion Picture Export Association, and all other officers were returned to office. John G. McCarthy, vice-president of the MPEA, presided.

Reelected in addition to Johnston were: McCarthy and Francis Harmon, vice-presidents; Irving Maas, vice-president and general manager, Frederick W. DuVall, treasurer; Gordon E. Youngman, secretary; Herbert J. Erlanger, assistant secretary-treasurer, and Frank J. Alford, assistant treasurer.

NY Tent Chartered, Officers Named

Canvasmen and officers of International Variety Clubs have unanimously approved a charter for New York Tent No. 35, reports Robert J. O'Donnell, international chief barker.

Officers for the first year will be: Max A. Cohen, chief barker; Morris Sanders, first assistant; Robert Fannon, second assistant; Saul Trauner, property master; Jules Reiff, dough boy.

Crew and executive committee, in addition to the officers, are: Lou Ku-

(*Continued on page 3*)

Adverse Tide Of Legislation Still Mounting

WASHINGTON, Feb. 16. — State legislation inimical to exhibition and distribution continues to be a constantly mounting threat with new taxation and censorship bills being reported daily as a record number of state legislatures continue in session, Jack Bryson, Motion Picture Association of America legislative representative, reports.

Bills to increase both theatre and distribution taxes have been introduced in West Virginia.

One measure calls for a two per cent reel use-tax on every reel used in the state, while another "enabling" bill would allow municipalities to levy a two per cent tax on each theatre ticket sold.

One of the few recent actions favorable to the industry was Idaho, where the legislature passed a bill permitting theatres to stay open on Sundays. The governor must still approve the measure, but Bryson said that there is no reason to believe he would not.

Bryson said developments affecting

(*Continued on page 6*)

33,000 Stockholders In Para. Pictures

An estimated 33,000 individual persons and organizations hold stock in Paramount, not one of them greater than one per cent.

The figures have taken on special significance with Paramount's proposed reorganization under which two

(*Continued on page 6*)

Would Fine Theatres $63,850,000

St. Louis, Feb. 16.—Suits asking for fines of $63,850,000 have been filed against seven theatres in Southeastern Missouri under the "public informer" clause of a law of Civil War vintage requiring theatres to have three-foot aisles.

The statute, passed in 1869, was unearthed by two Cape Girardeau lawyers. Under its provisions they could recover half the fine and are asking the maximum penalty of $5,000 for each day of operation for five years.

Theatre owners against whom suits have been filed are: Fox Midwest (Cape Girardeau), Edwards and Plumlee (Ironton), Bud Mercier (Fredericktown) and O. W. McCutcheon (Sikeston and Charleston).

Lawson and Trumbo Appeal Up Feb. 24

WASHINGTON, Feb. 16.—Argument on the appeals of screen writers John Howard Lawson and Dalton Trumbo from their convictions for contempt of Congress, has been scheduled for Feb. 24 in the U. S. Circuit Court of Appeals here.

The two writers were convicted in District Court for being in contempt of Congress in refusing to answer whether or not they belonged to the Communist Party, during testimony before the House Un-American Activities Committee in the Fall of 1947. The fate of eight others of Hollywood also cited for contempt depends on the outcome of the Lawson and Trumbo cases.

A decision is not likely until April.

Cost-and-Profit Problems Are Solved By Popcorn and Candy Sales: Ruffin

Profits last year from popcorn and candy concessions in theatres are cited by Kentucky-Tennessee circuit owner W. F. Ruffin as having rescued many a theatre from losses sustained by the exhibition end of operations. A member of the Theatre Owners of America's national executive board, Ruffin has been vacationing in New York with Mrs. Ruffin following the recent TOA executive committee meeting in Washington. He is president of Ruffin Amusement Co., with headquarters in Covington, Tenn.

So impressively profit-performing are theatre candy counters, in Ruffin's opinion, they serve to compensate measurably for steadily mounting theatre operating costs and falling exhibition profits. He said that was the experience of his 14-house circuit last year. If theatre candy counters were during the last depression the "institution" they have been in recent years, Ruffin believes theatres would not have been hit then as hard as they were.

See US Okay of 'Showcases' For 20th-Fox

Paramount Decree Would Permit 'a Few Houses'

WASHINGTON, Feb. 16.—Industry and government sources here were of the opinion that a consent decree between the Justice Department and 20th Century-Fox might permit the film company to keep an integrated production-distribution-exhibition firm but only if the theatre holdings were limited to a few showcase houses.

Allowing 20th Century-Fox to keep anything more would not only be a departure from the government's traditional policy but would be "a breach of faith with Paramount," which was not permitted to maintain an integrated set up.

20th Century-Fox president Spyros Skouras announced in New York

(*Continued on page 6*)

Coast SPG Accepts Five-Year Contract

HOLLYWOOD, Feb. 16.—Screen Publicists Guild has voted to accept a new five-year contract with producers, following an agreement on the seniority issue long in dispute and recently the principal cause of the producers' notification that the prevailing contract would be terminated on April 9.

The agreement provides that seniority will be observed in cases where individual ability is equal, and gives the Guild the right to review cases of dismissal outside of seniority but does not entail arbitration.

Cinecolor, FC Board Headed by Kerr

HOLLYWOOD, Feb. 16.—John D. Kerr was elected chairman of the board of Cinecolor Corp. and Film Classics, effective immediately, the board announced today following a two-day meeting. Kerr, who is president of American Fruit Growers, Inc., and has been a member of the Cinecolor-Film Classics board for the past year, succeeds A. Pam Blumenthal, who resigned the chairmanship but remains on the board.

Max C. King, president of Pacific

(*Continued on page 6*)

Personal Mention

HARRY M. KALMINE, Warner Theatres president, and HERBERT COPELAN, Latin American zone manager, will leave here today by plane for Havana.

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DAVID NIVEN, MRS. NIVEN, PEGGY CUMMINS and DAVID COPLAN, former managing director of United Artists in Great Britain, are among passengers who arrived here yesterday from Europe aboard the *S.S. Queen Elizabeth.*

•

MONTAGUE SALMON, managing director of the Rivoli, accompanied by MRS. SALMON and their son, MONTAGUE, JR., are expected to return to New York from the Coast at the weekend.

•

JOSEPH SMITH, RKO San Francisco branch manager, and MRS. SMITH, are the parents of a nine-pound, five-ounce baby born on Feb. 11.

•

LEON BRANDT, Eagle-Lion exploitation manager, has left here for Tulsa and Oklahoma City, where he will be joined by DICK OWEN.

•

SAM LEFKOWITZ, United Artists Eastern district sales manager, will return to New York today from Boston.

•

NAT SALAND, head of Mercury Film Laboratory, will arrive in Hollywood tomorrow from New York.

•

ROY O. DISNEY, president of Walt Disney Productions, is in New York from the Coast.

•

JAMES B. HARRIS, of Harris-Wolper Pictures, returned here yesterday from Europe.

•

E. K. (TED) O'SHEA, Paramount sales executive, has left here for Albany and Gloversville.

•

MORTON LANE, Paramount attorney, has returned to the home office from Oklahoma City.

•

MITCHELL RAWSON, M-G-M publicist, has returned to New York from Washington.

•

JULES LAPIDUS, Warner Eastern and Canadian division sales manager, has left here for Pittsburgh.

•

EDWARD C. DOWDEN, Loew assistant publicity director, has left here for Buffalo and a tour of theatres.

•

HAL ROACH is due here from the Coast on Monday.

Julian Berman's Father

Word has been received here of the death in Jerusalem of the father of Julian Berman, Metro-Goldwyn-Mayer manager in Cuba. The deceased is also survived by three daughters, one of whom is married to Bernard Silverstein, manager of the Eden Theatre in Jerusalem.

Officers Hear DeBra On Films for Youth

SCHENECTADY, N. Y., Feb. 16.—Arthur H. DeBra, director of the community relations department of the Motion Picture Association of America, spoke here last night before the Probation Officers of New York on the subject of motion pictures and juvenile delinquency.

Through the restrictions of the Production Code and the work of previewing committees to classify films for children, DeBra said, "the motion picture theatre today exercises a constructive influence in the lives of children."

Harry Lamont, as temporary chairman of the Albany TOA, speaking on "what theater owners are doing to help combat juvenile delinquency through TOA's National Youth Month" said the TOA short, "Report for Action," was sent to 14,000 theaters last September. It outlines the procedure by which a community organizes to fight delinquency.

Boston Industry To Honor Horan

BOSTON, Feb. 16.—George (Bill) Horan, newly-appointed Warner district manager here, will be honored at a luncheon Feb. 28 at the Hotel Statler. Among those participating in the arrangements are: William Koster, Edward X. Callahan, Al Kane, Harry Rogovin, John J. Dervin, Ben Rosenwald, Ben Abrams, Ross Cropper, Gus Schaefer, Al Daytz, Harry Segal, Clayton Eastman, Frank Dervin, John Moore, Al Swerdlove, Arthur Howard, Harry Kirchgassner, Joseph Levine, Max Farber.

Also expected to attend are Ben Kalmenson, Warner general sales manager, and Jules Lapidus, Warner Eastern sales manager.

Goldwyn Calls Off Rossellini Deal

HOLLYWOOD, Feb. 16.—Samuel Goldwyn yesterday withdrew from the recently-announced deal with Ingrid Bergman and Roberto Rossellini for the production of one picture by the latter starring Miss Bergman in Italy this summer. Although Goldwyn declined comment on his withdrawal, it was reliably reported the move came when the impossibility of resolving certain details developed. The project had been launched with all principals presiding at an elaborate press conference on Feb. 2.

RKO entered the picture today, with negotiations reported to take over the financing and distribution of the film. Music Corp. of America is representing Rossellini and Miss Bergman in talks with Howard Hughes.

Premiere for Hotel, Film

Marguerite Chapman, Walter Brennan, Robert Paige and Natalie Wood, stars of "The Green Promise," will go to Houston for the joint premieres on March 17-18 of Glenn McCarthy's Shamrock Hotel and the picture which he produced for RKO Radio release. More than 200 film notables and correspondents will attend.

TOA, Distributors To Discuss Shorts Costs

Gael Sullivan, Theatre Owners of America executive director, reported yesterday that he expects to confer here before the weekend with distribution executives Robert Mochrie, Andy W. Smith, Jr., and A. Montague in an attempt to settle the disagreement which has arisen over the absorption of costs in connection with the production and exhibition of the industry's institutional short subject series. The trio make up a committee, under Mochrie's leadership, assigned to examine protests of circuit owners against paying full short-subject prices for the industry public relations pictures.

It was reported also by Sullivan that TOA will shortly sponsor a screening of the first four subjects of the series for New York exhibitors.

Eight Pictures Are Rated by Legion

Eight pictures have been rated by the National Legion of Decency, with two of them getting a B classification, Columbia's "Affairs of a Rogue" and Monark Film's "Lazy Lena."

Rated A-1 are 20th Century-Fox's "Canadian Pacific"; Republic's "Desperadoes of Dodge City"; 20th Century-Fox's "Down to the Sea in Ships," and M-G-M's "Little Women."

In A-2 class are Film Classic's "State Department—File 649," Paramount's "Streets of Laredo" and RKO Radio's "A Woman's Secret."

Arthur Kelly Due From London Today

Arthur W. Kelly, United Artists vice-president, is due back here today from London by plane without naming a new UA United Kingdom managing director to succeed David Coplan. In the interim, UA's present three executives will administer the company's U. K. affairs from London. They are: Monty Morton, general sales manager over there; W. J. Smith, secretary, and Walter E. Gray, secretary of UA Export.

Drive Fund Swelled At O'Donnell Dinner

CHICAGO, Feb. 16.—Industry leaders and personnel from all branches turned out last night to a testimonial dinner held for Robert O'Donnell, international chief barker of the Variety Clubs, which was held at the Sheraton Hotel. Some $40,000 was raised among the attendants for the National Heart Fund.

The sum is to be donated to the La Rabida Sanitarium, a charity project of local Tent No. 26. Chairman for the drive was Van A. Nomikos.

French Torch to Warner

LOS ANGELES, Feb. 16.—Ceremonies attendant upon the arrival of the French "Gratitude Train" here Saturday will be climaxed by the presentation of a torch lighted by the flame at the tomb of the Unknown Soldier in Paris, to Harry M. Warner, national chairman of the original Friendship Train.

Short Subject

"Our Daily Bread"

(This Is America-RKO Pathe)

The story of bread—from its simple production to its world consequences—is told in this latest of RKO's This Is America series. Like others in the series, the subject is serious and informative. It has a batch of interesting statistics, but for the most part the film is concerned with the efforts that go into the making of bread, from the planting of wheat to the baking. Also shown are how scientists examine wheat from all parts of the world to find the most suitable type. Running time, 17 minutes.

'Decision' Cited by Air Force in D. C.

WASHINGTON, Feb. 16.—"In its tribute to 'Command Decision', the Air Force has honored the screen as a potent instrument in the cause of national security and in the cause of peace," Eric A. Johnston, president of the Motion Picture Association of America, said here tonight in accepting an Air Force citation on behalf of M-G-M, producers of the film.

"Decision" was given its National Capital premiere at Loew's Capital tonight for top Washington officials. Maj.-Gen. C. R. Smith, head of the Air Force Association, presented the citation.

Velde Is Named E-L Des Moines Manager

James P. Velde, Eagle-Lion salesman in Pittsburgh, has been promoted to branch manager in Des Moines, by William J. Heineman, sales vice-president. Velde's appointment is effective immediately. He succeeds Mayo Beatty, who was forced to resign on doctors' orders.

Velde entered the industry in 1947 as a salesman for Paramount in Washington.

$30,000 Theatre Fire

BUFFALO, Feb. 16.—Fire of undetermined origin destroyed the old Hi-Art Theatre Building at Lockport. Damage is expected to exceed $30,000. The building is owned by the John Landrigan estate, but was recently taken over by the city under a receivership because of unpaid taxes. The theatre is under lease by the Schine Theatrical Corp.

'Brotherhood' Broadcast

The industry's efforts on behalf of "Brotherhood Week" will be broadcast today over the Mutual network, with Ned E. Depinet, RKO president; Gilbert Golden, Warner advertising manager, and Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, speaking.

Legalize Sunday Shows

NASHVILLE, Feb. 16.—Sunday shows will hereafter be legal in Monroe County as the result of action by the Tennessee legislature.

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Egypt Liquidates Dollar Remittances

WASHINGTON, Feb. 16.—The Egyptian Finance Ministry has approved about $241,000 in dollar remittances for U. S. distributors, and this, plus acceptance of sterling transfers by the various companies, liquidates the accounts accumulated since May 15, 1948, for remittance. The government allows 35 per cent of earnings to be remitted.

The payment does nothing toward reducing the amount of earnings in excess of 35 per cent which have been blocked since July, 1947. A report on the liquidation was made here by U. S. Commerce Department film chief Nathan D. Golden.

Delay Brief Filing in 5th & Walnut Appeal

Distributor defendants named in the Fifth and Walnut Amusement Co. appeal brief have been granted two additional weeks in which to prepare and file briefs with the U. S. Circuit Court of Appeals here in opposition to plaintiff's bid for another hearing of its $2,100,000 triple-damage anti-trust action. Federal Judge Vincent L. Leibell last June entered a judgment in favor of major distributors following a jury trial lasting several weeks.

Deadline date for filing of distributor briefs is now March 2.

SWG Streamlining For Efficiency

HOLLYWOOD, Feb. 16. — Screen Writers Guild has appointed Ernest Pascal chairman of a seven-member streamlining committee to recommend structural changes designed to promote operational efficiency. Altering election procedure and appointing committees in perpetuity, are among recommendations to be submitted to the membership.

Wells Leaves MPDA To Join Maynard Co.

TORONTO, Feb. 16.—Ed Wells who resigns as secretary of the Motion Picture Distributors Association on March 1, has joined the Maynard Film Distributing Co.

Also joining Maynard is Manny Brown, former Paramount manager at Buffalo who will work out of New York for Paul Maynard.

Moore Is Named WB Pittsburgh Manager

Ben Kalmenson, Warner vice-president in charge of distribution, has appointed F. D. (Dinty) Moore as the company's branch manager in Pittsburgh, effective Monday. Paul Krumenacker will become local sales manager.

'U' Hikes Contract List

HOLLYWOOD, Feb. 16.—Reversing the general studio trend toward paring down player contract lists, Universal has increased its roster from 13 to 21 in the past four months and intends to add steadily to this number.

Modern Now Mayflower

BOSTON, Feb. 16.—American Theatres announced today that, effective Saturday, the Modern Theatre will be known as the Mayflower.

Reviews

"South of St. Louis"

(Warner Brothers)

Hollywood, Feb. 16

THERE'S a wealth of background, historical as well as scenic, for this big-scale and Technicolored attraction offering Joel McCrea, Alexis Smith, Zachary Scott, Dorothy Malone, Victor Jory, Douglas Kennedy and Alan Hale in its principal roles and a big, competent cast in support. The production, by Milton Sperling is vast and measured, in the tradition of the "outdoor epic" so much in vogue at this time, and contains, in addition to the stirring conflicts common to its kind, the special value that accrues from a firm backgrounding in the nation's history. The general setting is the Texas border, and the time is during and after the Civil War, the story concerning the unofficial but violent conflict which raged between guerrilla bands engaged in smuggling arms to the embattled armies. The attraction has what it takes to make its profitable way in a market currently manifesting a healthy appetite for this type of product.

Written by Zachary Gold and James E. Webb, and directed by Ray Enright, the film presents McCrea, Scott and Kennedy as partner-owners of a ranch from which cattle are being rustled. Returning from an unsuccessful pursuit of the rustlers, they learn that Jory (as Luke Cottrell) and his raiders have burned their buildings. Abandoning temporarily their attempt to operate the ranch under wartime conditions, the partners set out to bring Jory to justice, and become involved variously in the several threads of a story, violent in some of its phases and romantic in others, woven tapestry-fashion to make up a convincing representation of the period and its people. There are fights and killings, misunderstandings and readjustments, spiritedly dealt with, the end coming in the post-war period with McCrea and Miss Smith returning to the ranch to repair the ravages of war.

Running time, 88 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Slightly French"

(Columbia)

DON AMECHE, herein a film director of the perfectionist type, elevates Dorothy Lamour from carnival chorine to glamorous movie queen in a pleasant and diverting romantic comedy entitled "Slightly French." Though the plot unravels with few surprises, the situations are humorously done and the players come through with engaging performances, the story takes time out for numerous musical divertisements, Miss Lamour's repertoire ranging from the can-can to something of a combined adagio-ballet number. She sings "Let's Fall in Love" over and over again, good but overdone. On the whole, "Slightly French" stacks up as agreeable fare and looks like satisfying box-office material.

"Slave-driver" Ameche works his French star, Adele Jergens, to exhaustion, her big picture is shelved, and he is fired by "J. B.," unseen studio chieftain whose authoritative voice is heard throughout over a dictaphone. Ameche sees a substitute in Miss Lamour, Brooklyn's gift to tent-show artistry. He schools her to masquerade as a new French "find" and his picture resumes to everyone's delight. Ruse is discovered but "J. B." recognizes the value of the publicity, clears the way for the film, one which, it is inferred, will have exhibitors jumping over fences to get to. Ameche realizes that he is in love with Miss Lamour, who had taken to him right at the start. Ameche's sister, Janis Carter, also finds a partner in romance in amiable Hollywood producer, Willard Parker. Other performers are Jeanne Manet, Frank Ferguson and Myron Healy. Irving Starr produced and Douglas Sirk directed the Karen DeWolf screenplay. Film is sepia tinted.

Running time, 81 minutes. General audience classification. For February release.

GENE ARNEEL

157 Opening Dates In 2 Territories

Cincinnati and Indianapolis exchanges of Universal-International have set 157 day-and-date openings for Irving Brecher's "The Life Of Riley," which will have its world premiere at the RKO Grand, Cincinnati, on March 4.

RKO Gets Hunting Film

HOLLYWOOD, Feb. 16.—RKO will distribute "Savage Splendor," feature length big-game picture filmed by the Denis-Lewis Cotlow expedition last year, under a release arrangement concluded today. Filmed in Kodachrome, the picture will be printed in Technicolor.

Call Exhibitor Meeting

KANSAS CITY, Mo., Feb. 16.—The Kansas and Missouri Theatre Association will sponsor an exhibitors spring meeting March 29 at the Phillips Hotel here, it was announced after a board meeting yesterday.

Mexican Exhibitors Elect '49 Officers

MEXICO CITY, Feb. 16.—The Exhibitors Association of Mexico has elected these officers for the ensuing year: President, Antonio de G. Osio; vice-president for the Federal District (Mexico City), Adolfo Lagos; vice-president for the provinces, Francisco Sumohano; treasurer, Manuel Angel Fernandez; sub-treasurer, Guillermo Santibanez, and secretary, Eduardo Chavez Garcia. Board members are: Emilio Azcarraga, Samuel Granat, Arcady Boytler, Luis R. Montes, Ignacio Rodriguez, Manuel Espinosa, and Gabriel Alarcon. Sumohano was president in 1948.

$900,000 Bond Issue

OTTAWA, Ont., Feb. 16.—Rene T. Leclerc, Inc., has sold a new issue of $900,000 4½ per cent first closed mortgage sinking fund bonds of France Films. Proceeds will be used to pay the balance of the purchase price of the St. Denis Theatre in Montreal.

NY Tent Chartered

(*Continued from page 1*)

tinsky, David Snapper, Harold Klein, Nathan Furst, Jack Farkas, Charles Penser, Howard Levy, David I. Levy, Cy Seymour, Ray E. Moon, Lew Brecher, Harold Rinzler and Fred J. Schwartz.

Organization work for the new tent is progressing and it is expected that applications for members of tents in other cities for transfer to No. 35 will be ready within ten days.

Conversion of former members of Motion Picture Associates to the new tent will also be handled at the same time.

To Aid 'Bad Boy' Premiere

First big activity of the new tent will be the premiere of "Bad Boy" at the RKO Palace here on March 8. A committee headed by Charles Schlaifer is lining up a stage show and promotional activities in connection with the performance.

It is expected that the New York tent will take an active part in the operation of the Will Rogers Hospital in Saranac Lake when International Variety takes over the project.

Temporary offices for the new tent will be established at 214 West 42nd Street until clubrooms in the Hotel Astor are ready. Patricia Sheeky will be club secretary.

Three committee meetings of New York's tent were held here yesterday.

Name International Delegates

A board meeting named Cohen, Klein, Saul Prauner and Morris Sanders delegates to the International Variety conference and set local dues at $25 annually.

The committee on organization and membership also held its first meeting, with Fred Schwartz, Century Theatres, as chairman. Other committee members are Brecher, Farkas, Ed Lachman and William German. An initiation fee of $15 was decided upon.

Another committee, on constitution and by-laws, has been set up with Ira Meinhardt, Bert Sanford and William Murphy serving as members.

$200,000 Variety Club on the Coast

HOLLYWOOD, Feb. 16.—A Variety Boys Club building costing $200,000 and accommodating 2,000 boys will be opened with suitable dedication ceremonies on Feb. 24, chief barker Charles Skouras announces. Located in East Los Angeles, the club was designed and constructed in cooperation with the Boys' Clubs of America.

Rank Dismisses 550 British Workers

LONDON, Feb. 16.—Dismissal of another 550 film employees was announced here today by J. Arthur Rank, bringing the total of laid-off Rank workers to 2,500, one-quarter of the number normally employed.

Intervention by Prime Minister Clement Atlee to "save the industry" has been asked by Tom O'Brien, secretary of the National Assn. of Theatrical and Cinema Employees and a member of Parliament.

Tennessee Kills DST

NASHVILLE, Feb. 16.—A law banning daylight saving in Tennessee has been passed by the state legislature and signed by the governor.

THOSE WERE THE DAYS WHEN Y

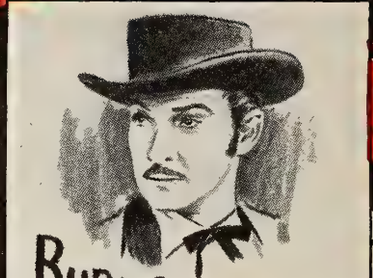
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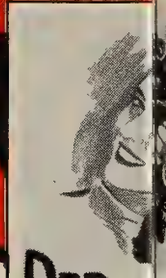
KIP ... His six-guns fought both sides, for that South of St. Louis woman!



ROUGE ... Red-haired queen of the gun-runners, she kept men at each others' throats!



BURNS ... Even for men who had their price, he raised his too high!



DEB ... T... fooled y... her gu...

ST. L

STARRING

JOEL McCREA · ALEXIS SMITH · ZACHA...

WITH

DOUGLAS KENNEDY · ALAN HALE

WRITTEN BY

ZACHARY GOLD AND JAMES R. WEBB

MUSIC BY MAX STEINER

D...

RAY E...

OULDN'T TELL A TRAITOR FROM A HERO...AND SOUTH OF ST. LOUIS NOBODY CARED!

Warner Bros.

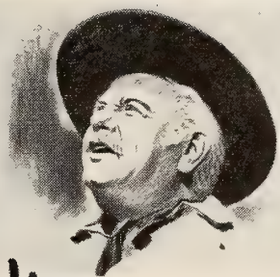
TH OF



of her eyes
ash of
did!



THE RANGER...He pulled the trigger first and asked questions later!



JAKE... Among men of iron all he could think of was gold!



BLACK COTTRELL...Across the land his name was 'Black.' It was the color of his heart.

OUTS

IN COLOR BY TECHNICOLOR

Y SCOTT



DOROTHY MALONE

PRODUCED BY

GHT · MILTON SPERLING · UNITED STATES PICTURES PROD.

'Showcases'

(*Continued from page* 1)

Monday that his firm would resume negotiations with the Department of Justice for a consent decree leaving Fox an integrated firm, as soon as the Paramount decree was announced. No negotiations have started yet, Justice officials said today.

Justice officials now set Friday or Saturday as the date for final signing of the Paramount decree. Assistant Attorney General Bergson will be in New York tomorrow addressing the New York City Bar Association, and it is extremely unlikely that the signing will take place in his absence. Signing has been delayed by "minor details," officials said.

Meanwhile, in New York, it was learned that while the proposed Paramount decree does not permit the production-distribution firm that will result from the reorganization to keep even showcase theatres, there is nothing in the decree to keep the firm from buying or building such theatres later. It could not buy theatres from the Paramount exhibition firm or from any other Paramount case defendant, but it could buy a few showcase theatres from non-defendants or build its own without running afoul of the Justice Department or the anti-trust laws.

Para. Stockholders

(*Continued from page* 1)

new separate and independent companies will be formed, one for theatre operation and the other to engage in production and distribution. Under the plan for re-distribution of the shares a holder must elect to take stock in either of the two companies, but may not have interests in both.

Greatest concentration of stock in the present parent corporation is in the hands of the University of Chicago, which is believed to hold about 30,000 shares.

Stockholders' approval of the reorganization, which is the basis for the company's industry trust suit settlement with the government, requires an affirmative vote of 66⅔ per cent. Paramount has about 6,000,000 shares outstanding.

It is understood that last-minute changes in phraseology of the consent decree with the Justice Department, all said to be relatively minor, have been holding up the actual signing.

Review

"Easy Money"

(*Rank—Eagle-Lion*)

A THOROUGHLY delightful screenplay that puts a humorous mirror to human frailties has been fashioned by Muriel and Sydney Box in this J. Arthur Rank presentation of "Easy Money." Much of the film's joy results from the accomplished character delineation of a cast headed by Gretna Gynt, Dennis Price and Jack Warner. Selective audiences are in for a highly satisfying time with this Eagle-Lion release.

The film presents four separate stories about people who strike it rich in a football pool. Each episode has a self-contained plot and shows the influence of the "easy money" on each set of characters. All the irony and humor inherent in such a theme has been fully realized in the picture.

Episode one introduces a typical British family presided over by Warner as the father. The complications caused by the prospect of a fortune provides the theme. Episode two depicts the effect of the fortune on a little henpecked city clerk who tries to summon up enough courage to resign from his job. Episode three is an adroit little drama about a night club singer and her lover who try to cheat the pool. Episode four offers a hilarious caricature of a dispirited bass player who fulfills his inner-yearnings by winning the pool.

All four episodes have quality and substance. A Sydney Box production for Gainsborough, it was produced by A. Frank Bundy and directed by Bernard Knowles.

Running time, 94 minutes. General audience classification. For February release.

M. B.

Elect Kerr

(*Continued from page* 1)

Finance Corp., and Frank Hann, Los Angeles attorney, were added to the directorate. Karl Herzog, executive vice-president and treasurer, will take over complete charge of industry contacts, which have been handled in part by Blumenthal.

A company statement said that Blumenthal, who assumed the chairmanship two years ago, feels that the specific job he set out to do has been accomplished. He will devote his time now to his other interests.

U. S. Business in Mexico Decreases

MEXICO CITY, Feb. 16.—Complaint is heard in American distribution circles here about a steady decrease in profits resulting from higher taxes and expenses and diminishing business. While some in these circles say hiking the admittance price for front line first-runs to $1, even to $1.50, is the only out, general opinion is that there is no hope in that direction because the 62 cents which has held for so long is as much as exhibitors dare charge, in the face of many complaints about the high cost of theatregoing and the economic plight of most in this country at present.

It is said that Mexico may soon have to follow the example of most Spanish American and many European countries and freeze dollars.

Trade estimates are that American pictures grossed some $11,000,000 in Mexico last year.

10-Day Coast Meet

(*Continued from page* 1)

tives of overseas developments and their anticipated effect on industry operations here.

According to an MPAA spokesman in New York, presidents of the film companies are not expected to participate in the Coast conferences, although probably one or more of the top executives will be on hand from time to time during the conferences.

McCarthy met here yesterday with film company foreign managers for a review of overseas affairs, including the recently-settled situation in Brazil where controls on rentals no longer are in effect. Additionally, Joseph Seidelman, Universal-International's chief of foreign operations, presented an analysis of import restrictions adopted in South Africa, from where he returned recently. In due course, it was said, a group of U. S. film company foreign heads and MPAA executives will go to South Africa to protest the South African government's action. It is expected to be some time, however, before the situation there attains "emergency" proportions which would justify such a trip. It is held possible, meanwhile, that protests by South African exhibitors may win repeal of the 50 per cent-of-earnings restriction on film import income.

Legislation

(*Continued from page* 1)

the industry in state legislatures are coming thick and fast. He lists these other recent developments:

Tennessee: A bill to allow Nashville to tax theatre tickets has been proposed. The amount of the tax is not yet known.

Montana: Theatre license fees have been increased. Bryson did not yet have a report on the amount of the increase.

Colorado: A censorship bill has been introduced.

New Jersey: The state legislature has taken a three weeks recess without acting on a censorship bill.

Georgia: A censorship bill has been taken from the calendar and sent back to committee. The legislature recesses Friday.

Dollar a Reel Tax Asked In Iowa Legislature

DES MOINES, Feb. 16.—A bill filed in the Iowa legislature would allow the state to assess a $1 tax on each reel of pictures shown in Iowa theatres. Another provision of the bill, filed by state representative E. A. Burlingame, Jr., would require distributors to pay $1,000 for an annual permit.

The tax yield, estimated at upwards of $250,000 a year, would be used for old age assistance.

Connecticut May Tax Vending Machines

HARTFORD, Feb. 16.—A bill that would impose a $100 tax on each pinball, juke box, candy machine and cigarette vending machine in theatres and in other public places in Connecticut has been introduced in the state legislature here by Rep. Campbell. A sizeable number of state theatres maintain such machines.

Repeal of the state sales tax, the old stock tax, the estate penalty tax, and the unincorporated business tax, which bring in millions per year has been requested by Gov. Bowles.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 35 NEW YORK, U. S. A., FRIDAY, FEBRUARY 18, 1949 TEN CENTS

Rank's Layoff Bring Protests To Parliament

But Government Holds B of T Can Handle It

LONDON, Feb. 17.—Another threatened lay-off of J. Arthur Rank studio employes—this time involving 200 at Shepherd's Bush Studio—instigated a march on the House of Commons today by some 350 protesting production workers. Dismissal of 550 Rank studio workers was announced Tuesday, to bring the total layoffs at all British studios to 2,500, one-fourth of the number employed normally.

Shepherd's Bush, which closed when the workers walked out for the

(*Continued on page 4*)

U. K.-U. S. Meeting Confined to Council

Attempts of Eric A. Johnston, Motion Picture Association of America president, to have representatives of the British Cinematograph Exhibitors' Association represented at the forthcoming Anglo-American Films Council meeting have apparently been abandoned. Yesterday, a statement issued by the MPAA here said "attendance at the meeting will be limited to" the British Film Producers Association and the MPAA.

At the same time it was disclosed that the meeting will be held in Washington beginning April 21. New

(*Continued on page 4*)

Discuss Costs of Industry Shorts

A distributors' committee headed by Robert Mochrie and including William A. Scully, Andy W. Smith, Jr., and A. Montague yesterday conferred with Theatre Owners of America executive director Gael Sullivan on the question of exhibition and distribution cost-sharing in connection with the presentation of the industry public relations series of short subjects.

The Mochrie committee presented to Sullivan the distributors' viewpoint, presumably that exhibitors and distributors are equally responsible for the program. Sullivan, in turn, will report to the TOA board. Further meetings between Sullivan and the distributors are expected.

Exchange Pay Hike Is Due

By the end of next week an agreement is expected to be signed closing the long-standing negotiations between IATSE and distributor representatives on a national exchange workers contract. A pay raise for 6,300 exchange workers in 32 exchange centers is anticipated.

Since last weekend when the negotiators held their last meeting here with Federal Mediator L. A. Stone a number of meetings have been held without the mediator. Stone reportedly brought the two sides to a point of agreement from where they could set details to their mutual satisfaction. A final negotiation meeting is scheduled for next week to complete pre-signing arrangements.

50 Here Will Aid Catholic Charities

Some 50 from the motion picture industry and related fields in the East have been named to the films division of the Cardinal's Committee of the Laity for the 1949 Catholic Charities drive of the Archdiocese of New York. The 30th annual appeal will start on March 27 and terminate on April 5.

John J. O'Connor is chairman and

(*Continued on page 4*)

$15 Millions from Canadian Ticket Tax

Ottawa, Feb. 17.—Excise tax collections in the Dominion on admissions totalled $15,638,632 during 1947-48, from the following provinces: Nova Scotia, $533,809; Prince Edward Island, $59,899; New Brunswick, $428,798; Quebec, $3,623,133; Ontario, $6,818,686; Manitoba, $950,663; Saskatchewan, $484,628; Alberta, $813,608; British Columbia, $1,642,253; Yukon Territory, $13,151.

The total shows an increase of more than a million dollars over the 1946-47 figure of $14,551,637.

Name More to Bond Drive Committees

Ed Lachman, Allied Theatre Owners of New Jersey president, and Gael Sullivan, executive director of the Theatre Owners of America, will serve as co-chairmen of the exhibition committee of the industry's 1949 savings bond campaign and A. W. Smith, Jr., 20th Century-Fox general sales manager, will serve as chairman of the distributor committee.

The appointments were announced yesterday by Maurice Bergman, chairman of the industry campaign, at a

(*Continued on page 4*)

US Will Watch Decree Compliance: Bergson

'Brotherhood Week' Starts on Sunday

Spearheaded by a large majority of theatre operators, "Brotherhood Week" will start this Sunday and will run through the following Sunday, sponsored by the National Conference of Christians and Jews.

Under the slogan, "No Bigotry in America!", Brotherhood Week will be observed by all branches of the motion picture industry and by other businesses and organizations throughout the country. Ned E. Depinet, president of RKO, is the amusement division's national chairman for the Brotherhood Week committee.

Assistant U. S. Attorney General Herbert A. Bergson, in charge of anti-trust law enforcement, said here yesterday that "divestiture and divorcement are the most expeditious means of eradicating the economic consequences of monopoly."

Consent judgments, Bergson said, "always present problems of compliance and enforcement, and to meet this, we have assigned a number of attorneys to study compliance with judgments."

Bergson, who has handled the negotiations for the impending Paramount consent decree, signing of which is expected today or tomorrow, spoke before the New York Bar Association. He did not mention the Paramount case by name, but mentioned several things which bear on the case.

Bergson defended the entry of con-

(*Continued on page 4*)

U. A. in 16mm. Theatrical Distribution

To Acquire Rights from Its Producer Affiliates

United Artists intends to enter the 16mm. theatrical distribution field in areas where showing of the films would not be competition to regular theatres.

This new activity, proposed by sales executive Paul N. Lazarus, Jr., and already given approval by UA's board of directors, substantially is aimed to stem the "undisciplined" use of 16mm. prints of films made by the independent producers releasing through the company.

The producers have found that un-

(*Continued on page 4*)

Pickford Here on Stock Sale Talks

Mary Pickford, co-owner of United Artists, is in New York from the Coast for the possible sale of her partner's, Charles Chaplin, 50 per cent interest in the company. Discussions were begun yesterday but they were described as strictly "preliminary," with the identity of potential buyers undisclosed.

Miss Pickford holds an option on Chaplin's U.A. stock which must be exercised by March 2. If a deal is in work but not closed on that date the option will be extended for 10 days. If no deal has been concluded or is in

(*Continued on page 4*)

Penn. Allied Elects Six Board Members

PHILADELPHIA, Feb. 17.—Sol Blumberg, Cecil Felt and E. B. Gregory, from Philadelphia, and Harry Chertcoff and Charles Moyer, from upstate Pennsylvania, today were elected to the board of directors of Eastern Pennsylvania Allied at the organization's 11th annual membership meeting and luncheon at the Broadwood Hotel. The five will serve three-year terms. Harold Cohen was elected to fill a board vacancy for one year.

Guest speakers at the meeting included Abram Myers, general counsel of Allied States; William Ainsworth, president; Charles Niles, member of the board of governors; Sydney Sam-

(*Continued on page 4*)

Personal Mention

GUNTHER R. LESSING, Walt Disney Prod. vice-president, and MRS. LESSING, are in New York from the Coast.

•

PAUL PETERSEN, of Bloomfield, N. J., has been appointed manager of the Mayfair, a Walter Reade house in Asbury Park.

•

W. J. KUPPER, 20th-Century Fox managing director in Great Britain, will sail from here tomorrow on the *S.S. Queen Elizabeth* for England.

•

R. M. (BOB) SAVINI, Astor Pictures president, has returned here from the Coast.

•

JOSEPH BURSTYN of Mayer-Burstyn left here last night for Hollywood.

Brenon, Mamula To Promote 'Prejudice'

Aileen Brenon and Nick Mamula, formerly in charge of Eastern magazine and newspaper publicity, respectively, for David O. Selznick, will handle the pre-release publicity campaign on "Prejudice," which will be the initial release of Neil F. Agnew's new Motion Picture Sales Corp.

"Prejudice," which stars David Bruce, was produced by Edmund L. Dorfmann Productions.

National TOA Meet In Mid-September

Theatre Owners of America's annual convention will be held in Los Angeles on or about Sept. 15. An executive board meeting will precede the membership meeting. Election of officers will be on the agenda.

Dresner Joins Overseas

Bernard Dresner, having terminated his association with Telepix Newsreel, has joined Overseas Film Associates and will leave for France on March 7 to obtain films for theatrical and television use in this country. Sidney Zucker will represent Dresner and Overseas Film Associates in New York.

Mrs. A. J. Niedenthal, 73

CINCINNATI, Feb. 17.—Services will be held here tomorrow for Mrs. Andrew J. Niedenthal, 73, who died in St. Mary's Hospital yesterday. She owned and operated suburban Evanston and Belvedere theatres since the death of her husband 22 years ago. Surviving are a son, Andrew, director of program sales of station WLW, who assisted in the operation of the theatres.

Studio Toppers to Meet

HOLLYWOOD, Feb. 17.—Major studio executives will attend the series of conferences next week with Eric Johnston and his staff, Association of Motion Picture Producers board chairman Y. Frank Freeman announced today.

Para., WB, Bob Hope Get FCC Attention

WASHINGTON, Feb. 17.—Paramount again told the Federal Communications Commission today that it does not control DuMont and asked the FCC to reverse its proposed ruling to the contrary on the grounds that a Commission examiner erred in not considering that Paramount made no attempt to exercise any control at a DuMont stockholders meeting. Additionally, Paramount pointed out that it is trying to sell its DuMont shares but cannot get a buyer at $20 to $30 per share.

In another case, the FCC said it would defer action on Warner's application for television and radio construction permits in Los Angeles until it decides whether firms found guilty of anti-trust law violations are to be allowed in the field.

In a third matter, the Commission heard Bob Hope's attorney, Leonard Marks, announce that the actor seeks to withdraw his application for a video station in Louisville.

SG Stockholders Meet Saturday

HOLLYWOOD, Feb. 17.—Screen Guild will hold its board and stockholders meeting Saturday at the Sheraton Hotel in Chicago, with a meeting of franchise holders to be held there the following day, it was announced here today.

The proposal of Carl Leserman to buy the controlling interest in the company will be considered, and the 1949-50 production program will be outlined by Robert L. Lippert, president.

3 20th-Fox Dividends

The board of directors of 20th Century-Fox yesterday declared a quarterly dividend of $1.12½ per share on the prior preferred stock, payable March 15 to stockholders of record on March 4; a quarterly dividend of 37½ cents on the convertible preferred, payable March 25, to stockholders of record also on March 4, and a quarterly dividend of 50 cents on the common stock, payable March 25, to stockholders of record likewise on March 4.

Sues on 'Clouds' Rights

Contending that Georgio Curti was not empowered to license territorial distribution rights to "Four Steps in the Clouds," and claiming ownership of the picture, Capital Pictures has filed an action in New York Supreme Court against Curti and Distinguished Films. Plaintiff alleges that Distinguished acquired the rights from Curti, seeks to recoup all prints and asks for an accounting. Curti has entered a denial.

Will Make 2 Abroad

HOLLYWOOD, Feb. 17.—Formation of Coronado Prod. to make two pictures in England with Robert Montgomery starring and directing, was announced today by David E. Rose.

WB Asks Plaintiffs To Post $200,000

Bonds totaling $200,000 are sought by Warner and other defendants from minority stockholder plaintiffs to cover court costs in the event the latter receives an adverse decision in actions pending against the company. Four stockholders have duplicated in N. Y. State Supreme Court actions originally filed in District Court here. Hearing will be held on Feb. 21 on the defendants' motion to compel each plaintiff to post a $50,000 bond.

Plaintiffs are William B. Weinberger, Irving W. Mencher, Anne Goodfried and Anna Kassner, who allege conspiracy in behalf of United States Pictures to the detriment of Warner. Suit asks for an accounting of profits on a production-distribution deal between the two companies, and names also as defendants Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M., Jack L., and Albert Warner, Morris Wolf, John E. Bierworth, Samuel Carlisle and Samuel Schneider.

Sullivan Chairman Of Variety Benefit

Ed Sullivan, New York DAILY NEWS columnist, will be chairman of a benefit performance of "Bad Boy" at the RKO Palace here, to tee-off New York City Tent No. 35, Variety Clubs International announced yesterday following a meeting of the tent's arrangement's committee in the office of Sol Schwartz, RKO Theatres head.

At the same time it was determined to set back the performance from March 8 to the 22nd. Proceeds will be used to defray the tent's organizational expenses. Others at yesterday's meeting were: Max A. Cohen, chief barker, Chick Lewis, Harry Mandell, Bill Howard, Ed Moray and Ed Lurie.

'Bad Boy' Premiere Grossed $15,000

DALLAS, Feb. 17.—This city's premiere of Allied Artists 'Bad Boy", held at the Majestic last night with a $5 top, grossed $15,000 with entire proceeds going to Variety Clubs of Texas and Boys' Ranch, on which the film was based.

Robert J. O'Donnell, Interstate circuit vice-president, was master-of-ceremonies during a stage show that featured Jane Wyatt, Audie Murphy, Lloyd Nolan, James Lydon and Stanley Clements.

Allied Illinois Sets Feb. 24 Board Meet

CHICAGO, Feb. 17.—Annual meeting for the election of officers and directors of the board of Allied of Illinois will be held next Thursday at the Congress Hotel, it is announced by Jack Kirsch, president.

The board has endorsed participation in "Brotherhood Week" and the fund drives being conducted by the Chicago Council of Boy Scouts, the Heart Association and the Red Cross. All funds raised by the local industry for the Heart Association will be credited to a local Variety charity.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person BUDDY RICH · MEL TORMÉ And His Orch.
plus THE DE CASTRO SISTERS FOUR STEP BROTHERS
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

Samuel Goldwyn presents
"ENCHANTMENT"
Starring
DAVID NIVEN TERESA WRIGHT
EVELYN KEYES FARLEY GRANGER
Released by RKO Radio Pictures, Inc.
ASTOR THEATER
Broadway & 45th Street

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

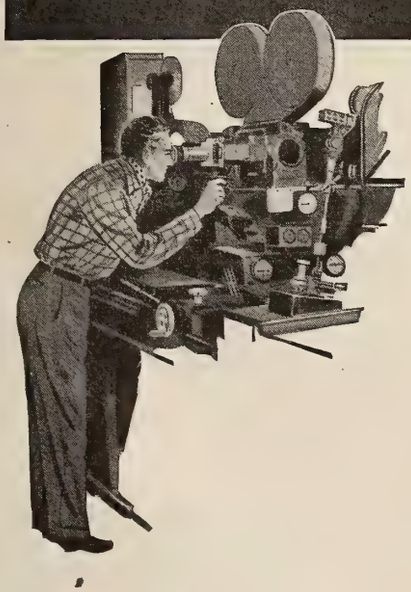
DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
15 th WEEK! VICTORIA BROADWAY & 46th ST.

G. PECK - R. WIDMARK - A. BAXTER
"YELLOW SKY"
A 20th Century-Fox Picture
ON STAGE DANNY KAYE
ROXY 7th Ave. & 50th St.

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Maker of dreams . . .

● To make dreams like this convincing . . . to show them with the smoothness that brings life and reality . . . that is the job of the optical-effects man.

Yet it is only one of his many contributions to modern pictures. By his skill with the optical printer . . . his production of fades and wipes, of dissolves and laps . . . he plays an important part in giving American movies their high standard of technical excellence.

If the optical-effects man is to play this part to the full, he must use dependable film of superior quality. That's why he usually prefers to work with the large and well-known family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

U.A. in 16mm.

(*Continued from page 1*)

regulated tent and auditorium showings of 16mm. versions of their product in many places have been making inroads on audiences for standard theatre performances.

UA is believed set to concentrate first on obtaining 16mm. licenses for the product of its independents.

Lazarus probably will supervise the new department, similarly as he is charting the course for UA's new television film distribution.

U. K. - U. S. Meeting

(*Continued from page 1*)

York had previously been set as the site of the session on March 23. It was postponed at the request of the MPAA.

American members of the Council are Johnston, Nicholas M. Schenck and Barney Balaban. British members are J. Arthur Rank, Sir Alexander Korda and Sir Henry French.

US Will Watch

(*Continued from page 1*)

sent judgments, declaring that the Justice Department "will not accept a consent judgment which merely enjoins the repetition of unlawful practices."

He supported proposals to amend the Clayton Act to prevent one company from acquiring another's physical assets where the effect would be to substantially lessen competition. At present, only the acquisition of stock is barred in such cases.

Review

"Caught"

(Enterprise-M-G-M)

JAMES MASON'S first American-made picture provides showmen with many a peg on which to hang an exploitation angle. A tangled romantic triangle done in a realistic pattern, it also features Robert Ryan and Barbara Bel Geddes. A sturdy production treatment has been accorded the Enterprise picture for Metro-Goldwyn-Mayer release.

The story, for the most part, revolves around the role of Miss Bel Geddes, a pleasant young girl who falls in love and marries Ryan. Unfortunately, Ryan, a millionaire playboy, has his sadistic tendencies and it is not long before his cruelties cause Miss Bel Geddes to run away. At this juncture she meets Mason, a struggling pediatrician, and gradually the two fall in love. Thus the situation develops to the point from which the film derives its title, as Miss Bel Geddes is "caught" between the man she loves and the twisted creature she married.

The screenplay, by Arthur Laurents, frequently delineates the psychological motivations of some of the extreme conduct and it stirs many moments of dramatic intensity. Before the film reaches its conclusion, Miss Bel Geddes has a prematurely-born baby, but the baby's death frees her finally from Ryan's hold. The three principals give sharp and adroit focus to their characters. Ryan stresses cruel emphasis to his portrait of a man on the brink of madness, and Mason's suave mannerism is matched by Miss Bel Geddes' vigorous vignette.

Others in the cast are Ruth Brady, Curt Bois and Frank Ferguson. Max Opuls directed and Wolfgang Reinhardt produced. The screenplay was from the novel "Wild Calendar, by Libbie Block.

Running time, 88 minutes. Adult audience classification. For March release.

MANDEL HERBSTMAN

Penn. Allied Elects

(*Continued from page 1*)

uelson, general manager of the Pennsylvania unit; Jack Greenberg, chairman of today's session, and Mrs. Edna B. Carroll, chairman of the Pennsylvania Board of Censors.

It was decided to hold a special meeting dealing exclusively with television in motion picture theatres within the next six weeks.

Bond Drive

(*Continued from page 1*)

luncheon at the Hotel Astor here, at which trade press cooperation was requested for the drive, to be held May 16 to June 30.

Aims of the drive were described by Vernon Clark and Louis Carow, Jr., representing the Savings Bonds division of the U. S. Treasury Department. Industry activities and plans for the drive were discussed by Bergman, Max Youngstein, chairman of the industry's advertising-publicity committee; Sullivan, Sam Shain, representing Smith, and Tony Muto, Movietone News Washington representative.

Sullivan said it is planned to retain intact for the bond drive most of the field organization already set up for the industry's participation in "Brotherhood Week," which will be observed next week. Youngstein plans to make the services of his entire Eagle-Lion advertising-publicity department available for the industry bond campaign in lieu of designating a general committee to handle advertising-publicity work on the drive.

Early plans for industry campaign activities include production of a six-minute subject by the Hollywood committee; brief newsreel clips to be included in all reels, star tours, and special trailers to be provided by National Screen Service.

Importance of the trade press role in the campaign was stressed by all speakers. "Without its cooperation the drive cannot be a success," it was emphasized.

Mary Pickford

(*Continued from page 1*)

work on March 2, a 30-day option on Miss Pickford's U.A. stock becomes exerciseable by Chaplin, with a similar additional 10 days to permit a closing by him.

Miss Pickford probably will be here a week. Her husband, Charles Buddy Rogers, said yesterday that he intends to return to the Coast earlier for his first television show.

Rank's Layoffs

(*Continued from page 1*)

Commons demonstration, is expected to resume activity tomorrow. Meanwhile, Rank has met with trade union secretaries, including Tom O'Brien of the National Association of Theatrical and Cinema Employes, who is a member of Parliament. Rank reportedly stated that he will continue to develop his cost-saving "independent frame" production methods, "whatever the cost," claiming that "these modern methods" ultimately will benefit both producers and workers.

Rank said he hopes it will not be necessary to issue any further lay-off notices, and will not do so unless causes beyond his control demand such action. He has agreed to meetings every two weeks with the union secretaries to discuss developments.

Board of Trade president Harold Wilson next Wednesday will preside at a meeting of the National Film Production Council which will discuss the entire British production situation. O'Brien has asked Prime Minister Clement Attlee to receive the Council to discuss the crisis, but the government has maintained that the matter does not rate cabinet level discussion on the ground that the BOT is the proper authority.

Both Denham and Pinewood studios are producing one picture at a time, thereby making impossible fulfilment of Rank's previous claim that he can make 60 first features annually.

Responsible exhibitors are increasingly convinced that the 45 per cent film quota here will collapse soon.

Catholic Charities

(*Continued from page 1*)

Bert Sanford is vice-chairman of the motion picture committee, which includes: Charles A. Alicoate, John W. Alicoate, William E. Barry, Martin F. Bennett, Harry Buckley, Frank E. Cahill, Jr., F. X. Carroll, Patrick Casey, T. J. Connors, James P. Cunningham, Gus S. Eyssell, Si Fabian, James M. Franey, E. C. Grainger, James R. Grainger, William J. Heineman, Al Hovell, William W. Howard, John Kane, Austin Keough, T. J. Martin, Joseph McConville.

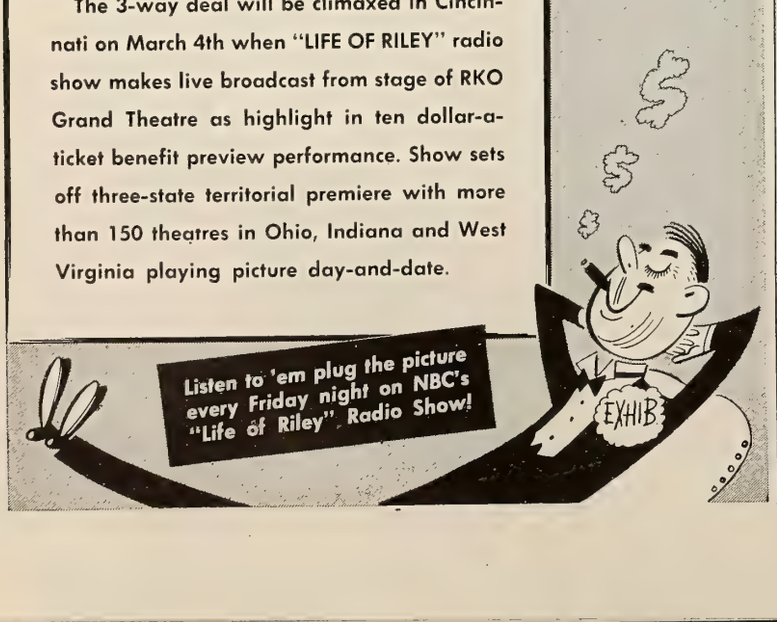
Also, Charles B. McDonald, Joseph E. McMahon, John Murphy, William P. Murphy, William J. Murray, Douglas Netter, Leon Netter, John Nolan, Paul O'Brien, Robert H. O'Brien, Thomas F. O'Connor, Charles L. O'Reilly, E. K. O'Shea, Martin Quigley, Charles Reagan, Phil Reisman, Herman Robbins, William F. Rodgers, George J. Schaefer, C. J. Scollard, William A. Scully, George Skouras, Spyros P. Skouras, Andrew W. Smith, Jr., E. J. Smith, Jr., Nick Tronolone, Richard F. Walsh and William White.

U-I showmen are headin' for "The LIFE of RILEY"

BULLETIN #1

NEW YORK—Most comprehensive motion picture promotion in years brings together vast resources of Procter & Gamble, National Broadcasting Company and U-I, to give every exhibitor "THE LIFE OF RILEY" complex when he plays the picture.

The 3-way deal will be climaxed in Cincinnati on March 4th when "LIFE OF RILEY" radio show makes live broadcast from stage of RKO Grand Theatre as highlight in ten dollar-a-ticket benefit preview performance. Show sets off three-state territorial premiere with more than 150 theatres in Ohio, Indiana and West Virginia playing picture day-and-date.





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 36 NEW YORK, U.S.A., MONDAY, FEBRUARY 21, 1949 TEN CENTS

Rank Claims He's on Right Road at Last

Sticks By New Policies; Besting U.S. Monopoly

LONDON, Feb. 20.—Asserting that production extravagances have been responsible for over-employment in British studios, J. Arthur Rank said on Friday that he had postponed for as long as possible the dismissal of unneeded workers.

It was Rank's first public statement since development of the studio redundancy (over-employment) crisis.

Streamlining of British production to conform with the current box-office potential for current releases made numerous employes redundant and led to their dismissal, Rank said. It is estimated that 2,500 British studio em-

(*Continued on page 2*)

Map Plans for 14 at Feb. 28 Para. Meet

Releasing and promotional plans for some 14 Paramount features will be mapped by the company's top New York and Coast executives at a week-long studio meeting which will begin in Hollywood on Feb. 28. New product will be screeened for the group and among the more prominent matters on the agenda are huddles with Cecil B. DeMille and William Wyler on campaigns for "Sampson and Delilah" and "The Heiress," respectively.

It appears likely, according to sources here, that the company's plan for reorganization and its effects on the studio operations also will be taken up although discussion of this has yet to be slated for the meeting.

Participating from New York will be Barney Balaban, president; Adolph

(*Continued on page 4*)

Name Dudelson E-L District Head Here

Harris Dudelson, for the past year Eagle-Lion branch manager in Cincinnati, has been named New York district manager by William J. Heineman, sales vice-president. He succeeds Seymour Schussell, who resigned last week.

Dudelson, an industry veteran in sales, went to Eagle-Lion from United Artists, where he had been Cleveland branch manager. Earlier he was with

(*Continued on page 4*)

Paramount Plan Is Filed with the SEC

WASHINGTON, Feb. 20.—Paramount Pictures' proposed reorganization plan to carry out terms of its anti-trust consent decree has been filed with the Securities and Exchange Commission.

SEC officials said they would try to get their opinion of the plan out to the company early this week, since the company has told them it has tentatively planned to mail out the proxy statements on the plan to its stockholders at the end of the week or early in the following week.

Harry LaVine Elected N.Y. Colosseum Head

Harry A. LaVine of Monogram has been elected president of the New York lodge of the Colosseum of Motion Picture Salesmen of America, succeeding Charles Penser of RKO Radio.

Reelected were Harry Fellerman, Universal - International, vice - president; Lee Mayer, Warner, secretary, and Howard Levy, M-G-M, treasurer. Tony Ricci, Republic, was elected sergeant-at-arms.

Meet March 1 To Map Red Cross Drive

An organizational luncheon-meeting of the motion picture division of the New York Red Cross has been called for March 1 at the Metropolitan Club by Spryos P. Skouras, division chairman.

Basil O'Connor, American Red Cross chairman, will speak on the forthcoming annual drive for funds to be conducted in Metropolitan New York.

$4½ MILLIONS FOR HUGHES' 24% OF NEW RKO THEATRES

New RKO Companies Keep Same Officers

Initial managements and staffs of the new RKO pictures company and new theatre company will in general be the same as at present, RKO directors state in the notice to stockholders of the company's divorcement reorganization plan. Boards of the new companies will elect officers subsequently.

It is also the plan to divide the present RKO Building home office space at Rockefeller Center, New York, between the two new companies.

Hughes Has Option On RKO Warrants

Howard Hughes has an option to purchase from Atlas Corp. its 327,000 RKO common stock warrants. Hughes last year purchased 929,020 shares of RKO common stock held by Atlas, representing 24 per cent of the outstanding shares of RKO.

(*Continued on page 4*)

Maximum Price Under Option to Atlas Corp.; Reorganization Plan Set

A maximum cash price of $4,500,000 for Howard Hughes' 24 per cent stock interest in the new independent RKO Theatre company, to be formed as part of the consent decree reorganization of the present company, is provided for in the option held by Atlas Corp.

Hughes has the right under the option agreement to seek cash offers for his theatre company stock from outsiders and if they are obtained, Atlas Corp. has the right to meet them. The theatre company stock is to be offered by Hughes at a price not to exceed $4,500,000 only in the event he is unable to obtain outside offers.

The plan of reorganization for RKO, to be voted on by stockholders of the company on March 28 at a meeting at Dover, Del., was made public on Friday. Unless the plan is approved by two-thirds of the stockholders then or prior to March 30, it will become ineffective.

As has been known since the entry of the RKO consent decree last No-

(*Continued on page 4*)

Hughes, Dietrich to Go on RKO Board

Howard Hughes, owner of 24 per cent of RKO's common stock, will go on the board of directors of the company together with Noah Dietrich, his business associate. Both are candidates for election at the meeting of RKO stockholders on March 28.

They will replace N. Peter Rathvon, former RKO president, and Floyd Odlum of Atlas Corp. Stockholders will vote on reduction of the board membership from nine to seven. Other board candidates are Ned E. Depinet, Frederick L. Ehrman, L. Lawrence Green, George H. Shaw and J. Miller Walker, all of whom are presently members of the RKO board.

"A Connecticut Yankee In King Arthur's Court"

[*Paramount*]—Ace-High Crosby

MARK TWAIN'S famous story is such an obvious natural for Bing Crosby that it is to wonder why Paramount neglected getting around to it sooner. But whether sooner or later, here is an attraction to warm the cockles of any audience's—and any exhibitor's heart.

This is the third time for the yarn. Fox made it twice, first as a silent film in 1920 with Harry Myers, and then as a talking film with Will Rogers 11 years later. Therefore, it is almost two decades and, significantly, almost another generation, since there has been a film about the Connecticut blacksmith who was conked on the head by a falling tree and transported backward 13 centuries into Camelot, King Arthur's court, his Round Table and the delicate lady so fancily named Alisande La Carteloise.

The story ought to require no detailed accounting. Bing is the blacksmith who finds himself cluttered in the lances, maces, armor and

(*Continued on page 4*)

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Washington's Birthday, a legal holiday.**

Personal Mention

MOREY GOLDSTEIN, Monogram-Allied Artists sales manager, will leave here today for several days in Albany and Gloversville.

•

GEORGE BROWN, Paramount studio director of publicity, has returned here from a Caribbean cruise and will leave by plane tomorrow for the Coast. BEN WASHER, New York publicity manager, will accompany him.

•

DON MACK, production expediter for Filmack Trailers and a son of IRVING MACK, Filmack president, is the father of a son born last week to MRS. DOROTHY MACK in Chicago.

•

A. J. O'KEEFE, Universal-International's assistant general sales manager, left New York yesterday for Pittsburgh. He will return here on Wednesday.

•

EDWARD L. HYMAN, vice-president of Paramount Theatres Service Corp., has returned to New York from Buffalo.

•

PAUL N. LAZARUS, JR., United Artists sales executive, is on a 12-day Caribbean cruise.

•

BENEDICT BOGEAUS, United Artists producer, will arrive here today from the Coast.

E-L Resumes Filming After 3-Month Layoff

HOLLYWOOD, Feb. 20.—After a three-month layoff, Eagle-Lion's studio here has resumed production. Cameras are now rolling on Bryan Foy's "Port of New York" and "Trapped." Following within the next two months will be "Marker X," "Twelve Against the Underworld," "The World and Little Willie" and "These Were My Orders."

Foy is en route to New York for conferences with E-L home office executives.

New Film on Missions

Hoffberg Productions has a new feature in color, titled "Arctic Missions of the Mackenzie," which tells the story of missionaries' work in the Arctic, produced by Oblate Missionaries and sponsored by the Society for the Propagation of the Faith. Cardinal Spellman appears in a prologue.

To Fight 'Rope' Ban

LONDON, Feb. 20.—Sidney L. Bernstein, partner of Alfred Hitchcock in Trans-Atlantic Pictures, left here for the United States by plane yesterday primarily to argue the Atlanta, Ga., censor ban on the film, "Rope."

'Enchantment' Held Over

WASHINGTON, Feb. 20. — Samuel Goldwyn's "Enchantment" will be held over here for an aditional two weeks, giving the picture a record local run of 10 weeks.

CEA Says Keep Your Old Meeting Private

London, Feb. 20.—Although the Exhibitor's Association regrets generally that its representatives have not been invited to participate in the first meeting of the Anglo-U. S. Films Council in Washington, on April 21, they feel that nothing useful is likely to result from the talks in their early stages.

A spokesman said the Association is content that its Sir Alexander King will not be traveling to the meeting.

Johnston Host to Film, U. S. Officials

WASHINGTON, Feb. 20.—President Eric Johnston of the Motion Picture Association of America, on Friday was luncheon host at MPAA headquarters to a party of industry and government leaders, include 20th Century-Fox President Sryros P. Skouras, Economic Cooperation Administrator Paul Hoffman and his top assistant, Wayne C. Taylor; Assistant Secretary of State George V. Allen, M. C. Wallgren, former Governor of Washington and President Truman's nominee for head of the National Security Resources Board, 20th-Fox Washington Representative Tony Muto, and George Xanphakis, Greek relief program official.

Johnston is scheduled to arrive in Hollywood tomorrow for a two-week stay.

70-Seat Theatre for MPAA Headquarters

WASHINGTON, Feb. 20.—Work got underway on Friday on a new 70-seat theatre as part of headquarters here of the Motion Picture Association of America.

It is being built as a wing on the existing MPAA office, but MPAA officials hope that eventually it will be the cornerstone of a completely new headquarters.

16-College Contest Is Tied to New 20th Film

Freshman co-eds in 16 colleges instead of the originally-announced 10 will participate in a beauty contest which 20th Century-Fox will sponsor in conjunction with its "Mother Is A Freshman," it is reported by Andy W. Smith, Jr., general sales manager.

Final contest selections on each campus will be made by March 8 so that local winners can be crowned "queen of the premiere" on dates already scheduled. A trip to Hollywood will be the grand prize in the national competition.

'Brotherhood' Stimulus

DES MOINES, Feb. 20.—A bulletin to Allied of Iowa and Nebraska members carries notice of $50 in prizes to be given to the three managers who secure the most "Brotherhood" members. Size of towns will be given consideration in the awards.

Rank Claims

(*Continued from page 1*)

ployees are idle now, about one-fourth of the total previously employed.

Rank said his organization, unlike independent producers here, has no financial difficulties.

"I can go to the National Provincial Bank and get what I want at any time," he said.

But Rank will not put additional money into production before the commercial results of his new operating plans have been tested, he asserted. He claims that the public will not see the difference in his new independent frame and the old standard production process. The independent frame method has eliminated the need for numerous Rank studio workers.

However, employes also have been laid off as a result of curtailed production plans, Rank having stated that he expects to make only 42 pictures this year, whereas six months ago he claimed he would make 60 pictures in 1949. That was when he was assuring the Board of Trade that British producers would be able to supply sufficient product to meet the 45 per cent film quota law. It is now apparent that producers can do no such thing.

Rank claims his production experience has passed through the experimental stage and that he has won a substantial share of the world's screens from the American film monopoly.

"We've got our feet in so firmly they'll never shift us now," he said.

He claimed that two unnamed films of his, presumably "Hamlet" and "Red Shoes," will bring $4,000,000 in rentals to Britain this year. He admitted that hitherto he had been worried about costly production adventures such as those two pictures, but claimed he has the know-how now to make a few of these while concentrating mainly on medium-cost features. He said his 42 pictures this year will not cost more than $600,000 each.

Rank blamed the entertainment tax as being largely responsible for the crisis of independent producers whose diminished receipts prevent them from offsetting the loss on one picture against the profits from another. He claimed his organization is over the hill and its position consolidated.

Columbia Field Men Meet Here Wednesday

Columbia's field exploitation staff has been called to a three-day meeting at the home office beginning Wednesday. Exploitation manager Harry K. McWilliams will preside. Purpose of the meeting is to plan campaigns for openings of "Knock on Any Door," "The Undercover Man" and "We Were Strangers."

Gambles Acquire 4 More First-Runs

PORTLAND, Ore., Feb. 20.—Expanding their Northwest holdings, (Ted R.,) William and Roy Gamble of Portland have purchased four more first-run theatres in Washington. Houses include the St. Helens and Fox at Chehalis and the Pix and Liberty at Centralia, formerly owned by the late Arthur St. John and operated by Bill Evans.

Newsreel Parade

PRESIDENT TRUMAN reviewing an air show and a speech by Gen. De Gaulle are current newsreel highlights. Other items include a dog show, a puncture proof tire and sports. Complete contents follow:

MOVIETONE NEWS, No. 15—President Truman sees display of power by U.S. Air Force. Oil tank explosion in New Jersey. U.S. Army supply ship to China. Paris publishing house ransacked. New tubeless tire is self-sealing. Tea experts meet in New York. *Photoplay magazine* gives awards. New York dog show. Wrestling. Mr. New York City.

NEWS OF THE DAY, No. 249—President Truman sees air show. Operation Snowball. De Gaulle vows a fight to the finish against Reds. Tubeless tire ends blowouts. Champ pooches of 1949. Turf pays tribute to a great jockey.

PARAMOUNT NEWS, No. 52—Consistory in Rome. Baseball: The Cardella case. Dog show. President Truman sees air force show.

UNIVERSAL NEWSREEL, No. 223—President Truman reviews air power. Operation Snowball. Gen. De Gaulle speaks. Munitions to China. Make-up artists. Kennel show.

WARNER PATHE NEWS, No. 54—Great air show. Holland's Prince Bernhard and daughter on vacation. Berlin mayor Ernst Reuter in Paris. Gen. De Gaulle in Lille. "Gratitude Train." Puncture-proof tire. Dog show. Great Americans: Daniel Webster.

Harvey Heads Variety Convention Group

SAN FRANCISCO, Feb. 20. — Rotus Harvey has been named general chairman of the arrangements committee to prepare for the 13th annual convention of Variety Clubs International, to be held here May 2-6.

Other members are: Abe Blumenfeld, Ben Levin, Jimmy O'Neal, Roy Cooper, Jack Marpole, Homer Tegtmeier, Jack Blumenfeld, Nate Blumenfeld, Walter Chenoweth, Neal East, Ted Galanter, Jay Golden, Julian Harvey, Rodda Harvey, Herb Jack, Ellis Levy, Irving Levin, Charles Shutt, Ken Dailey, John Dahlinger, Dorothy Haley, Chick Lewis, William Baldwin, Guy Cherney, William David, Dick Eckels, Les Malloy, Matty Mateo, Clifton Reynolds, Ralph Ryan and Gale Santocono.

Four More Meetings For Depinet Drive

Continuing their "Depinet Drive" tour, Walter E. Branson, Western Division manager, and Harry J. Michalson, short subject sales manager, will hold meetings this week in Salt Lake City and Denver, where Al Kolitz, Rocky Mountain district manager, is drive captain and in Chicago, where Harry Greenblatt, Midwestern district manager, is captain.

Charles Boasberg, North-South division manager, and his assistant, Carl Peppercorn, will preside at a meeting to be held in the New York exchange on Wednesday, conducted by Len S. Gruenberg, Metropolitan district manager and drive captain.

'Women' to Music Hall

M-G-M's "Little Women" will follow Universal-International's "Family Honeymoon" into the Music Hall here. The U-I picture will open Thursday.

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dennis
o'keefe



william
bendix



barbara
britton



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RKO Plan

(*Continued from page* 1)

vember in U. S. District court here, the plan provides for the formation of two independent companies, picture and theatre, by next Nov. 8.

Holders of stock in the present company will receive one share in each new company for every share presently held. Prior to consummation of the plan, RKO Theatres will make an extraordinary distribution to the present parent company of $10,000,000 in cash, by way of a dividend and reduction of capital. The parent company will allocate the $10,000,000 to the new picture company to provide it with initial working capital.

Assets to Picture Company

The picture company, in addition, will receive all production and distribution assets presently held by the parent company, including RKO Television Corp.

The new theatre company, under the terms of the consent decree, will have 79 wholly-owned or leased theatres and has the right to acquire interests of co-owners in 33 additional partly-owned theatres. No decision has been made yet as to the number of such co-owners the new company will buy out, the reorganization plan states.

RKO must terminate joint interests in 273 other theatres in which it holds minority interests. The book value of such interests is given as $467,789.

Book value of the 79 theatres to be retained, plus 12 additional theatres, is given as slightly in excess of $32,500,000.

Can Acquire New Houses

RKO has the right to acquire additional theatres in the future with the approval of the court and both the new theatre company and the new picture company will be accorded all benefits of any future court order which may be entered in the government's anti-trust suit in New York which is more favorable to defendants than the terms of RKO's consent decree.

There is no provision in the RKO plan for the trusteeing of stockholders' shares in one of the new companies, to prevent individual holdings in both at the outset, such as has been incorporated in the Paramount consent decree.

The authorized and issued capital stock of both new companies will be the same as RKO's present authorized and issued capital stock. Exchanges of the RKO stock will be tax free.

Dissolution Jan. 31

The present RKO Corp. will be dissolved after the expiration next Jan. 31 of outstanding option warrants originally issued to stockholders of the predecessor corporation.

Tentative consolidated balance sheet of the new RKO Theatre company shows assets of $50,308,541, including $14,418,138 of current assets, substantially cash and government securities. Total liabilities and reserves are estimated at $30,688,100, of which $4,470,411 are current liabilities, leaving net working capital of $9,947,727.

Net profit of RKO Theatres in recent years was as follows: 1945, $3,967,437; 1946, $6,195,354; 1947, $7,023,135, and for the first nine months of 1948, $5,198,480.

Profits of the new theatre company, had it existed in the above years, the RKO proxy statement to stockholders says, would have been: 1945, $3,680,244; 1946, $6,073,150; 1947, $6,359,635, and, first 9 months of 1948, $3,002,980.

The new picture company will have tentative current assets of $49,188,268, and current liabilities of $4,918,086, indicating net working capital of $44,270,182. Total assets would be $57,383,466 and total liabilities and reserves, $19,679,455.

RKO picture companies had the following profits or losses in recent years: 1945, $2,793,419 profit; 1946, $7,303,370 profit; 1947, $1,036,845 loss, and first 9 months of 1948, $5,166,221 loss.

Translated to the new picture company, the results would be: 1945, $2,111,489 profit; 1946, $6,271,157 profit; 1947, $1,787,417 loss, and first 9 months of 1948, $5,552,221 loss.

15 Cent RKO Dividend

A dividend of 15 cents a share on common stock, payable April 1, was declared by RKO's board of directors at a meeting held here on Friday.

Stage Shows for Earle

PHILADELPHIA, Feb. 20.—The Earle Theatre will resume its stage show policy on March 4.

"A Connecticut Yankee—"

(*Continued from page* 1)

anachronisms of sixth century England. There, he introduces modern methods, steps up the tempo and outwits Murvyn Vye who plays Merlin, the magician plotting to seize the king's crown. He also falls in love with Alisande, played fetchingly by Rhonda Fleming, whose first important role this is. In due time, another conk on the head ends the dream, hurtles him back through the centuries and onto a meeting with the modern counterpart of his lady love for the happy ending.

To have an understanding of what gives here there must be envisioned the imperturbable, easy-going Bing in the dead center of a long-departed world. The contrast in itself is an opportunity for comedy and is seized on all sides under Robert Fellows' production auspices, and Tay Garnett's apt direction, from a script by Edmund Beloin.

There is nothing weighty about "A Connecticut Yankee" except its melodramatic phases when the film stalks into the area of the plot. But practically all the way, there is slyness in performance and tempo and tongue-in-cheek in treatment. And, of course, there is Bing warbling at his best in several tuneful numbers by his traditional tunesmiths, Johnny Burke and James Van Heusen. Since Technicolor was indicated for the pageantry, Technicolor is on generous display. Sir Cedric Hardwicke is especially effective as the king and William Bendix is good as Sir Sagramore.

Running time, 107 minutes. General audience classification. Release date, April.

RED KANN

"Knock on Any Door"

(*Santana Productions—Columbia*)

HUMPHREY BOGART's first production outside his Warner commitments is a panting cops-and-robbers, courtroom-trial drama, which commands interest throughout because of the desperate criminal character whose story it tells and because of the sustained uncertainty in the trial scenes over whether or not the criminal will escape the chair for the murder of a policeman.

In theatre situations where crime films are not in disfavor it should be an above-average attraction. Elsewhere it will require restrained handling, probably with the sales emphasis best placed on the sociological problem it touches upon, the influence on youth of slums, reform schools and broken homes. It is not a picture for children.

Bogart is a successful criminal lawyer, having the same slum and reform school background as the 21-year-old hoodlum-murderer, played by John Derek, whom he endeavors to save from the chair. Derek's sordid story is unfolded in flashback sequences as Bogart recites it to the jury and trial court. Perjured testimony and the defense attorney's eloquence almost win an acquittal for Derek but the youthful criminal finally breaks and confesses his crime on the witness stand when the prosecuting attorney turns his questioning to the suicide of Derek's bride, apparently the only decent thing in his life. Allene Roberts, as the bride, turned on the gas when Derek reverted to type after a brief try at honest work following their marriage.

Bogart's courtroom forensics indicting society for permitting the slum and reform school conditions, which he blames for breeding Derek's type, are made pointless by repeated references to Bogart's origin in the same environment, which he apparently overcame successfully. It appears to brand Derek as a congenital criminal and leaves him, on the whole, with no claim to audience sympathy other than the sentimental one engendered by his youth.

Performances are convincing, including those of George Macready, as the prosecution attorney; Miss Roberts and Barry Kelley as the judge. Underworld character parts and bit roles are adequately cared for. Nicholas Ray directed the Daniel Taradash and John Monks, Jr., screenplay, from the novel by Willard Motley. Robert Lord produced.

Running time, 100 minutes. Adult classification. For March release.

SHERWIN KANE

Hughes' Option

(*Continued from page* 1)

Hughes must be given two days in which to purchase any of the warrants that Atlas may propose to sell at any time. If an agreement for Hughes' purchase of such warrants is not reached, Atlas is limited to the sale of 10,000 warrants in a subsequent 90-day period. Before Atlas can sell any portion of the remaining warrants thereafter, the same process as above becomes effective again.

Anti-noise Law Upheld

COLUMBUS, O., Feb. 20.—The Columbus anti-noise ordinance, which bans use of loudspeakers on streets by theatres and other businesses, won judicial support through a U. S. Supreme Court decision upholding a similar ordinance in Trenton. The local ordinance is modeled on the Trenton law, after a previous anti-noise law had been declared unconstitutional by municipal judges here.

Feb. 28 Para. Meet

(*Continued from page* 1)

Zukor, board chairman; Paul Raibourn, vice-president; Leonard Goldenson, theatre vice-president; Al Schwalberg, sales chief, and E. K. (Ted) O'Shea, Hugh Owen, James Donahue, Gordon Whitestone, George Weltner, Ben Washer, Stanley Shuford, Oscar Morgan, William Danziger, Fred Leroy, Rudy Montgelas, Russell Holman, George Smith and Paul Ackerman.

Dudelson Named

(*Continued from page* 1)

Screen Guild in Los Angeles, where he moved following 20 years with United Artists in Cincinnati.

Albert Glaubinger succeeds Dudelson as Cincinnati manager, moving up from his post as Cleveland salesman. Glaubinger entered the industry as Detroit salesman for Columbia. In 1946 he moved to RKO Radio, and in November, 1948, he joined E-L.

Mexico Regulates U.K. Film Imports

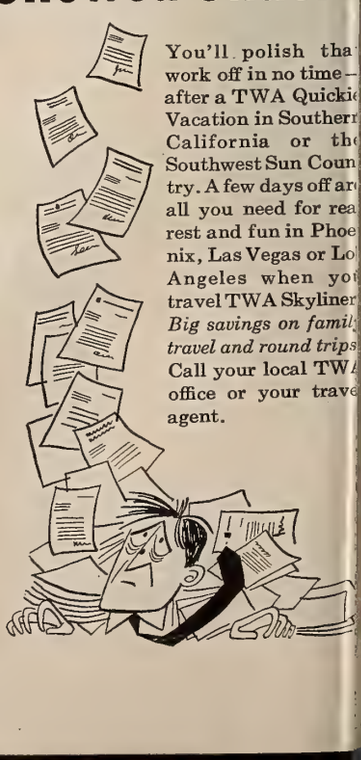
MEXICO CITY, Feb. 20.—Distributors of British pictures here fear their practical exclusion from the Mexican market as the result of new import regulations which specify that a special permit is necessary for each film. In the past permission was granted for bulk import. The ruling was issued in the wake of the discontinuance of the trade treaty between Mexico and England.

British product has become increasingly popular in Mexico.

Yeoman, Hartman Raised

Milton J. Yeoman, of the RKO Radio home office distribution representative staff, under A. A. Schubart, manager of exchange operations, has been promoted to office manager of the New York exchange, which Phil Hodes manages. William Hartman, formerly office manager, takes over the new post of head booker.

Snowed Under?



You'll polish tha work off in no time— after a TWA Quicki Vacation in Southern California or th Southwest Sun Coun try. A few days off ar all you need for rea rest and fun in Phoe nix, Las Vegas or Lo Angeles when yo travel TWA Skyliner *Big savings on famil travel and round trips* Call your local TW office or your trave agent.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 37 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 23, 1949 TEN CENTS

Sharp Upturn Recorded by Field Grosses

1949 Starter Tops 1948; $16,544 Weekly Average

Theatre business got off to an exceptionally good start this year, with the first month's average weekly gross outdistancing that recorded for January, 1948, according to reports on some 167 key theatres received from MOTION PICTURE DAILY correspondents in the field. Additionally, last month's figure was substantially higher than that for the previous month.

Average weekly income for January rose to $16,544 from

(*Continued on page 3*)

Holiday Spurs N.Y. Grosses; 'Letter,' 'Smith,' 'Shoes' Big

Bolstered by expected big holiday business yesterday, Washington's Birthday, New York's first-run theatres are anticipating singularly good grosses this week. Lending impetus to the prosperity potential of the holiday were openings yesterday of new pictures at the Roxy, Mayfair and Astor.

Out front, meanwhile, as one of the most consistently solid grossers, is "A Letter to Three Wives" which,

(*Continued on page 3*)

Canada Would Get RKO 16mm. Product

Sovereign Film Distributors has been named RKO Radio's 16mm. distribution agency in Canada, announces Harry J. Michalson, RKO short subject sales manager.

In an agreement just concluded, Sovereign Films will start immediate exclusive distribution of RKO features, heretofore unavailable in 16mm. width in Canada, together with short subjects. Upon expiration, at an early date, of the agreement now in effect with another 16mm. distributor, Sovereign will be the sole distributor of all RKO 16mm. film in the Dominion.

Negotiations were conducted by Sid Kramer and Leo Devaney representing RKO Radio, and A. W. Perry and Walter Kennedy of Sovereign.

Smith Named 20th-Fox 'VP'

Andy W. Smith, Jr., general sales manager of 20th Century-Fox, has been signed to a long-term contract and at a meeting of the board of directors was elected a vice-president of the company, it was announced here by Spyros P. Skouras, president.



Andy W. Smith, Jr.

Smith was appointed general sales manager in May, 1947. He had formerly been Eastern division sales manager, having become associated with 20th Century-Fox in this latter capacity in 1942. Smith entered the film industry in 1914 at Pathe.

Pennsylvania MPTO Meets in Pittsburgh

PITTSBURGH, Feb. 22.—Addresses by Abe Montague, general sales manager for Columbia, and Al Schwalberg, general sales manager for Paramount, marked the opening session of the Allied Motion Picture Theatre Owners of Western Pennsylvania 28th annual convention at the William Penn Hotel today.

Montague spoke on problems of distributors and said that reduced income from abroad could mean only

(*Continued on page 6*)

Independents Will Honor Eric Johnston

Hollywood, Feb. 22.—Eric A. Johnston, president of the Motion Picture Association of America, will be awarded a plaque by the Independent Motion Picture Producers "in acknowledgment of outstanding efforts to bring fine public recognition to the motion picture industry," at a dinner in his honor next Monday evening.

IMPPA president I. E. Chadwick revealed that this will be the fourth time the award has been given. Joe E. Brown, Jean Hersholt and Bob Hope having been honored previously.

13 Bills to Cut US Tax Now Pending

WASHINGTON, Feb. 22. — Twelve Congressmen, at the last count, had introduced bills to repeal or reduce the 20 per cent Federal admissions tax.

Congressman, Rep. Multer (D., N.Y.), has sponsored two separate bills, one to repeal the 20 per cent levy entirely, the other to cut it back to the pre-war 10 per cent.

Rep. Havenner (D., Calif.) has also introduced a bill to repeal the tax entirely. All the other legislators propose cutting it back to 10 per cent. Sponsors of these bills are Representatives Colmer (D., Miss.), Dingell (D., Mich.), O'Toole (D., N.Y.), McDonough (R., Calif.), Hagen (R., Minn.), Talle (R., Iowa), Martin (R., Mass.), Forand (D., R.I.), Jonas (R., Ill.), and Mansfield (D., Mont.).

RKO Theatres Attendance Off About 6%

Indicated Ratio for 1948 Compared to '47

Paid attendance at RKO theatres dropped from 94,137,204 in 1946 to 86,090,981 in 1947. For the first nine months of 1948 the paid attendance was 60,795,598, according to information supplied company stockholders in connection with RKO's divorcement-reorganization plan to be voted on March 28.

Box office receipts at RKO theatres declined from $46,673,540 in 1946 to $45,087,661 in 1947. For the first nine months of 1948 receipts were $30,747,515.

The figures are for ticket sales only

(*Continued on page 6*)

Reject Leserman Bid For Screen Guild

Carl Leserman's proposed offer of $1,000,000 for complete control of Screen Guild was turned down by a vote of about 10 to one at a meeting of the board of directors and franchise holders in Chicago at the weekend, it was disclosed here Monday by Robert L. Lippert, SG president. At the same time a plan for the consolidation of SG with Lippert Productions was agreed upon. All present officers of the company were reelected for the ensuing year at the meeting.

Commenting on the merger, Lippert

(*Continued on page 6*)

"Little Women"

[*Metro-Goldwyn-Mayer*]—Entertainment Unlimited

Hollywood, Feb. 22

EVERYTHING'S all right with show business again. This picture proves it. Here is entertainment unlimited, entertainment of the highest order and for all kinds of people. Here is the incomparable type of entertainment that comes of pouring unstinted talent, time and money into the telling of a story worth telling. "This," said a delighted cynic after the Hollywood preview, "is like old times," and that's what a likewise delighted public is going to be telling delighted exhibitors in cities, towns and hamlets throughout the land as the picture goes its way. Give it everything you have and it will give you back a handsome dividend, not only in dollars but in the rekindling of your customers' enthusiasm for motion pictures.

How to sell it? Well, the names are June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh, Mary Astor, Lucile Watson, Sir C. Aubrey Smith, Harry Davenport, Rossano Brazzi, Elizabeth Patterson, Leon Ames, Connie Gilchrist and Ellen Corby. It is a cast to tax the marquee capacity of the Music Hall, and it turns in per-

(*Continued on page 3*)

Tax Rule Delaying Paramount Decree

Paramount's insistence that the U. S. Treasury Department formally declare the company's re-distribution of stock under its proposed reorganization to be a tax-free operation has resulted in an unexpected delay in finalizing the consent decree with the government. Paramount refuses to sign until the Treasury ruling is given, in writing. Fred Mohrhardt, treasurer of the company, was in Washington from New York on Monday, presumably on this matter.

Personal Mention

WILLIAM F. RODGERS, M-G-M sales vice-president, will arrive here tomorrow from the Coast.

•

MAURICE BERGMAN, head of the motion picture committee of the national U. S. Savings Bond drive, will be in Washington today to attend a meeting of chairmen of the 19 national industry committees.

•

BUDD ROGERS, Realart distribution vice-president, will observe his 25th anniversary in the industry tomorrow.

•

M. A. J. HEALEY, Near East manager of the MPEA, left here yesterday to return to Cairo.

•

MANNY REINER, SRO manager for Latin America and Australia, has returned to New York from Hollywood.

•

MOE KERMAN, Favorite Films president, has returned to New York from the Coast.

Studio Executives At MPAA Meet Today

HOLLYWOOD, Feb. 22.—First in a series of conferences to be held here during a 10-day visit of Eric Johnston and other Motion Picture Association of America executives was scheduled to be held at the Beverly Hills Hotel today.

Expected to be in attendance, according to AMPP board chairman Y. Frank Freeman, were 80 to 100 executives from all major studios, with Louis B. Mayer, M-G-M executive, presiding. Speakers will be Johnston, Robert Chambers, head of MPAA research department; Dr. Arno Johnson, of the J. Walter Thompson agency's research and statistical department; John McCarthy, managing director of the MPAA international division; and Francis Harmon, MPAA vice-president in charge of the New York office.

AFL or CIO? Six NLRB Tests Start

Loew's and Paramount's home office "white collarites" today will vote in National Labor Relations Board-sponsored elections to determine whether their collective bargaining agents will be AFL's IATSE Motion Picture Home Office Employes Local No. H-63 or CIO's Screen Office and Professional Employes Guild. Today's balloting will be the first in three successive days of NLRB elections at six film company home offices where the rival unions have been contesting for control.

Elections will be held tomorrow at RKO Radio and DeLuxe Laboratories and on Friday at Republic and Columbia. The results of each of the individual "white collarite" elections will be announced simultaneously after the entire six have been held, that procedure having been agreed upon by the two unions to prevent influencing elections to follow.

Suit Asks $225,000 For Film 'Freeze'

MINNEAPOLIS, Feb. 22.—Rose and Louis Deutsch of the Granada at Virginia, Minn., through their attorney, Ben Deinerd of Minneapolis, has served papers in a $225,000 damage suit against Minnesota Amusement Co. and six distributors charging a product "freeze out."

Distributors charged jointly with the Paramount subsidiary circuit are Paramount, RKO Radio, 20th-Fox, Universal-International, Columbia and United Artists. Minnesota Amusement's Maco and State were pooled in operations with the Deutschs' Granada at Virginia for 10 years prior to Apr. 26, 1946, when the pool was terminated at the request of Deutsch.

Dismiss Stockholder Action vs. Universal

Universal Pictures has won dismissal in New York State Supreme Court here of the action brought last July by minority stockholder Rose Polaski who had attacked certain provisions of contracts with Universal executives relating to profits realized by them on options to purchase stock of the corporation and contingent profits on unexercised options.

Universal and Robert S. Benjamin as one of the directors, the only defendants served, had moved for summary judgment, dismissing the complaints on the ground that Mrs. Polaski was not an owner of Universal stock at the time of the events complained of. Louis H. O. Fischman, is counsel for Mrs. Polaski.

Meiselman Suit to Resume on March 7

CHARLOTTE, Feb. 22. — Presentation of evidence will be resumed March 7 in H. B. Meiselman's suit to enjoin distributors from allegedly favoring theatres of Wilby-Kincey. Harold Schilz and John Claggett, attorneys for Meiselman, presented evidence here for two days last week, winding up with an examination of H. F. Kincey. Kincey will return to the stand when the proceedings resume next month.

Meiselman told Judge Wilson Warlick that he would be forced to close his Center Theatre unless the first-run film market were opened to neighborhood houses.

Roberts in New Post

Neil Agnew, president of Motion Picture Sales Corp., has appointed Joseph L. Roberts as publicity and public relations director.

Prior to his new association, Roberts was Eastern publicity director of David O. Selznick's Vanguard Films and Selznick Releasing Organization. Before joining the Selznick companies, Roberts was publicity director of the Center Theatre in Rockefeller Center.

"Red Canyon" Premiere

World premiere of "Red Canyon," Universal - International Technicolor Western, will be held in Salt Lake City on March 17, it was announced by David Lipton, U-I national director of advertising-publicity.

London CEA Hits Weak Quota Films

LONDON, Feb. 22.—Inability of British producers to supply films in sufficient number to meet the 45 per cent quota was termed "alarming" by J. W. Davies, retiring chairman of the London and Home Counties Branch of the Cinematograph Exhibitors' Association at its most recent meeting.

"Apart from the number of films available," Davies said, "box-office showings of recent releases are worrying if not alarming."

Sir Sidney Clift, newly-elected branch chairman, said: "In my opinion the greatest menace to us as exhibitors has been the arrival of Sir Henry French."

Sir Henry is director-general of the Producers' Association and championed the new quota.

Said T. H. Fligelstone, vice-chairman of the London branch: "British exhibitors are loyally showing British pictures. We show them to empty houses. I have a feeling that this country's producers are devoting too much time to the costs of production rather than the entertainment value of a picture."

Those sentiments, which have been conveyed to Harold Wilson, president of the Board of Trade, and to J. Arthur Rank, are characteristic of the growls arising among exhibitors in every part of the country.

Sears Urges More Top-Budget Films

"Hollywood has been pessimistically premature in writing off the big budget movie as a thing of the past," Gradwell L. Sears, president of United Artists, declares.

"'Big' movies can still reap big rewards," Sears states, and offers as evidence the box-office showing of "Red River," which, he reports, is expected to reach a distribution gross of $4,500,000. The film, which cost $2,800,000, "is having a profound effect on current thinking in producing circles," he said.

"Low-budget pictures can too easily become low-effort pictures. These, no matter how "economical', can be uneconomic; added all up, they stand to make less and lose more," Sears continues. "Parsimony can be as foolhardy as wastefulness. The trick is to spend intelligently."

Sam Dembow, Jr., Quits Board of United Artists

Mary Pickford, co-owner of United Artists, yesterday reported the resignation of Sam Dembow, Jr., as one of her representatives on the board of directors. The resignation takes effect immediately.

Meeting of the board yesterday heard a report on conditions abroad by Arthur W. Kelly, executive vice-president, who recently returned from England and the Continent. David Coplan, former British chief for UA, also addressed the meeting.

Pine Tours 16 Cities To Promote 'El Paso'

William H. Pine, of the Paramount producing team of Pine-Thomas, was in Buffalo on Monday and in Toronto yesterday on the first leg of a 16-city cross-country tour in behalf of the duo's "El Paso," which will be released nationally on April 1. Prior to his departure Pine held a meeting here with Paramount executives Alfred M. Schwalberg, E. K. (Ted) O'Shea, Hugh Owen, Stanley Shuford, George Brown and Ben Washer.

Pine will return here today and will be in Boston tomorrow and in Philadelphia, Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jeanne CRAIN - Linda DARNELL - Ann SOTHERN
"A LETTER TO THREE WIVES"
KIRK DOUGLAS - PAUL DOUGLAS - JEFFREY LYNN
A 20th Century-Fox Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person
BUDDY RICH · MEL TORMÉ and His ORCH.
plus
THE DE CASTRO SISTERS
FOUR STEP BROTHERS
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND · SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc · released by RKO RADIO PICTURES
15 th WEEK! VICTORIA BROADWAY & 46th ST.

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DuMont Objecting to FCC Trust Suit 'Taint'

WASHINGTON, Feb. 22.—Allen B. DuMont Laboratories is expected to soon tell the Federal Communications Commission that its television plans should not be held up because of any anti-trust law violations by Paramount Pictures.

The FCC claims that Paramount controls DuMont and it recently gave DuMont only a temporary license, for station WABD in New York and various DuMont experimental video stations. This was done, the FCC said, pending a ruling on whether anti-trust law violators should be allowed into the radio-television field.

DuMont's stand, which will go to the FCC shortly, according to a DuMont representative, is that it is "being tainted with the sins of someone we don't even acknowledge to be our father." DuMont will tell the FCC that it has been a television pioneer and its plans should not be viewed with suspicion because of anti-trust laws violations of a firm that happened to own large blocks of its stock.

Today DuMont filed with the Commission exceptions to the Commission's proposed ruling that Paramount does control DuMont. The DuMont argument follows closely one filed by Paramount last week—that the Paramount interest in DuMont is an investment one and not for purposes of control.

DuMont, Philco and the Television Broadcasters Association today filed a petition asking the Commission to suspend, pending an investigation, new rates proposed by American Telephone and Telegraph Co. for its Eastern seaboard coaxial cable. The new rates are slated to go into effect on March 1.

Salesmen Must Face Trust Action Hearing

WASHINGTON, Feb. 22.—District Court Judge Matthew F. McGuire has denied for the second time a motion to dismiss two theatre-owning film salesmen as defendants in the $150,000 damage and injunction anti-trust case brought by the Center Theatre of Centreville, Md.

The theatre is suing Paramount, 20th Century-Fox, RKO Radio and Columbia, and Charles Wingfield and F. B. Klein, salesmen for Columbia and 20th-Fox, respectively, who own theatres in Church Hill and Chestertown, Md. The suit accuses the distributors of giving the Klein and Wingfield houses a monopoly of first-run product, with undue preference being given them because of their posts as salesmen for the two film firms. The two salesmen now have 10 days to file answers to the original complaint before the case is set for trial.

Second Petition for Cut in Clearance

CLEVELAND, Feb. 22.—Having received no replies from distribution companies to a request that a 21-day general clearance be granted to first-run subsequent-run houses in Greater Cleveland, Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, has addressed a second letter to them, stressing the general trend of reduced clearances and asking for consideration of his request, made in the name of independent first-run subsequents.

"Little Women"

(*Continued from page* 1)

haps the best group performance witnessed since "I Remember Mama,"

The title, of course, tells the wide world that the picture is Louisa May Alcott's imperishable story of Boston in the 1860's, but it is up to showmen to add that the filming's been done with impeccable fidelity on the grand scale and with magnificent use of Technicolor. Few books have been dealt with as faithfully and gratifyingly in the whole long history of the screen.

Production and direction by Mervyn LeRoy are of a kind to install that young veteran of many hits on a new and higher plane in his and your art-industry. His craftsmanship is superbly demonstrated throughout the picture, notably in the utter appropriateness and delivery of the dialogue, and again in the splendid simplicity of scenes and sequences taxing technological skills to the utmost. You have got to go back to "Meet Me in St. Louis" for a comparable job of reproducing a period and a place and a manner of living. LeRoy establishes all these in his opening shot, and there is never a letdown from there on. He allows what appears to be an intentional breather after about 90 minutes, but this turns out to be just what is needed to add impact to the incidents which follow. These include one which had the ladies in the preview audience weeping blissfully.

There are no audience limitations. The grandparent generation represented in the story by the late Sir C. Aubrey Smith and Lucile Watson, the parent-age contingent represented by Mary Astor and Leon Ames, and the juniors, represented by the others, will find in the picture, as they always have found in the novel, maximum interest, charm and understanding. The appeal is as universal as the screen. The screenplay, by Andrew Solt, Sarah Y. Mason and Victor Heerman is a triumphantly straightaway presentation of narrative, devoid of flashbacks or other trickery of any character, and the music score by Adolph Deutsch is brilliantly subordinated to the story it backgrounds.

Showmen wishing to focus advertising down to a single performance can truly declare Miss Allyson's portrayal of Jo a championship achievement.

Running time, 122 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Field Grosses Up Sharply

(*Continued from page* 1)

December's $15,138. Weekly average per theatre for January last year was $16,192. Top week last month was the second, with $19,018 registered. Best week in January, 1948, was the first, which brought a $19,031 average per theatre.

"The Paleface," one of the two pictures which tied for top grossing honors in December, continued in the lead spot last month, sharing that position with "The Snake Pit" which rose from third position to replace "The Three Musketeers." In second place last month was "Words and Music," followed by "Yellow Sky," in third. Close behind the latter were "The Red Shoes" and "Paisan."

Other pictures which appeared frequently as better-than-average grossers last month were: "Blood on the Moon," "The Three Musketeers," "Hamlet," "The Accused," "You Gotta Stay Happy," "The Wake of the Red Witch."

Also registering well last month, but less frequently than the foregoing, were: "Red River," "A Song Is Born," "Road House," "One Sunday Afternoon," "Adventures of Don Juan," "The Boy With the Green Hair," "Kiss the Blood Off My Hands," "Unknown Island," "Whiplash," "He Walked by Night," "The Man from Colorado," "That Wonderful Urge," "Rogues' Regiment," "Mexican Hayride," "Every Girl Should Be Married," "Letter from an Unknown Woman," "Time of Your Life," "The Kissing Bandit" and "So Dear to My Heart."

Composite key city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1- 2	164	$2,855,800	$17,413
Jan. 6- 7	168	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2- 3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108

Coast SPG Set for 'Invasion' by 'IA'

HOLLYWOOD, Feb. 22.—Screen Publicists Guild president Lesley Mason called a special meeting of the membership tonight to consider the situation precipitated last Friday when the IATSE petitioned the NLRB for certification as the bargaining agent.

The IATSE move, which seeks to revive the publicists' local set up during the 1945 strike but was unsuccessful in winning a majority support at that time, came in sequel to objections by a large number of SPG members to approval given the producer contract okayed in a membership meeting last week. SPG is affiliated with the Brotherhood of Painters, Decorators and Paperhangers, which was a leader in the 1945 strike.

Threats Mark Italian Producers' Quota Bid

Italy's film producers have threatened to shut down their studios on April 30 unless legislation is passed before then to prevent the Italian exhibition market from being "swamped" by foreign films, it is reported in press dispatches reaching New York from Rome. A shutdown would mean the laying off of 50,000 workers. Communist agitation for "protection of Italian films" also was reported in conjunction with the producers' threat.

The present law, which obliges exhibitors in Italy to dedicate 20 days every three months to Italian films, will expire at the end of the year. The producers want it replaced with one that will afford them even greater protection.

New York Grosses

(*Continued from page* 1)

together with a stage presentation, is seen winding up its Music Hall tenancy with a galloping $127,000 in a fifth and final week on the basis of $74,000 grossed Thursday through Sunday.

A number of New York's first-runs, notably the Paramount, Roxy, Park Avenue and Bijou, held extra performances yesterday. At these houses, as elsewhere, of course, holiday admission prices prevailed.

$110,000 at Paramount

First nine days of "Whisperin' Smith," plus a stage bill headed by comedian Henny Youngman, are expected to bring the Paramount a very robust $110,000. At the Roxy," "Yellow Sky" and Danny Kaye on stage brought a husky $94,000 for the third and final week; "Down to the Sea in Ships" took over at the Roxy yesterday in company with a stage bill featuring Rudy Vallee and a one-performance personal appearance of the picture's star, Richard Widmark.

"Hamlet" continues strong at the Park with a $16,000 capacity week in store, and at the Bijou "The Red Shoes" is expected to gross $17,000, which, by virtue of an extra holiday showing is considerably above capacity. The former film is in its 21st week and the latter is in its 19th.

Continuing at a strong clip at the Rivoli is "The Snake Pit" whose 16th week is due for $20,000, which is very good. Another long-runner which is holding up impressively is "Joan of Arc" at the Victoria where $26,000 is indicated for a 15th week.

'Enchantment' Closes

"Enchantment" did all right in the final 10 days of its nine-week run at the Astor where $21,000 was expected; "Knock on Any Door" opened at that theatre yesterday. At the Strand, "John Loves Mary," plus a stage bill topped by Jack Carson, is seen heading for $50,000 in a third and final week, a very substantial figure; starting Friday, the Strand will offer a special return engagement of "Johnny Belinda" and "The Treasure of Sierra Madre," in consequence of the Academy Award nominations embodied by each.

The Capitol, where "Caught" and Charlie Spivak's band on stage are in their first week, indicate a satisfactory $51,000 gross; third and final week of "The Bribe," together with Arthur Godfrey and his talent scouts on stage, brought the Capitol a splendid $84,500.

Also satisfactory is "State Department—File 649," at the Globe where $18,000 is seen for a first week. "The Return of October" opened yesterday at the Mayfair where a three-day second and final week of "My Dear Secretary" brought a mild $7,500. Third and final week of "He Walked by Night" is expected to bring the Criterion a so-so $17,500; "The Fighting O'Flynn" will take over on Saturday.

National Theatres' 3-Day Meet Opens

LOS ANGELES, Feb. 22.—National Theatres will hold its convention here tomorrow, Thursday and Friday, attended by district managers and department heads. From San Francisco will be Fay Reeder, George Milner, Elmer Hanks, Clarence Poos, Cliff Reynolds; from Oakland, Herman Kerskin; Sacramento, Jim Runte; San Jose, Harry Seipel.

A Lift of Spirit

(Editorial in Boxoffice Feb. 5th Issue.)

Leave it to those perennially young bloods of MGM. The roaring lion does it again. The tail is not timidly between the legs; it's wagging joyously to let this whole industry know of MGM's confidence in the motion picture business, in the MGM product and in the MGM organization.

At a time when too many have been viewing the outlook with pessimism, Leo and his pals step forward with the most optimistic enterprise the trade has witnessed since the prewar days. The preview-of-product meeting of their sales personnel in California spells good news for exhibitors. The men went out to look at a flock of completed pictures. No company would invest in such an undertaking unless it had something mighty wonderful to show the boys; something for the boys to tell you about. Our grapevine from the coast hints that you will not be disappointed.

Good news is what we're all listening for nowadays. MGM's preview of product gives all of us a much-needed lift of spirit.

★

SOUNDS MORE LIKE BUSINESS

(Editorial in Motion Picture Herald Feb. 5th Issue.)

Back in the gay lush days of promotional exuberance, the distributors used to organize ornate transcontinental junket expeditions to far places. They took trainloads of writers, wet-packed, to previews, expecting them to tell the world. MGM has a new efficiency version, assembling top personnel of sales next week at Culver City to look at nine pridefully completed productions — expecting them to go back to their key posts and tell the exhibitors. Sounds more like business.

★

Saying It With Product

(Editorial in Showmen's Trade Review Feb. 5th Issue.)

From every standpoint of the business, it seems smart operating to have the men who will sell and service the theatres with MGM films become well acquainted with the pictures they will offer. And there's no better way to find out than to see the show itself unreel right on a screen.

But that's the strictly business side of it. The phase of the event which strikes this corner as significant in a more general sense, is the encouragement it offers for everybody who wants to see more pep, enthusiasm, confidence in the product the industry has to offer. This element has been sadly lacking; has been smothered under the nebulous gloom and vapors steamed up by accents on the negative.

So, hooray! we say, for the good cheer there is in this slightly terrific demonstration of enthusiasm—cockiness, if you will—over the pictures they've finished and are bringing to completion at the MGM studios in Hollywood.

★

OPTIMISM AND FAITH

(Editorial in Greater Amusements Feb. 11th Issue.)

This "Chins-Up" expedition of Metro is not only a sales hypo for its own organization, but it is a challenge for other companies to return to the principles of showmanship, and the greatest kind of public relations! Hats off to MGM for its great display of courage in again taking the initiative in leading the motion picture industry out of the wilderness.

TALK OF



"COMMAND DECISION"
Clark Gable • Walter Pidgeon • Van Johnson
Brian Donlevy • Charles Bickford
John Hodiak • Edward Arnold

"LITTLE WOMEN" *(Technicolor)*
June Allyson • Peter Lawford • Margaret O'Brien
Elizabeth Taylor • Janet Leigh
Rossano Brazzi • Mary Astor

"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
Frank Sinatra • Esther Williams • Gene Kelly
Betty Garrett

"NEPTUNE'S DAUGHTER"
(Technicolor)
Esther Williams • Red Skelton • Ricardo Montalban
Betty Garrett • Keenan Wynn • Xavier Cugat

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE BARKLEYS OF BROADWAY"
(Technicolor)
Fred Astaire • Ginger Rogers • Oscar Levant

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith • Wendell Corey
Audrey Totter • Barry Sullivan • Frank Morgan
Mary Astor • Lewis Stone

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas
Walter Huston • Ethel Barrymore
Frank Morgan • Agnes Moorehead

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

AND LOTS MORE!

(Brotherhood Week Feb. 20-27 Fights Bigotry!)

THE INDUSTRY!

"Thank you, gentlemen of the trade press! You have helped the new M-G-M spirit to sweep the nation!"



The Lion Roars

(Editorial in Film Daily Feb. 7th Issue.)

● ● ● METRO'S "PREVIEW-OF-PRODUCT" sales convention which gets under way in Los Angeles today is of interest to everyone in film biz, whether they play the product for which Leo roars or not, or whether they're on the Loew's payroll or not. . . . How come? you ask. . . . An easy question to answer, that. . . . For lo, these too many months by far, you've been hearing the blues sung. . . . And the crying towels, too, have been much in evidence. . . . Film biz, one sourpuss after another has lamented, is hanging on the ropes. . . . Which of course it is not. . . . But the repetition of the sad lament registered psychologically, and things had come to a pretty pass indeed before some folks, topside, realized that pessimism begets pessimism with a rabbit's fecundity. . . . But you know how it is—there's gotta be a sign, to convince many. . . .

▼ ▼ ▼

● ● ● WELL, SIRS, that's where the Metro sales conclave comes in. . . . There's a sign for you. . . . A healthy sign. . . . A sign o' promise of good things to come. . . . Meaning box-office pictures. . . . Putting it succinctly, Metro has guts enough to spend money, and a Coast sales convention obviously cuts a pretty penny. . . . (And perhaps you've noticed Metro is also spending more money to sell the exhibitor where he is best sold—in the industry press). . . . It follows, obviously, that Metro sees biz to be gotten, profits to be made for the friendly company . . . and its friendly customers. . . . So its chin is up. . . . It's out to do a job. . . . And surely, the possibilities are there. . . . Eighteen odd thousands of 'em, incidentally. . . . And now the question becomes, and rightly: Who's next? . . . Will the band please strike up the theme song, "Now is the Hour?". . .

★

Twenty-five Years Of Leadership!

(Editorial in Independent Film Journal Feb. 12th Issue.)

For the past quarter of a century, the M-G-M trademark has reflected the highest standards in motion picture entertainment. It is therefore fitting that the company's slogan for its Silver Anniversary should be "Twenty-five years of motion picture leadership."

But Metro is not content to rest on its laurels. There could be no finer expression of confidence in the future, both for the industry in general and for its own product in particular, than was evidenced by M-G-M this past week.

A trainload of top sales personnel and home office executives, representing every exchange area in the country, was transported to the coast to celebrate the first formal occasion of M-G-M's 25th Anniversary and participate in the "Preview of Product" conferences. These men are certain to carry back with them to their respective territories a fresh enthusiasm for the product to be sold in the year ahead.

Leo Starts To Roar

(Editorial in Exhibitor Feb. 9th Issue.)

AT A TIME when any optimism within the industry is more than welcome, the decision of MGM to hold a "Preview Of Product" on the coast should be hailed eagerly by theatremen everywhere.

AS FAR AS MGM is concerned, it is definite proof that the company is confident of the merit of its product. Otherwise, why take more than 70 men from all parts of the country to see future pictures? Definitely, Leo must feel that he has what the boxoffice needs.

AS FAR AS the industry in general is concerned, this also serves notice that MGM, at least, is going to do considerable shouting this year. It is already heralding its Silver Anniversary, marking "25 Years Of Leadership In The Motion Picture Industry," which probably means that Leo will be roaring through all of 1949.

AT A TIME when some companies are talking in whispers, a roar is a novelty.

EVERY SEGMENT of MGM and Loew's is represented at the coast confabs, both from the United States and in the international area, and they will all get the same message, that MGM thinks that the best way to combat any letdown in theatre going is by supplying the kind of product that makes patrons regular customers, regardless of television or any other kind of opposition.

THIS DEPARTMENT, for one, is ready to hail any tendency on the part of any unit within the industry to get the business back on a showmanship level, and MGM, through its coast confab, is observing the one fundamental rule, "come through with pictures that mean dough, and no one will have to worry".

IT IS TO BE HOPED that others of the business will also endorse the MGM idea, backing their own product, and showing the business that there is nothing wrong with this industry that good pictures will not cure.

★

"As goes M-G-M, so goes the picture business."

(Editorial in Hollywood Reporter Feb. 7th Issue.)

• THE ACTION of Bill Rodgers in bringing more than one hundred MGM sales representatives out here for a convention starting today, has real significance. This is the first time in twelve years that MGM has had a sales meeting here and coming at a time when, seemingly, much of the bottom has dropped out of the picture business in the minds of too many, it should tell the entire industry that MGM has full confidence in its current progress.

The MGM sales executives will be shown all the new product which the studio heads, Mayer, Schary and Mannix, believe compares favorably with any program the studio has ever put together. The studio wanted the men who guide the sales of its product to see for themselves, rather than be told in that old routine convention pep talk, that's now grown a bit corny through wear over a period of years.

Dore Schary, up until now, has accomplished one very important task in the administration of his job at MGM. He has the entire line-up of pictures set and scheduled for production for the entire year of 1949. The scripts are all prepared, requiring only casting and stage space to get them into production. This IS an accomplishment and is looked on by Mayer, Mannix and the rest of the executive staff at that plant as just that. The studio has never been so far ahead in finished scripts, all of which will be outlined to the sales executives during their current convention sessions.

There used to be a saying, "as goes MGM, so goes the picture business," and if the enthusiasm now being shown by this company, which is reflected in bringing all this sales crowd to Hollywood, is any indication, the business, generally, should react to the lead and jump back out of its slump.

RKO Theatres

(*Continued from page* 1)

and are exclusive of miscellaneous theatre income from rentals, concessions, etc.

Figures for earlier years were: 1943, $35,509,083 receipts from 85,621,642 paid admissions; 1944, $37,493,608 from 82,656,265, and 1945, $39,391,233 from 86,214,999.

In an eight-year period beginning with 1940, RKO theatres paid a high of 46 per cent of their total film rentals for pictures distributed by RKO Radio (in 1946), and a low of 31 per cent (in 1940 and 1941). For the first nine months of last year, the figure was 34 per cent.

The revenue from RKO theatres, however, represented only from nine to 13 per cent of RKO Radio's total domestic film rentals for the same eight-year period, and six to 10 per cent of its world-wide gross.

11,000 Theatre Accounts

RKO Radio Pictures had more than 11,000 theatre accounts in the 1947-'48 season out of approximately 13,000 theatre possibilities, the report to stockholders says.

Since 1943, its domestic film rentals have ranged from a low of $34,831,362 in 1943 to a high of $54,897,725 in 1947. Foreign revenues varied from $11,033,886 in 1943 to $22,057,375 in 1947.

For the first nine months of 1948, RKO Radio domestic film rentals were $34,881,756, and foreign rentals, $16,131,113.

Rentals from films made by outside producers and distributors by RKO Radio ranged from $14,780,318 in 1943 to $36,984,084 in 1946. During the same period rentals from RKO Radio pictures ranged from $31,084,930 in 1943 to $42,716,825 in 1947, when total film rentals amounted to a high for the period of $76,955,100.

In the first nine months of 1948, product from outside producers was running ahead of RKO Radio pictures in total gross at the rate of $26,616,005 to $24,396,864.

The report states that in 1947 "gross film rentals for independent productions represented approximately 44½ per cent of the aggregate gross film rentals and yielded to Radio Pictures over $7,280,000 as its share or such gross film rentals."

The report notes that while distribution of outside product was "very profitable" for RKO for a number of years, the results have been unfavorable during the past two years.

After referring to "a comprehensive economy program at the studios," the report says that 14 completed features on Oct. 2, 1948, represented the following costs: five at less than $250,000 each; five at between $500,000 and $1,000,000; two between $1,000,000 and $1,500,000, and two "over $1,500,000."

RKO Negotiates for Hughes Film Assests

RKO is negotiating with Howard Hughes for the purchase of an unidentified completed feature, reissue and remake rights to 10 other features, stories and scripts, service contracts of three undesignated artists, production equipment, stock film, music rights and film titles, RKO stockholders are advised.

Purchase is being sought at "their fair market value," the company's report states. It notes that last year Jane Russell was obtained for an RKO feature through Hughes Tool Co. for $100,000. Hughes has agreed with RKO not to engage in independent production while he remains a dominant stockholder in the company.

RKO Pension Plan To Be Continued

The RKO employes pension plan will be continued by the two new companies which will emerge from the divorcement and reorganization of the company, RKO stockholders are advised.

Pension funds will be divided according to theatre and picture company employes who are members of the plan and two separate pension trust plans will be maintained by the two new companies thereafter.

Estimated annual pension at normal retirement age would give Ned E. Depinet, RKO president, $18,408; Malcolm Kingsberg, vice-president in charge of theatres, $18,514; N. Peter Rathvon, former president, $6,481, and J. Miller Walker, secretary and director, $7,365.

Review

"Prejudice"

(New World Films-M. P. Sales Corp.)

THE DANGEROUS evil of bigotry is thrown into dramatic outline in "Prejudice," a documentary-styled drama produced for commercial exhibition under the sponsorship of the Protestant Film Commission and other religious organizations. The picture, made in Hollywood, with a cast of professional actors, dramatizes the story of a plant executive who has religious prejudices without realizing it.

As the story progresses, just about all of the prejudices which stem from a difference of creed or color are shown. Their causes and irrational nature are explored, as well as their corrupting effect. As a drama, the story in itself stands up rather well, even though its intention is always obvious. It goes without saying, however, that the intention is commendable.

An Edmund L. Dorfman production, this New World Films presentation was directed by Edward L. Cahn, with Paul F. Heard as executive producer. The original story was by Jarvis Couillard who also did the screenplay with Ivan Goff and Ben Roberts. Among those in the cast are David Bruce, Mary Marshall, Tommy Ivo and Bruce Edwards.

Running time, 58 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Selznick Loans Seven

HOLLYWOOD, Feb. 22.—What was described as Hollywood's biggest loan-out deal on record was concluded yesterday with the signing of papers between David O. Selznick's Vanguard Films and Warner Brothers. Players involved are Jennifer Jones, Louis Jourdan, Gregory Peck, Joseph Cotten, Shirley Temple, Betsy Drake, Rory Calhoun and director Robert Stevenson.

Reject Leserman Bid

(*Continued from page* 1)

said that it would make financing more easily available and would assure SG sufficient product for distribution in the U. S. and Canada.

At the meeting the company's affairs of the previous year were discussed and the board unanimously voted approval of Lippert's actions.

In a discussion of the results being obtained on Lippert's "I Shot Jesse James," it was asserted at the meeting that the over-all plan assures the picture over $1,500,000 nationally.

The board approved the balance of this year's program, and with the completion of seven more films, SG will have delivered every picture promised at the beginning of the season. Lippert asserted that writers now are working on four pictures which will have a combined budget of $2,000,000 or more. They are "20,000 Leagues Under the Sea," in color; "Baron of Arizona," "Pillar Mountain," and a sequel to "I Shot Jesse James." Other films, to be released in 1949-50, are: "Mustang Fury," "Son of Shep," "Isle of Zorda," "Aloha," "Harbor Lights," "Deputy Marshall," "Top Secret," "Hollywood Square Dance," "Highway Westward" and eight Lash LaRue Westerns.

There will be a complete merger of the SG home office and Lippert Productions, with Lippert as the head of the consolidated companies.

Pennsylvania MPTO

(*Continued from page* 1)

that the shortage must be made up within the United States. Schwalberg asked for closer cooperation and understanding between producers and exhibitors.

Also speaking were Sam Galanty, district manager for Columbia; Ted O'Shea, assistant general sales manager for Paramount; Al O'Keefe, assistant sales manager for Universal-International; Trueman Rembusch, AMPTO treasurer; and Bert Stearn, head of Cooperative Theatres in the Pittsburgh district.

An open forum was conducted in the afternoon by Morris Finkel, president of Allied of Western Pennsylvania, with M. A. Rosenberg, local representative on the AMPTO national committee, sounding the keynote. Election of officers are on the program for tomorrow.

Studios Are Active

HOLLYWOOD, Feb. 22.—Casting office at Warner Brothers studios has resumed activities, beginning casting operations for "The Octopus and Miss Smith." The studio has been virtually at a standstill for some time. Production at Monogram studio will be resumed March 1, with five pictures slated to start during the month.

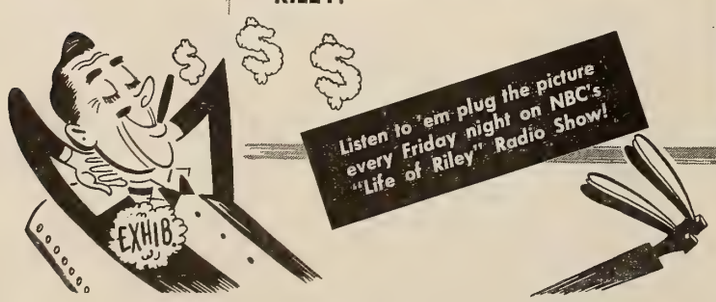
U-I gives you that "LIFE of RILEY" feeling!

BULLETIN #2

OAKLAND, CAL. — 15,000,000 listeners to the sensational "Truth or Consequences" radio show will share this city's excitement on Feb. 19 and 26 when a lucky Riley family will win a "LIFE OF RILEY" week in Cincinnati where they will be guests of honor for the world premiere celebration of the picture.

This is just one of the many terrific promotional stunts that will give America's exhibitors "THE LIFE OF RILEY" feeling.

The whole country will know what it means to live "THE LIFE OF RILEY."



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STRAIGHT FROM THE BOXOFFICE
Exhibitors Say
TRAILERS SELL
60%
OF THEIR
PATRONS!
READ
These Excerpts from
SHOWMEN'S TRADE REVIEW SURVEY
Leaders of the
MOTION PICTURE INDUSTRY ISSUE
Dec. 25
1948
"Exhibitors still rate their own screens far above any other medium for winning patronage for a given attraction. Thus, trailers are the top medium and the mainstay of the average theatre's seat-selling effort."
"... It's the screen itself that is depended upon to do the biggest job of selling a forthcoming attraction to the local public. Thus, in the rating of the mediums trailers stand at 60%; local newspaper advertising at 26%; printed programs at 9 percent.
(Complete article available on request)
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FAMILY HONEYMOON

U-I's comedy
successor to the
record-breaking
"Egg and I" opens a
Radio City Music Ha
February 24



UNIVERSAL-INTERNATIONAL presents

Claudette COLBERT · Fred MacMURRAY

those Grand "EGG and I" stars in

"FAMILY HONEYMOON"

with RITA JOHNSON · HATTIE McDANIEL and GIGI PERREAU sensation of "ENCHANTMENT"

Screenplay by DANE LUSSIER · Based on the novel by Homer Croy

Directed by CLAUDE BINYON · Produced by JOHN BECK and Z. WAYNE GRIFFIN

WE'RE ALL BEHIND
BROTHERHOOD WEEK,
FEBRUARY 20-27!
NO BIGOTRY
IN AMERICA!

Universal International

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 38 NEW YORK, U.S.A., THURSDAY, FEBRUARY 24, 1949 TEN CENTS

Allow Para. to Buy, Then Sell Partnerships

Bid to Exercise Stock Options Approved by US

Paramount's terms of settling the industry trust suit provide that the company may buy out the interests of partners in jointly-owned circuits, and then in turn sell the 100 per cent holdings where necessary as a means of salvaging stock purchase options which, the company contends, are worth millions.

For example, in a recent brief filed with Federal Court, Paramount insisted that its option with E. V. Richards alone is worth over $1,000,000. However, the Richards' agreement was admitted to be an extreme illustration. Under many of its option contracts, a Paramount co-stockholder may be required to fix a price at which Paramount may purchase his stock or sell its shares to the co-stockholder.

Paramount has stated that it obtained the unusual option advantages with Richards because the latter had purchased his 50 per cent in the Paramount-Richards circuit "for a very small price." Under the pact which

(*Continued on page* 4)

F. & M. Unit Seeks Voice in Para. Suit

Partmar Corp., Fanchon and Marco subsidiary which operates the Paramount in downtown Los Angeles, yesterday filed a motion in New York Federal Court to be heard as an intervenor in the industry anti-trust suit, apparently on the charge that Paramount and the government have agreed to ignore a portion of the U. S. Supreme Court's mandate in the case.

Object of the motion is to prevent Paramount from evicting the plaintiff

(*Continued on page* 4)

Pine Sees Separation As a Stimulant

Separation of exhibition from production-distribution, as called for in the RKO consent decree and in Paramount's impending settlement in the industry anti-trust suit, will spur production enterprise, according to William H. Pine of the Pine-Thomas team which produces for Paramount.

He said that keener competition will

(*Continued on page* 4)

Johnston Starts Studio Meetings

HOLLYWOOD, Feb. 23.—First in a series of individual studio meetings which will be addressed by Eric Johnston and other Motion Picture Association of America staff executives, will be held at M-G-M tonight.

Basic data on the industry's prospects and present situation will be the subject presented by Johnston and his staff, with most of the material to be a condensed version of the information covered at yesterday's Beverly Hills Hotel meeting of more than 100 top studio executives. At that meeting, Johnston emphasized that 1948's national domestic gross was only 8½ per cent below 1946, a figure first revealed at the presidents' meeting in Miami.

Johnston also pointed out that disposable income in 1948 was eight per cent higher than in 1946, and that

(*Continued on page* 4)

Finkel Is Reelected W.Penn. Allied Head

PITTSBURGH, Feb. 23.—Reelection of Morris M. Finkel as president highlighted the second and final day of the 28th annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania, held at the William Penn Hotel.

Fred A. Beedle was reelected vice-president, Fred J. Herrington was renamed secretary, and Joseph Gellman the incumbent treasurer. Three members elected to the board of directors were: William J. Blatt, Edgar E. Shaffer and Ray Woodard.

U. K. CLAMPS DOWN ON AID TO FILMS

John Joseph Joins M-G-M at Studio

John Joseph will join Metro-Goldwyn-Mayer on March 1 as assistant to Howard Dietz, vice-president in charge of advertising-publicity. Joseph will divide his time between New York and California, making his headquarters at the studio. As Dietz's assistant, Joseph will co-ordinate all publicity and exploitation activities, as well as guide special promotional campaigns in the field.

Joseph, formerly head of Universal-International publicity - advertising,

(*Continued on page* 4)

N. Y. SPG's Future Deemed Precarious

Eastern Screen Publicists Guild (CIO) is in danger of at least partial dissolution, it was admitted here yesterday by members as confirmation was given to reports that a large segment of the union's RKO Radio unit has withdrawn to seek affiliation with the AFL. A meeting of SPG unit chairmen scheduled for this evening will decide whether there is a chance of forestalling a further exodus of members, it was said.

Two reasons are given for the exist-

(*Continued on page* 2)

Attlee Wary of Further Help; Wants Studios to Put Own House in Order

LONDON, Feb. 23.—No substantial new government assistance to Britain's film producers is likely to be forthcoming and, if their fortunes are to be improved, high government officials are convinced, the producers will have to put their own house in order.

Prime Minister Clement Attlee, it is authoritatively learned, feels that the time has not yet arrived to give Cabinet level consideration to Britain's film production crisis. The subject is not included in the agenda for tomorrow's meeting of the Cabinet.

Attlee feels that further financial support of film production by the government can serve only to perpetuate the present allegedly wasteful and extravagant production methods, and that producers themselves must take steps to cut production costs. Furthermore, the Prime Minister definitely

(*Continued on page* 5)

$8,000,000 ABPC Production Plan

LONDON, Feb. 23.—Robert Clark, Associated British Pictures Corp. director and executive producer, will announce tomorrow an ambitious 2,000,000 pounds ($8,000,000) two-year production plan involving 15 pictures with the aid of Warner Brothers and several independent producers, including probably Gabriel Pascal.

ABPC's sound financing has been reflected recently in the stock market. Warners has a substantial interest in the company.

U. S. Lists $2-Billion Income for Film Firms

WASHINGTON, Feb. 23.—The motion picture industry had "total receipts" of close to $2,000,000,000 in 1946, according to a belated Treasury Department report of income tax and excess profits tax returns filed by firms in all branches of the industry.

The Treasury defines "total compiled receipts," as including gross sales, gross receipts from operations, all interest returns, royalties and dividends, excess of net short-term capital gains over net long term capital losses, excess of net long-term capital gains over net short-term capital losses, net gains from the sale or exchange of property other than capital assets, and miscellaneous other receipts.

Receipts of $1,949,375,000 were re-

(*Continued on page* 5)

Protest Proposed 100% Wage Hike

WASHINGTON, Feb. 23.—Washington exhibitors have strongly protested a proposal of the District of Columbia Minimum Wage Board to raise minimum wages by over 100 per cent for most female and minor employes.

Ushers and female cleaners would be especially affected. A committee headed by A. Julian Brylawski has told the board that the increase would "injure the very people you are trying to protect because we cannot pay the wages you propose."

The board proposed boosting the minimum wage for female workers except cleaners and for workers of

(*Continued on page* 5)

Loew Proposes New Stockholders' Date

In addition to voting on increasing the directorate from 10 to 11 members, stockholders of Loew's will ballot on an amendment to the corporation's by-laws to provide that their annual meeting shall be held on the last Thursday of each February instead of on the second Tuesday in December, when they meet at the home office here on

(*Continued on page* 4)

Personal Mention

M. A. LIGHTMAN, Sr., president of Malco Theatres, and MRS. LIGHTMAN, are in Miami from Memphis.

•

CHARLES L. CASANAVE, vice-president of Motion Picture Sales Corp., has returned to New York from Hollywood.

•

GEORGE D. BURROWS, executive vice-president and treasurer of Allied Artists and Monogram, has returned to Hollywood from New York.

•

ARTHUR M. LOEW, Loew's International president, has returned here from the Coast.

•

AL HORWITS, U-I studio publicity director, has arrived in New York from Hollywood.

•

HERBERT CROOKER, M-G-M publicity head, has returned here from Hollywood.

•

B. G. KRANZE, Film Classics sales vice-president, left here yesterday for St. Louis and Milwaukee.

Crown and Grant on Columbia's Board

Two new directors were added to the board of Columbia Pictures at a meeting of the directors held here yesterday. They are: Henry Crown, industrialist of Chicago, and Arnold M. Grant of New York.

Crown is chairman of the board of the Material Service Corp. of Chicago and a director of the Chicago-Rock Island Railroad, Baltimore and Ohio Railroad, and the Hilton Hotels of Chicago. Grant is a member of the firm of Weisman, Grant and Jaffe in New York and of Printzmetal and Grant of Los Angeles, both of which firms specialize in corporate and tax matters and have many motion picture clients.

Golding in Publicity Post

David Golding has been appointed assistant Eastern publicity manager of 20th Century-Fox, it was announced here yesterday by Ulric Bell, home office publicity manager.

Golding was formerly publicity chief in London for Samuel Goldwyn and also was until recently American press chief in England for Sir Alexander Korda.

National Theatres Meet

HOLLYWOOD, Feb. 23.—The annual meeting of National Theatres executives and division managers got under way today at circuit headquarters with president Charles P. Skouras presiding and with 20th Century-Fox president Spyros Skouras attending the opening session. Division presidents, buyers, bookers, purchasing agents and staffs, numbering approximately 100, will attend all-day conferences terminating Saturday afternoon.

Bernhard and Kranze Cited for 'File 649'

Washington, Feb. 23.—Rep. Arthur Klein, New York Democrat, put in the *Congressional Record* today a statement lauding Joseph Bernhard, Film Classics president, and B. G. Kranze, sales vice-president, for the film entitled "State Department, File 649," which Klein said "tells in an interesting manner how the unsung heroes of the State Department's Consular Service perform their varied functions, sometimes in the face of great danger."

Klein said he hoped that this is the beginning of a Hollywood trend to "create a better understanding of Government operations."

First Laurel Film To Film Classics

"C-Man," starring Dean Jagger, first production by Laurel Films, will be nationally distributed by Film Classics in May, according to executive producer Rex Carlton and producer-director Joseph Lerner of laurel.

Laurel plans a series to be producer in New York. Now in preparation is "Guilty Bystander," by Wade Miller, to be followed by a series of documentary shorts, "Admiral Zacharias' Secret Missions."

New Exchange Pact's Arrangements Closed

IATSE and distributor negotiators met here yesterday to put the finishing touches on the agreement for a new contract for 6,300 exchange workers in 32 cities. It is understood that the "IA" will announce shortly the terms of the contract, which are said to embody a general wage increase.

Realtors Ask $22,000

HARTFORD, Feb. 23.—Two suits, seeking total damages of $22,000, have been filed by Berk and Krumgold, New York theatrical realty firm, against Mickey Daly, Hartford exhibitor, and Mrs. Mary diLorenzo of this city. Suits charge that leases on the Plainfield and Daly theatres, negotiated by the plaintiffs, were not carried out.

Red Cross Stars Dunne

WASHINGTON, Feb. 23.—A two-minute film highlighting Red Cross disaster work, made at RKO Radio studios and to be distributed by five newsreel companies, stars Irene Dunne, a vice-chairman of the organization's national fund drive.

Coast Boys' Club Opens

HOLLYWOOD, Feb. 23.—A dedication banquet for Variety Boys' Club, which will open its doors tomorrow after being built by Tent 25 at a cost of $200,000, will be held Feb. 28 at the Ambassador Hotel, with 600 civic, business and industry leaders expected.

Rank's GFD Named In Contract Suit

Federal Judge Henry W. Goddard yesterday granted in U. S. District Court here the motion of Canada's Empire-Universal Films, Ltd., and other plaintiffs leave to file an amended complaint embodying an additional defendant, Britain's General Film Distributors, in the $1,000,000 litigation pending against J. Arthur Rank's General Cinema Finance Corp., the American Rank Organization, Universal-International, Eagle-Lion, William Goetz, Leo Spitz, et al. Suit, which alleges breach of distribution contract negotiated with Rank's now-dissolved United World Films of Canada, is scheduled to be tried next month when Rank himself will be here from England to testify. GFD is a Rank affiliate.

Court Weighs Coast Injunction Plea

HOLLYWOOD, Feb. 23.—Following protracted presentation of arguments by opposing counsel, Federal Judge Campbell E. Beaumont took under advisement an application by Griffith-Coleman, Inc., for a temporary injunction restraining seven distributors from depriving La Tijera Theatre of first-run service. The jurist at the same time denied a similar application by Phil Isley Theatres in behalf of its Picwood Theatre.

Griffith-Coleman had brought suit for $1,317,000 damages and sought a preliminary injunction compelling distributors to enter into negotiations for first-run product, citing the decision in the Goldman case at Philadelphia as demonstrating "the Federal court's viewpoint concerning the right of first-run theatres to have free and fair access to film product in the competitive market."

SAG Conditionally Approves Council

HOLLYWOOD, Feb. 23.—The board of directors of the Screen Actors' Guild has voted to conditionally approve participation in the Motion Picture Industry Council, recently cripped by the withdrawal of the Hollywood Council AFL guilds and unions following the selection of Cecil B. DeMille as chairman, stipulating that the MPIC must abandon its present system of picking names from a hat to appoint a chairman and substitute an election by nomination and secret ballot.

SAG's move comes on the eve of a projected meeting of the MPIC next week at which MPAA president Eric Johnston is expected to again proffer aid and cooperation in setting up a functioning organization to handle public and trade relations.

'Pygmalion' Bows Today

Reissue of Gabriel Pascal's British production of "Pygmalion" will be launched today with an opening at the Sutton, New York first-run. Jack Ellis, former United Artists district manager here, holds distribution rights.

Newsreel Parade

SECRETARY ROYALL'S report on the Far East is a current newsreel highlight. Other items include the demolition of a blimp hanger; a strike of London's charwomen; fashions, and sports. Complete contents follow:

MOVIETONE NEWS, No. 16 — Papal Consistory protests trial of Cardinal Mindszenty. Florida robot bomber crashed in life-saving experiment. Navy demolishes old blimp hanger. Secretary Royall reports on tour of Pacific bases. Premiere of "Down to the Sea in Ships." Helicopter herder chases marauding elk into corrals. School for baseball umpires. Sailfishing off Acapulco. World's largest bobshed.

NEWS OF THE DAY, No. 250—Secretary Royall finds MacArthur's men ready. Huge hanger dynamited. Charwoman's day in London. Ballet revival cheers Germans. Biggest bobsled takes 100 for ride. Snowshow carnival. Instructing the umpires.

PARAMOUNT NEWS, No. 53—Secretary Royall reports on the Far East. New style modes in scarves. Romance rumor rinks Princess Margaret's name with commoner. Bob Hope receives *Look Magazine* "Achievement Award." Israel makes history: First assembly convenes.

UNIVERSAL NEWSREEL, No. 224—"B" 17's used in Florida experiment. Margaret Truman's birthday. Navy blimp hanger demolished scientifically. Honeymoon fashions. Rebellion of London's charwomen. Canada's governor-general tries snowshoes. Skiing.

WARNER PATHE NEWS, No. 55 — Israeli government meets for the first time. London's charwomen on war path. Western allies counter blockade in Berlin.' Italian town ready for carnival. Navy blasts giant hanger. Pets in the news: sparrow, flea and rooster. Surfboard riding in Hawaii. Motorcycle on skiis. Winter games in Alps.

N. Y. SPG's Future

(*Continued from page* 1)

ing state of affairs within SPG: (1) resentment over alleged Communist influence in the guild and (2) the apparent inability of the guild's negotiating committee to secure satisfactory terms for a new contract in current negotiations with film companies.

One SPG executive hastened to deny yesterday that the union's future is in jeopardy, although he did acknowledge that factional warfare within the guild is heading for a showdown. Queried on the guild's financial position, he said it has in its treasury some $15,000 in cash and bonds.

SPG Considers 'IA' Affiliation

HOLLYWOOD, Feb. 23.—Screen Publicists Guild membership has voted to invite IATSE international representative Roy Brewer to attend a meeting on March 1 to explain any advantages which he believes SPG would gain by switching its affiliation from the Painters Brotherhood to the IATSE, which last week filed an NLRB petition for an election to determine the proper bargaining agency for publicity workers.

SPG's membership is sharply split on the affiliation question in consequence of recently-voted approval of a contract with producers waiving a seniority clause, and the situation is complicated by the fact producers have not yet signed the new contract.

Tour Grosses $650,000

HOLLYWOOD, Feb. 22.—A $650,000 gross on Bob Hope's barnstorming trip through 35 cities in 16 states was reported here as the tour ended.

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She won 78
ITATIONS
for her role in
hnny Belinda'
and she does
it again!

BELOVED BELINDA IN ANOTHER BIG ONE!

DAVID NIVEN · JANE WYMAN

"KISS IN THE DARK"

ICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD

icted by ELMER DAVES produced by HARRY KURNITZ

Screen Play by Harry Kurnitz From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

WARNER BROS. TRADE SHOW FEB. 28

CITY	PLACE OF SHOWING	ADDRESS	TIME	CITY	PLACE OF SHOWING	ADDRESS	TIME	CITY	PLACE OF SHOWING	ADDRESS	TIME
ALBANY	Warner Screening Room	79 N. Pearl St.	12:30 P.M.	DES MOINES	20th Century-Fox Sc. Rm.	1300 High St.	8:00 P.M.	NEW YORK	Home Office	321 W. 44th St.	2:30 P.M.
ATLANTA	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.	DETROIT	Film Exchange Bldg.	2310 Cass Ave.	2:00 P.M.	OKLAHOMA	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
BOSTON	RKO Screening Room	122 Arlington St.	2:30 P.M.	INDIANAPOLIS	20th Century-Fox Sc. Rm.	326 No. Illinois St.	1:00 P.M.	OMAHA	20th Century-Fox Sc. Rm.	1502 Davenport St.	10:00 A.M.
BUFFALO	Paramount Sc. Room	464 Franklin Street	2:00 P.M.	KANSAS CITY	20th Century-Fox Sc. Rm.	1720 Wyandotte St.	7:30 P.M.	PHILADELPHIA	Warner Screening Room	230 No. 13th St.	2:30 P.M.
CHARLOTTE	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.	LOS ANGELES	Warner Screening Room	2025 S. Vermont Ave.	2:00 P.M.	PITTSBURGH	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
CHICAGO	Warner Screening Room	1307 So. Wabash Ave.	1:30 P.M.	MEMPHIS	20th Century-Fox Sc. Rm.	151 Vance Ave.	10:00 A.M.	PORTLAND	Jewel Box Sc. Room	1947 N.W. Kearney St.	2:00 P.M.
CINCINNATI	RKO Palace Th. Bldg.	Screening Room E. 6th	8:00 P.M.	MILWAUKEE	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.	2:00 P.M.	SALT LAKE	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
CLEVELAND	Warner Screening Room	2300 Payne Ave.	8:00 P.M.	MINNEAPOLIS	Warner Screening Room	1000 Currie Ave.	2:00 P.M.	SAN FRANCISCO	Paramount Sc. Room	205 Golden Gate Ave.	1:30 P.M.
DALLAS	20th Century-Fox Sc. Rm.	1803 Wood St.	2:00 P.M.	NEW HAVEN	Warner Th. Proj. Rm.	70 College St.	2:00 P.M.	SEATTLE	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
DENVER	Paramount Sc. Room	2100 Stout St.	2:00 P.M.	NEW ORLEANS	20th Century-Fox Sc. Rm.	200 S. Liberty St.	8:00 P.M.	ST. LOUIS	S'renco Sc. Room	3143 Olive St.	9:30 A.M.
								WASHINGTON	Warner Th. Bldg.	13th & E. Sts. N.W.	10:30 A.M.

Johnston Starts

(*Continued from page* 1)

economies in the last quarter of 1948 represent a savings 59 per cent higher than the same quarter in 1947.

Perhaps the most striking point was made by Dr. Arno Johnson, J. Walter Thompson agency vice-president in charge of research, who declared that "the ability of Americans to buy theatre tickets is 50 per cent greater than before the war.

"The number of tickets sold is approximately the same," he continued. "The desire to attend rather than the ability to pay is the governing factor in ticket sales."

Dr. Robert Chambers, head of the MPAA research department, presented charts to substantiate the 8½ per cent figure and showed further that business in 1948 was equal to 1945.

Other speakers, including Francis Harmon, MPAA vice-president, and John McCarthy, MPAA international division head, said that no trend toward a slump in national economy is in sight, 1948 world grosses were less than 10 per cent below 1946, the State Department is cooperating with the industry to the fullest extent it has legal authority to do so, and that the outlook for world trade is good but the outlook for remittances from abroad is not.

Loew Proposes

(*Continued from page* 1)

March 25. The latter date is in lieu of the annual stockholders' meeting deferred from last December.

Nominated for the post of 11th director is F. Joseph Holleran, vice-president of National City Bank of New York. The bank is one of the company's financial depositories and during the last fiscal year, ended August 31, 1948, a subsidiary of Loew's made long-term loans from the bank, guaranteed by the parent, aggregating some $5,000,000.

Nominated for reelection are Leopold Friedman, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel, David Warfield and Henry Rogers Winthrop.

Officers or directors of the company who received salary and other remuneration of more than $25,000 during the fiscal year follows: Friedman, vice-president, secretary and counsel, $130,714; E. J. Mannix, vice-president, $159,471 salary, $43,142 bonus; Louis B. Mayer, production head, $156,857 salary, plus $260,406; Moskowitz, vice-president and treasurer, $156,857; Rodgers, distribution vice-president, $115,028; Rubin, vice-president and counsel, $104,571, plus $53,850; Schenck, president, $130,714, plus $94,121; Vogel, vice-president, $156,857.

Additionally, the company placed a total of some $480,969 in benefits in its retirement fund for the foregoing eight persons during the year.

Review

"City Across the River"

(Universal-International)

PLAUDITS are in store for producer-director Maxwell Shane. Working with a cast of relative newcomers, he has made a film of excellent results. In bold and absorbing patterns, "City Across the River" recounts the disfiguring effects of slum conditions on the human personality. With a prologue and epilogue delivered by news commentator Drew Pearson, the story has a semi-documentary flavor, but it is never lacking in excitement or emotional intensity. It should bring handsome box-office returns in situations that are receptive to top-grade gangster dramas.

The picture's locale is a slum section of Brooklyn where a hard-as-nails gang called "The Dukes" hold unchallenged sway, and whose customary activities range from petty hoodlumism to Saturday night dances in a crowded basement clubroom. Dominating the gang dramatically is a teen-age lad, Peter Fernandez, and his hard-working, economically-pressed folks. First the lad plays hookey, indulges in minor delinquencies, and reacts bitterly to his sordid environment. Gradually he becomes embroiled in the larger crimes of his gang and finally his doom is sealed when he and a buddy (Al Ramsen) engage in a fight with a school teacher and the latter kills the teacher. From this point on the story becomes a mystery drama, with the police using all of their ingenuity to gather evidence on the reckless young criminals.

The screenplay, by Shane and Dennis Cooper, moves with measured beat to its inevitable conclusion. The very anonymity of the actors strengthens the quality of realism. The question of whether society or the individual bears the burden of responsibility for juvenile delinquency is implied but it is a disturbing one. Shane, in his directon, neatly balanced the action. Performances are all sharply etched. Others in the cast are Thelma Ritter and Louis Van Rotten, as the boy's parents, and Sharon McManus, his little sister. Stock roles as a social center director and a detective are made considerably appealing by Stephen McNally and Jeff Corey, respectively. Joshua Shelley, as a half-demented knifer, provides an effective vignette. Adolescent girl friends of gang members are portrayed by Sue England, Barbara Whiting and Sara Berner. The story was adapted from the novel, "The Amboy Dukes," by Irving Shulman.

Running time, 90 minutes. Adult audience classification. Set for April release.

MANDEL HERBSTMAN

John Joseph to MGM

(*Continued from page* 1)

will first spend two weeks at the Coast studio seeing new pictures and conferring on campaigns to accompany their release. He will then go to New York to carry out the campaigns.

With the addition of Joseph, the M-G-M promotional staff now consists of Howard Strickling, director of publicity; Si Seadler, director of advertising; W. R. Ferguson, director of exploitation; Herb Crooker, New York publicity manager; Frank Whitbeck, studio advertising manager; and Ralph Wheelright, studio publicity and promotion manager.

Para. Stock Options

(*Continued from page* 1)

is to expire on April 29, 1950, Paramount may request Richards to fix a base price at which he would sell to or buy from Paramount. Paramount then could buy out Richards at 50 per cent of the price so fixed or sell to him at 150 per cent of the fixed price.

In all cases, it appears that Paramount has won its prime objective so far as buying and selling are concerned. The company had told New York Federal Court that direct sale of its interests in partnerships, under compulsion, and without the advantages of the options it holds, would mean "wholesale destruction" of the values of its properties.

Meanwhile, Paramount is still holding up on signing the consent decree, firm to its attitude of no signatures until the Treasury Department gives a formal ruling that the reorganization of the company will be a tax-free stock transaction. Justice Department is said to be putting pressure on Treasury for quick action.

Pine on Divorcement

(*Continued from page* 1)

be the immediate result as producers aligned with major companies will no longer have large numbers of immediate customers in their own affiliated theatres, but instead will have to operate on the highest competitive basis in winning market outlets. Said Pine: "It will be a matter of survival of the fittest so far as producers are concerned."

He made the remarks in a discussion of trade matters during a luncheon given in his honor by Paramount at the Hotel Astor yesterday. Paramount division manager Hugh Owen was host.

Pine-Thomas have been forced to abandon low-budget type productions because conditions have changed to the extent that a "solid" box-office film requires an expenditure of at least $1,000,000.

F. & M. Unit Seeks

(*Continued from page* 1)

from the Los Angeles house, which the plaintiff alleges is held on a lease, on condition that all Paramount pictures be played.

Partmar contends that "the picture company has been enjoined from compelling the exclusive use of its pictures in the theatre." Partmar asserts that Paramount and the government "have agreed to dispense with this requirement." Presumably this is a reference to the terms of Paramount's expected settlement of the case.

U-I Asks Suit Dismissal

Universal-International has moved in U. S. District Court here for a dismissal of minority stockholder Florence R. Long's action against the company and a number of its officers and directors. The company claims what Miss Long holds were improper stock option deals actually were set up "in the best interests of the company."

"*Stunning performance.*"
HOLLYWOOD REPORTER



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN

WANTED 16 M.M.: BOOKER AND EXPEDITER

Male or female top salary for experience.

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U. K. Clamps Down

(*Continued from page* 1)

is inclined to blame producers for yielding too easily in the past to union demands for wages and working conditions. He suggests they correct that situation before asking further governmental aid.

Attlee, in addition, is mindful that special governmental concessions to the film industry inevitably will provoke other industries in making similar demands upon the government when the anticipated recession in the present "sellers' market" occurs.

It is understood that Sir Stafford Cripps, Chancellor of the Exchequer, is considering some form of modification of the government's heavy entertainment tax, to be incorporated in his April budget, but that the relief to be accorded will in no event be passed on to film producers. Rather, it will be specifically designed to lower the cost of entertainment to the public.

Despite the government's present unwillingness to accept the production crisis as a Cabinet level problem, Harold Wilson, president of the Board of Trade, undoubtedly is discussing the situation with Cripps. Wilson is greatly concerned over the threatened collapse of his 45 per cent film quota and the growing uncertainty of his other film industry plans.

J. Arthur Rank assured an emergency meeting of Wilson's National Film Production Council today that he will deliver 40 films during the quota's first year and expressed the view that the quota will be amply met. Rank previously had promised at least 60 features.

A BOT spokesman said he foresees quota trouble next year in consequence of the current production dislocation. He warned that miracles will not happen through governmental help, the limit thereof being the Film Finance Corporation's present subsidies. The rest is up to the industry, he said.

Today's meeting provided a "free, friendly and frank discussion," the spokesman said, which at least "cleared the air."

Future meetings of the joint committee will be held monthly, he said.

The feeling is spreading here that the only solution for the present crisis lies in abrogation of the quota legislation in return for guaranteed American showings up to a given small percentage of British pictures.

In this connection, authoritative circles already are urging the government to utilize the Export Guarantees Act to enable producers to collect currently-frozen currencies earned by British pictures in non-sterling countries.

Film Firm Income

(*Continued from page* 1)

ported on 4,278 returns filed by film industry firms. Another 268 returns did not have income data.

Of the total, 3,424 returns showed a net income, while 854 showed a net deficit. The returns with a net income reported $1,890,731,000 in compiled receipts, a net income of $369,575,000 and total income and excess profits tax payments of $128,316,000, consisting of $116,746,000 in income taxes and $11,750,000 in excess profits tax.

The firms reporting a net income paid $113,275,000 in dividends in cash and assets other than their own stock, while the firms with a deficit paid $35,000 in such dividends. The 854 deficit firms had total compiled receipts of $58,644,000 and a net deficit of $13,409,000.

Twenty-six consolidated returns were filed by film firms, 23 showing a net income and three showing no net income. The 23 firms reporting on the plus side covered 328 subsidiaries in their consolidated returns, had total receipts of $357,151,000, a net income of $49,426,000, paid $17,852,000 in dividends other than in their own stock, and paid $18,847,000 in taxes—$18,827,000 in income and $20,000 in excess profits tax. The returns with no net income covered three subsidiaries, showed receipts of $1,471,000, a deficit of $231,000, and dividends of $10,000.

The industry firms received $44,258,000 in dividends from stock of other domestic corporations, and $1,092,000 in interest on Government obligations.

Protest Wage Hike

(*Continued from page* 1)

either sex under 18 years of age from $17 for a 44-hour week to $31 for a 40-hour week. Minimum wages for cleaners would go from $14.50 for a 48-hour week to $29.75 for a 44-hour week. Brylawski pointed out that the present union wage for female ushers is from $20 to $24.

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Moviegoers Were
Thrilled Before
MILLIONS
Will Be
Thrilled Again
When They See
BERNARD SHAW'S
PYGMALION
starring
WENDY HILLER
LESLIE HOWARD
Produced by Gabriel Pascal
"Practically perfect" *Time Magazine*
"A grand show!"
"Deftly, joyously told" *N. Y. Times*
"Magnificent" *Herald Tribune*
8 out of 9 critics voted it "ONE OF THE YEAR'S 10 BEST".
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BULLETIN #3

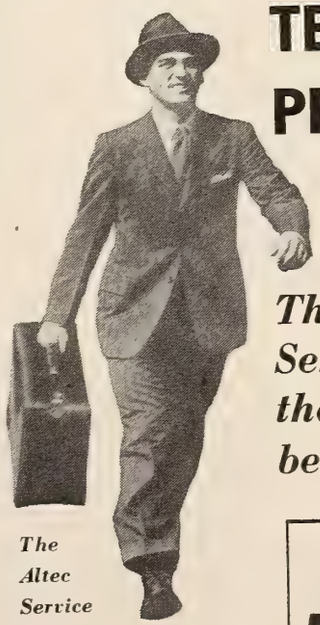
HOLLYWOOD — Every Friday night for five weeks more than 23,000,000 listeners to NBC's network hit program, "THE LIFE OF RILEY," are hearing the big news that "THE LIFE OF RILEY" is now on the screen with the same lovable William Bendix as its star.

The whole NBC network and all its affiliated stations are ready to lend local cooperation to you when you play U-I's "THE LIFE OF RILEY." Get in touch with your local station immediately and learn how you, too, can live "THE LIFE OF RILEY."

Get that "LIFE of RILEY" feeling!



ANSWER TO YOUR TECHNICAL PROBLEMS . . .



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VOL. 65. NO. 39 NEW YORK, U. S. A., FRIDAY, FEBRUARY 25, 1949 TEN CENTS

Loew's Wants 'Clean Slate' From NY Court

New Brief Asserts More Restraints Not Needed

"No further relief is required by the government or should be granted to it as against Loew's, Inc." This was Loew's sparsely-worded conclusion to a 154-page brief which it submitted to New York Federal Court yesterday, setting forth an extensive argument against the government's bid for divestiture and new trade practice injunctions in the industry's anti-trust suit.

Like its co-defendants, Loew's asks the court to consider the company in the light of present-day operations, as against the pre-trial era, holding that practices today are devoid of any injustices to, or unfair advantages over, any other interests in the industry. Since the New York court's opinion

(*Continued on page 4*)

Permit Long 'Joan' Run in Chicago

CHICAGO, Feb. 24. — An agreement involving the two week run limit imposed by the Jackson Park decree has been reached to allow Sierra Pictures' "Joan of Arc," distributed by RKO, to open at the RKO Grand March 23 for an extended run.

Under the terms set forth by RKO attorneys, and approved by Judge Michael J. Igoe of U. S. District Court, and Thomas McConnell, Jackson Park attorney, the RKO Palace is to play double features in order that the total number of films normally played at the two RKO Loop houses

(*Continued on page 3*)

UA Ends Bidding Plan in Chicago

CHICAGO, Feb. 24.—United Artists has discontinued the sale of films here under the competitive bidding-zoning plan, thus concluding an experiment that began several months ago with the picture, "The Time of Your Life."

Forthcoming films, including "Red River," now playing here in outlying houses, will be sold on the basis of negotiations. RKO, 20th Century-Fox and M-G-M sell their product here under the bidding setup.

N. Y. Exhibitors to Test Television For Theatre Usage

Some 25 to 50 New York exhibitors, anticipating the eventual widespread application of large-screen theatre television, are contemplating early experiments in conjunction with telecasters and telephone equipment manufacturers, according to a spokesman of the Theatre Owners of America, who admits that the interested exhibitors are both from within and outside the ranks of TOA members.

Feeling that such group action is needed to get RCA and other manufacturers to move more rapidly into the production of large-screen televi-

(*Continued on page 4*)

Kirsch Again Heads Illinois Allied

CHICAGO, Feb. 24. — Jack Kirsch was re-elected president of Allied Theatres of Illinois for a three-year term at the 19th annual meeting of officers and directors held today at the Congress Hotel. Re-elected for one-year terms were Van A. Nomikos, vice-president, and Ben Banowitz, secretary-treasurer.

Directors re-elected for one year terms were the following: Richard Salkin, Samuel Roberts, James Gregory, Saul Lockwood, Arthur Davidson, Verne Langdon, Jack Rose, B. Cheruhas, Joseph Stern, Lou H. Harrison, John Semidalis, Ludwig Sussman, Nate Platt, Howard Lubliner and Charles Lindau. Harry Nepo was again appointed sergeant-at-arms.

Monogram In ABPC's Plan

LONDON, Feb. 25. — Monogram as well as Warner will be included in Associated British Pictures Corporation's 2,000,000 pounds ($8,000,000) two-year production plan, it was expected here today as ABPC executive producer Robert Clark confirmed a report that ABPC will launch such a program. The plan calls for worldwide distribution of the 10 or 15 pictures which will be made, with Warner already committed to distribute in the U. S.

Clark indicated that the program may be enlarged by 1950, with ABPC's

(*Continued on page 4*)

New Entertainment Project for Israel

First steps in the launching of a corporation for the promotion of various entertainment enterprises in Israel were taken by an industry group here yesterday at a meeting held at the St. Moritz Hotel. At the meeting it was decided that a survey will be initiated with a view toward utilizing American and other capital in financing such a company.

Norman Lourie, with the entertainment industry in Israel, was designated to investigate the potential structure and scope of the enterprise. He will leave for Tel-Aviv next Wednesday.

An organizing committee consists of Fred J. Schwartz, Harry Brandt, Samuel Rosen, George J. Schaefer,

(*Continued on page 3*)

Decree Will Split Up Para. Video Interests

Ascap, Telecasters Talk First Contract

Initial discussions of actual terms to supplant the first non-gratis Ascap contracts with telecasters were begun here yesterday and confined to exploratory probings by numerous representatives on both sides. Previous talks had concerned only the extent of Ascap's licensing authority. The protracted nature of these talks resulted in a 30-day extension, to April 1, of Ascap's gratuitous licenses to video music users.

Representing the National Association of Broadcasters in the negotiations are: Robert P. Myers, Joseph A. McDonald, Julius F. Brauner,

(*Continued on page 4*)

WASHINGTON, Feb. 24.—The Paramount decree in the government's New York anti-trust action will split up that company's television stations and station applications between the two new companies which would emerge under the decree settlement of the case. This would end the existing Paramount-DuMont station holdings.

It is understood that the new production-distribution firm will get the Los Angeles station KTLA, Paramount's present stock, about 30 per cent, in DuMont, and the application for a San Francisco station, while the theatre firm will have Balaban and Katz's Chicago station WBKB, plus the applications of New England Theatres for Boston, Gulf Theatres for

(*Continued on page 4*)

Para. Decree All Set for Signing Today

Treasury Clears Tax Status of New Stock

The Treasury Department having expressed itself to the satisfaction of Paramount that the company's proposed reorganization and stock re-distribution will be considered as tax free, Paramount and the Justice Department today will formally enter into a consent decree in the industry trust suit. This was expressed as a certainty here yesterday.

Paramount's executive committee sat in an extraordinary session at the home office yesterday for final conversations on the settlement with the government, which, if approved by the New York Federal Court and the company's stockholders, will mean the dissolution of Paramount and the

(*Continued on page 4*)

SIMPP May File In New York Case

The Society of Independent Motion Picture Producers in Hollywood is considering the filing of an *amicus curiae* brief with the District Court here opposing what is defined as "the concentration of buying power" still left under new decree setups in the government's New York trust action, it was disclosed by Gunther Lessing, vice-president of Walt Disney Productions, who is visiting here from the Coast. Lessing is also counsel for the SIMPP.

Lessing holds that there still would not be enough free competition under the decree, with the majors retaining

(*Continued on page 4*)

Bidding Tilt Keeps 3 From the TOA

The reason why Warner, Loew and RKO are not members of the Theatre Owners of America "is because TOA refused to approve or soft pedal a general plan to inaugurate competitive bidding," TOA members have been informed in a bulletin from headquarters here. "This," the bulletin states, "should allay any idea that TOA is a tool of the production interests. It invites their participation, but only upon

(*Continued on page 3*)

Personal Mention

LOUIS PHILLIPS, Paramount home office attorney, is recuperating at Saratoga Springs from a recent illness.

•

SPYROS SKOURAS, 20th Century-Fox president, is due back in New York Monday from Hollywood, accompanied by ANDY W. SMITH, JR., sales vice-president, and DONALD HENDERSON, treasurer.

•

DAVID LIPTON, Universal-International advertising-publicity director, left Hollywood yesterday for New York, with stopovers scheduled for Salt Lake City and Cincinnati.

•

GEORGE LYNCH, chief film buyer of the Schine circuit, will be honored on his 30th anniversary in the industry at a dinner April 4 at the Ten Eyck Hotel, Albany, N. Y.

•

VINCENT TROTTA, National Screen Service art director, and MRS. TROTTA, will celebrate their 25th wedding anniversary on Monday.

•

CHARLES SIMONELLI, Universal-International Eastern exploitation manager, left here yesterday for Cincinnati.

•

BEN WIRTH, Warner Service Corp. president, is due back here from the Coast.

•

BRYAN FOY, Eagle Lion independent producer, has arrived here from Hollywood.

•

IRVING MACK, head of Filmack Trailers, has returned to Chicago from New York.

•

JAMES CUNNINGHAM of New Glasgow, Nova Scotia, has been appointed to Canada's National Film Board.

•

R. HILTON, Altec central division manager, is in New York from Chicago.

•

H. C. POTTER, director, will leave here for Hollywood today.

AMPA Meets Monday

A meeting of the Associated Motion Picture Advertisers to select a nominating committee will be held at the Trader Tom restaurant here on Monday, it is announced by Max E. Youngstein, AMPA president.

No Indiana Tax Bill

INDIANAPOLIS, Feb. 24.—There has been no bill introduced in the legislature to levy a 20 per cent admission tax, despite reports to the contrary, according to the Associated Theatre Owners of Indiana.

James J. Lucas, 61

HOLLYWOOD, Feb. 24.—James J. Lucas, 61, former vaudeville star and composer of once-popular songs, died here Monday. In recent years he had played film parts.

Coast Production Seen Increasing

Hollywood, Feb. 24.—Indications that the production activity level is due to rise in the near future is seen in the disclosure by the Screen Writers' Guild that 470 motion picture writers were employed by the studios on Feb. 15, which compares with 448 on Jan. 10.

Industry Bond Drive To Start on May 15

WASHINGTON, Feb. 24.—The industry will launch its program for the Treasury's 1949 bond drive on May 15, when Hollywood stars and covered wagons loaned by the studios will highlight a ceremony at Independence, Mo.

This was announced here by Maurice Bergman, chairman of the industry's committee for the drive, at the close of a two-day meeting of the chairmen of 19 industry committees cooperating in the drive.

Bergman today outlined the industry's plans for the Treasury campaign, the symbol of which is the covered wagon. These include sending covered wagons over the country, with stars making personal appearances in a dozen large cities, newsreel clips, and production of at least one six-minute short subject with Western stars and featuring covered wagons.

Morris May Get Roach's Video Films

William Morris and Co. is expected to be designated by Hal Roach to handle sales of the latter's films produced for television, a Roach associate indicated here yesterday.

Roach has arrived here from Hollywood to confer with television broadcasters. He brought with him prints of four of the six pictures he has already completed. Two more are to be forwarded from Hollywood to Roach who is expected to remain in New York for at least two weeks.

Skouras, Bowron At Boys' Club Opening

HOLLYWOOD, Feb. 24.—Civic officials headed by Mayor Fletcher Bowron joined with chief barker Charles P. Skouras and other leaders in show business in a formal opening of Variety Boys' Club, with David W. Armstrong, national director of the Boys' Club movement, here from New York for ceremonies affiliating the new club with Boys' Club of America, which now numbers 309 units.

Roy Rogers and other stars welcomed the youngsters to the club, which was equipped with a gymnasium, showers, game rooms, craft shops, photo laboratory, television-radio room and a library at a cost of $200,000. Formal dedication takes place Monday evening at a banquet at the Ambassador Hotel.

Scores in Industry Receive Tax Refunds

WASHINGTON, Feb. 24.—The U. S. Internal Revenue Bureau today made public a list of scores of persons and corporations receiving tax refunds in the fiscal year ended last June 30. Interstate Circuit, Inc., of Texas, leads the industry company list with a refund of $68,701. Virginia and Darryl F. Zanuck headed the list of individuals receiving refunds, each getting $174,973. Louis B. Mayer and Margaret Mayer each received $78,000.

Among the corporations receiving refunds were the following:

Adrian, Ltd., $37,256; Cagney Productions, $5,296; Walt Disney Productions, $24,408; Eagle-Lion, $3,661; Fox Ozark Theatres Corp., $13,127 (excess profits); Fox West Coast Theatres, $3,620; Metropolitan Theatres Corp., $13,863; Miller Amusement Co., $8,392; Pathe Laboratories, $1,508; Warner Brothers, $8,401; Ace Film Laboratories, $1,007; Film Classics, $2,668.

Also, Loew's Indiana Theatres, $2,959; M-G-M International Films, $3,835; M-G-M Distributing Corp., $1,234; M-G-M of Egypt, $7,517; Paramount Pictures Theatres Corp., $4,150; Poli-New England Theatres, $1,238; RKO Theatres, Inc., $1,411; RKO Radio (Near East), $1,143; RKO Theatres, $1,115; Republic Pictures, $6,450; Standard Theatres Corp., $1,331; United Detroit Theatres $4,014; Universal Pictures of Mexico, $2,660; Universal Pictures of North Africa, $1,271; Warner Brothers Artists Bureau, $3,387; Warner Brothers Pictures Distributing Corp., $4,146; Warner Brothers Theatres of Wisconsin, $21,114; Tri-State Theatre Corp., $3,660; Balaban and Katz, $5,107; Commonwealth Lawrence Theatre Corp., $11,297; Commonwealth Search Theatre Corp., $1,202 (excess profits).

Tax refunds to industry individuals included:

J. Cheever Cowdin, $2,704; Joan Crawford, $2,511; Edith Goetz, $46,087, and William Goetz, $46,087; David L. Loew, $10,990; Ernst Lubitsch, $1,822; Margaret Mayer, $78,114; Thomas Mitchell, $12,208; Anne B. Mitchell, $12,208; Edward Nassour, $2,692; Robert Riskin, $5,727; Ginger Rogers, $23,208; Irene M. Selznick, $7,308; Douglas Shearer, $4,243; Robert S. Taplinger, $6,372; Jack L. Warner, $1,059; Nathan W. Kallet, $1,610; Martin J. and Alice I. Mullin, $2,433; Frank H. Ricketson, Jr., $39,748; Henry L. Balaban, $12,343; Elmer C. Rhoden, $12,634, and others.

'Tchaikovsky' Film Given 'B' Rating

Five additional pictures have been rated by the National Legion of Decency with Classic Pictures' "Life and Loves of Tchaikovsky" receiving a B classification. In Class A-1 is Monogram's "Bad Boy."

In Class A-II are Paramount's "Alias Nick Beal," Republic's "The Far Frontier" and Republic's "The Last Bandit."

Kramer Sets One for U.A.

With a theme exploring anti-Negro discrimination, "Home of the Brave," Broadway play, will be filmed by Screen Plays, Inc., for release in July through United Artists, it was announced here by producer Stanley Kramer.

Fire Injures Operator

BOSTON, Feb. 24.—Fire starting in the projection booth of the Strand Theatre in Dover, N. H., completely destroyed all equipment. Albert Seguun, operator, was treated for third degree burns at Wentworth Hospital. Some 500 patrons filed out quietly.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CLAUDETTE COLBERT - FRED MacMURRAY
"FAMILY HONEYMOON"
A Universal-International Picture
SPECTACULAR STAGE PRESENTATION

Columbia Pictures present
HUMPHREY BOGART
"KNOCK ON ANY DOOR"
ASTOR
B'way at 45th Street

Richard WIDMARK Lionel BARRYMORE Dean STOCKWELL
"DOWN TO THE SEA IN SHIPS"
A 20th Century-Fox Picture
On Variety Stage—RUDY VALLEE
Maurice Rocco - MOREY AMSTERDAM
BIG ICE SHOW
ROXY 7th Ave. & 50th St.

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person BUDDY RICH · MEL TORMÉ and his ORCH.
plus THE DE CASTRO SISTERS
FOUR STEP BROTHERS
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN

A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND
SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY
GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by
RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
16 th WEEK! VICTORIA BROADWAY & 46th ST.

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'IA,' Video Union Fight Jurisdiction

Charges and counter charges by the heads of the two unions in the jurisdictional battle over various categories of television production workers here have brought the fight into the open. John R. McDonnell, president of the National Association of Broadcast Engineers, an unaffiliated union, has accused the IATSE (AFL) of holding up labor peace in the video industry. He said: "NABE officers met with the IATSE and discovered in addition to the question of lighting in television that the IATSE now demands additional work which normally is in NABE's field of technical operation."

Richard F. Walsh, "IA" international president, countered yesterday: "Effort to adjust the jurisdictional clash in the television labor field has been made through numerous meetings between representatives of NABE and the IATSE. NABE is a union of electronic technicians now trying to extend its jurisdiction into the fields of stage work and lighting, motion picture filming and projection and the work of film laboratory technicians. The 'IA' still is trying to adjust the differences between the two unions and further conferences can be held at any time NABE wishes."

Cinecolor Moves To Set Up London Lab.

HOLLYWOOD, Feb. 24.—Alan Gundelfinger, Cinecolor vice-president, will leave here Sunday by plane enroute to England to conclude details leading to the establishment of a London laboratory by the company.

Gundelfinger visited England recently to survey the market and technical facilities. Though no formal announcement has yet been made, the decision to expand operations and to install a plant abroad was reached at the Cinecolor board meeting held here last week.

Schlaifer Charters

ALBANY, N. Y., Feb. 24.—Charles Schlaifer and Co. has registered with the secretary of state as an advertising business to be conducted in New York. Listed as incorporators are Schlaifer, Evelyn Schlaifer and Raymond J. Horowitz. Also chartered was the 9W Drive-in Corp., with incorporators Walter Reade, Jr., Helen Moured and Jack P. Harris receiving a certificate for a 800-car drive-in at Kingston.

Fire at Iowa Theatre

RUTHVEN, Ia., Feb. 24.—Some $20,000 damage was estimated after a fire struck the Palo Alto Theatre here.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Rogers Feted on 25th Anniversary

The film reissue business is here to stay, Budd Rogers, Realart distribution vice-president, said here yesterday at a luncheon at Toots Shor's given by business associates in observance of Rogers' 25th year in the industry.

Exhibitor acceptance of reissue programs is demonstrated by the 5,000 regular accounts and 7,500 occasional bookings of Realart's package releases, Rogers said. The company has more than a five-year supply of films, without adding to its present inventory, on the basis of current scheduling of 36 to 40 dual releases annually. With this supply, Realart finds it possible to plan package programs, merchandising campaigns and release schedules far in advance and on the soundest possible basis, Rogers pointed out.

He foresees no injurious effect on films from television but rather believes the new medium can be employed to stimulate both film interest and theatre attendance.

Rogers was presented with an anniversary desk set at the luncheon.

TOA Names Brokers For Insurance Plan

Theatreowners interested in liability insurance on a per seat basis instead of a per admission basis have been advised by Theatre Owners of America to send applications to either A. Yarkin and Co. or Frank Crystal and Co., brokers handling this type of insurance, routing the applications through TOA's New York office.

A survey made by TOA has determined, it is said, that a "decided savings" can be made by the use of liability insurance bought on a per seat basis instead of a per admission basis.

TOA and Bidding

(*Continued from page* 1)

a healthy program. With the divorce decrees now being written, the splitting up of the circuits from production will make them more and more exhibition-minded and create added need for cooperation among all exhibitors."

TOA's directors, the report also states, have decided to make an annual five-cent per seat levy for dues for each theatre member, effective July 1, 1949, instead of the ten cents per seat contribution which has prevailed since the organization was formed two years ago.

Project for Israel

(*Continued from page* 1)

Robert Goldstein, Albert Margolies and Jack London.

Also present at the meeting were Lourie, Edward N. Rugoff, William White, Max A. Cohen, Solomon M. Strausberg, Emanuel Frisch, Arthur Schwartz and William Lowenstein, restaurateur.

Claim Record for 'Ships'

NEW BEDFORD, Mass., Feb. 24.—A new box-office record for the State Theatre here was set by 20th Century-Fox's "Down to the Sea in Ships," which chalked up $13,377 for its premiere week's engagement, Harry Zeitz, president of Zeitz Theatres, revealed today.

Review

"Mother Is a Freshman"

(20th Century-Fox)

A FRESH story idea is neatly carried off in "Mother Is a Freshman" with results which commend themselves highly to audiences and exhibitors alike. This is a well-turned, well-handled comedy buttressed by polished handling in performance, direction and treatment. In other words, it's got it.

The idea: Loretta Young is the mother—and thoroughly believable, too—of 17-year Betty Lynn, co-ed at Pointer College. Both of them have been going through their comfortable financial resources faster than the resources allow. The question is whether Betty can return to school. Under a family scholarship large enough to maintain her and her daughter scholastically until the bank balance adjusts itself, Miss Young enters Pointer as a freshman. The possibilities of the situation are obvious.

Daughter has to help mother cram in order to pass the entry exams. Mother has to shed her smart clothes for skirts and sweaters which on Miss Young are very becoming. Daughter thinks she is in love with Van Johnson, professor in English literature. Mother knows she is in love with him before long. Problem: How to bring off the romance without hurting daughter who conveniently solves it by turning to Robert Arthur, schoolmate, for romantic comfort.

The story framework has been fortified by amusing incident responsible for such guffaws and laughs on the part of an audience at RKO's 58th St. Theatre, New York, last Wednesday evening that frequently the dialogue was drowned out. Miss Young is excellent as the young widow and mother. Johnson executes his part with easy believability, Miss Lynn is good and Rudy Vallee, as the fuddy-duddy family lawyer, is amusing. Technicolor serves to enhance tasteful production values.

The late Walter Morosco produced and Lloyd Bacon, old hand behind the camera, directed, in the showmanly manner. Raphael Blau's story provided the basis for a well-knit screenplay by Mary Loos and Richard Sale.

Running time, 81 minutes. General audience classification. For release in March.

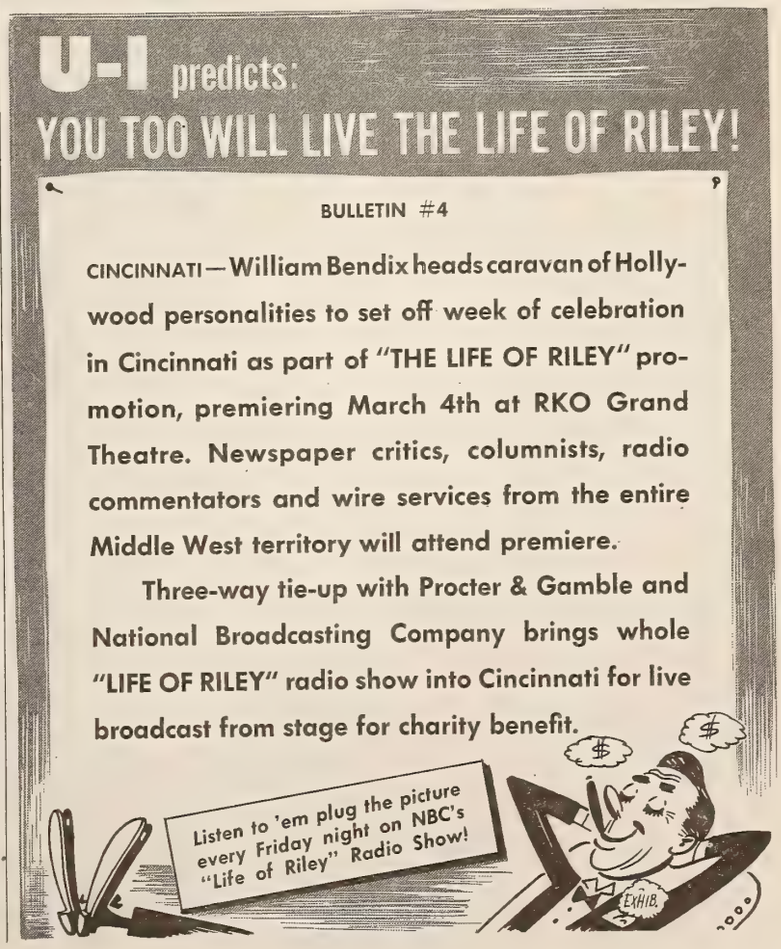
RED KANN

Chicago Long Run

(*Continued from page* 1)

will be maintained at the rate contemplated by the decree.

The attorneys explained that while the arrangement varies from the literal language of the decree, it is consistent with the spirit and purpose of the decree in assuring a steady flow of product through the Loop to subsequent-run houses. It is also intended, the attorneys said, to lighten the work of the court by avoiding a contested hearing for modification of the decree that has resulted from previous petitions by other distributors.



Para. Decree

(*Continued from page* 1)

formation of two new companies, one for exhibition, the other for production-distribution.

At the same time it was learned that Paramount has consummated a new financing deal with the First National Bank of Chicago and associated banks which will make available to the company a total of $30,000,000 at short-term, low-interest rates on a revolving fund basis. Money will be used to finance the exchange of theatre properties which Paramount contemplates with its exhibitor partners under the terms of the settlement.

Extends Old Plan

The bank arrangement actually is an extension of an old borrowing plan, which made $25,000,000 available to the company for general corporate purposes. Of this amount, the company took only $10,000,000, which it subsequently repaid.

Paramount will pay only one-quarter of one per cent as a service charge on the cash held by the bank and made available to the company, and will pay interest charges of two and one-half per cent on the cash it actually utilizes under the new deal, it is said.

Apparently, it is Paramount's intention to leave untouched the parent company's current assets, believed to include about $30,000,000 in cash, when it actually launches its program of buying out partners as a means of salvaging valuable stock purchase options. Although its interest in any particular jointly-owned circuit may be banned under the settlement, Paramount still is free to buy out a partner and then sell the entire circuit, or whatever part of it is necessary.

TV Raised Question

Questions on the tax aspects of the reorganization are understood to have stemmed from the proposed disposition of Paramount's television properties.

Barney Balaban, Paramount president, convened the meeting of the executive committee yesterday following his return to New York from a Florida vacation. The meeting was in session up to a late hour with continuing indications that the Paramount chieftains would sign the decree before adjourning. However, a ranking company executive declared late in the day that signatures had not been affixed but that everything appeared to be in readiness for signing today.

Ruling Spurs Rumors

Spurred by the Treasury's ruling that the exchange of Paramount stock under the company's divorcement-reorganization plan would be tax-free, reports that the company had signed the decree yesterday circulated widely in both New York and Washington. While the Treasury's ruling eliminates the main barrier to signing, company officials said there remained several angles which required further discussion and necessitated the calling of yesterday's executive committee meeting.

The delay in signing the decree probably will necessitate postponement to April 15 of the Federal Court hearing here now scheduled for March 30. As the decree now stands, Paramount stockholders must approve it by March 30, but indications are that more time will be needed to distribute proxies and have them returned in time for a stockholders' meeting by that date. Accordingly, the stockholders' meeting may be held about April 8 or 11.

Review Arguments In Lawson Appeal

WASHINGTON, Feb. 24.—The Circuit Court of Appeals for the District of Columbia, after hearing two hours of argument, today took under advisement the appeals of screen writers John Howard Lawson and Dalton Trumbo from their convictions in District Court here for contempt of Congress.

A decision can be expected in six weeks. No matter how the Appeals Court rules, an appeal to the Supreme Court is almost certain.

The cases of the eight others also cited for their refusal to answer questions of the House Un-American Activities Committee during its October, 1947 hearings on Hollywood depend on the outcome of the Lawson-Trumbo appeals.

Loew's 'Clean Slate'

(*Continued from page* 1)

of June, 1946, Loew's asserts it has been selling picture by picture and theatre by theatre, has been affording exhibitors "throughout the country an equal opportunity" of obtaining product through competitive licensing, and has made no less than 4,984 changes in clearances to further equitable licensing.

Its vertical integration has the sanction of the U. S. Supreme Court which has held that exhibition, production and distribution under one roof is not illegal in itself, says Loew's. The company states that its operations never were tainted by any coercion, restraints or any other monopolistic practices, thus are within the meaning of the high court's "legal *per se*" finding.

Theatre-wise, Loew's states that it has competition in every area, both first-run and subsequent-run, where it operates; that actually it has favored the films of independent companies over the other four majors; that there is no evidence that a competing exhibitor was bought out or a predatory practice engaged in.

If Loew's was out to control exhibition, there is no indication of it in the record, says the company. "A very conservative policy regarding theatre acquisitions" always has been pursued, it is contended.

Loew's reports that when the hearings commenced in the case, in 1945, the company had a total of 131 houses and this constituted an increase of only nine theatres in 13 years.

By way of contrast, Loew's points to the theatre interests of other majors as follows: Warner, 501; 20th Century-Fox (National), 636, and Paramount, 1,395. Presumably because it has agreed to divorcement, RKO's holdings were not referred to.

SIMPP May File

(*Continued from page* 1)

control of so many wholly-owned theatres.

On the subject of arbitration, Lessing said: "Anyone who does not believe in arbitration just doesn't know what he is talking about." He expressed himself, however, in favor of "a free, competitive screen where we do not need arbitration proceedings."

The Disney organization, with its tremendous vault inventory of shorts, is watching television's growth but Lessing does not feel that the new medium is ready to pay enough for its use.

Reviews

"One Night With You"

(*Rank-Universal-International*)

SELECTIVE patrons are in for a rewarding surprise in J. Arthur Rank's "One Night with You." A lampoon on film-making, the picture has sharp comic bite, fine character construction and a wonderful musical sound track. The two cast names relatively well known on these shores are the principals, Nino Martini and Patricia Roc.

The yarn concerns a group of film-makers who are stumped for a good story. Thereupon Martini relates a romantic adventure he has just experienced, and thus the basis for the screenplay is supplied. Through flashback comes Martini's adventure which consisted of being stranded overnight in an Italian railway station with a pretty English girl. After many stumbling blocks, romance eventually flowers and the happy ending is provided. Several clever sub-plots and fresh twists fill out the story.

Martini sings several numbers which are always a pleasure to hear. The London Symphony Orchestra provided the music. A Two Cities Film, it was produced by Josef Somlo and directed by Shaun Terence Young, from a screenplay by C. Brahms and S. J. Simon. It is a Prestige Picture released through Universal-International.

Running time, 90 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

"Brothers in the Saddle"

(*RKO Radio*)

A STOCK Western whose principal antagonists are two brothers played by Tim Holt (who represents goodness) and Steve Brodie (who portrays badness), this Herman Schlom production is composed of the customary horse opera elements. However, in addition to plenty of horseback chasing, fisticuffs, gunplay and card-shuffling, it offers a little more than the usual amount of blood-letting as the brothers shoot it out in the showdown finale.

Holt does his best to protect his brother from the unhealthy influences of gamblers in an Arizona border town, but his remonstrances are to no avail. Brodie doesn't even hesitate to mulct his pretty fiancee (Virginia Cox) of her savings. He kills a gambler in a gunfight, is caught and tried only to escape punishment with the assistance of Holt. The latter keeps his brother in hiding until it can be proven that the shooting was not unprovoked and that Brodie fired in self-defense. While Holt is busy finding witnesses, however, Brodie is busy robbing stagecoaches. Finally, after the fugutive does shoot an enemy in cold blood, the two brothers turn on each other in a hideout gun duel. Brodie dies and Holt survives the bullet-riddling he takes. The cast is rounded out with Richard Martin, Carol Forman and Richard Powers. Lesley Selander directed.

Running time, 60 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

To Test Television

(*Continued from page* 1)

sion projection equipment, these exhibitors are gathering data not only on the cost of the different types of projection apparatus, but also on line-charges, the cost of micro-wave relay, the time period involved until projectors could be turned out and installed and the types of special events available for television.

They also contemplated contacting advertisers and to prove to them that the showing of television programs in theatres would gain them a much wider audience. Once convinced of this, it is expected that the advertisers then would in turn pressure the networks into permitting theatres to pick up regular broadcasts.

Terming concrete action on theatre television a "protective gamble," a spokesman for the group said a hard push is needed to overcome the indecision and inertia shown so far and that it is imperative that someone pioneer in theatre television activity.

Ascap, Telecasters

(*Continued from page* 1)

Robert L. Poe, William Fay, Clair R. McCollough, Theodore C. Streibert, R. A. Moore, Thomas Belviso, Lawrence W. Lowman and Edwin McCrossin.

Ascap's negotiators are: Edgar Leslie, Max Dreyfus, John Tasker Howard, Frank Connor, Herman Starr, Lester Santly, Herman Finkelstein, Jules Collins, L. P. Stone and Richard F. Murray.

Para. Video Interests

(*Continued from page* 1)

Miami, and United Detroit Theatres for Detroit.

Meanwhile, DuMont Laboratories has told the Federal Communications Commission that any consent decree entered by Paramount in the New York case will profoundly change the status of the Commission's proposed ruling that Paramount controls DuMont, and that the latter will seek to reopen the record in the FCC case to include the decree and its effects.

The FCC has announced its proposed ruling that Paramount controls DuMont, and that applications from DuMont and from Paramount subsidiaries for five new television stations should be dismissed since Paramount-DuMont already control the five-station limit. Both Paramount and DuMont have filed their exceptions to this, denying control by Paramount, and all that remains is oral argument and a final FCC decision.

Monogram, ABPC

(*Continued from page* 1)

Elstree and Welwyn studios to be utilized to full capacity. ABPC's financing is secure, and therefore no recourse will be made to outside sources, Clark said.

Clark's disclosure of the plan created no little interest here, particularly with regard to its aim at the U. S. market. J. Arthur Rank and Sir Alexander Korda, both competitors, have complained that their own efforts have not been successful.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 40 NEW YORK, U.S.A., MONDAY, FEBRUARY 28, 1949 TEN CENTS

PARA. DECREE SIGNED; PERMITS 620 THEATRES

Independents in All Para. 1st-Run Areas

"Substantial" independent first-run competition in all communities over 25,000 population where theatres are wholly-owned by Paramount, with but few exceptions, and the same in communities of less population with more than one theatre, will be the result of the Paramount consent decree settlement, according to a supplement to the consent decree which took the form of a letter to Attorney General Tom Clark from Austin Keough, Paramount vice-president and general counsel. Keough stated it is his understanding that the letter in effect will be incorporated in the consent judgment.

The company lists numerous partnership holdings which will be divided in such a manner that Paramount will have independent competition through numerical divisions of circuits, divestiture of its own stock, or purchase of co-stockholders' stock and a subsequent partial or complete sale to a third party. In no case will these interests be disposed of to other affiliated companies.

Exceptions are New Haven and Hammond, Ind., where Paramount operates one house and Loew's and/or Warner operate two or more; South Norwalk and Norwalk, Conn., where Paramount operates one downtown and one suburban theatre and Warner operates two downtown theatres, and Phoenix, Ariz., where 20th-Fox operates, and Paramount, under the consent decree, will dispose of its interest in a joint ownership operating a downtown theatre.

The decree supplement declares that Paramount has instituted two suits to break pooling operations and until a favorable judgment is obtained in each, they are not to be considered a violation. These are Louis B. Lausier's City Theatre and Paramount's Central Theatre, at Biddeford, Me., and L. J. Ludwig's State and Star theatres which are pooled with Paramount's Grand in Jamestown, N. D. Paramount has filed against Lausier and Ludwig to terminate the pooling arrangements.

Also declared not a violation is the pooling of the Cameo and Ritz Theatres, Newburgh, N. Y., which are operated by Dora Levy in conjunction with Paramount's Broadway Theatre, in the same city. This joint operation is to expire on May 31, 1949.

In conformity with the judgment, says the decree supplement, is the plan of Florida Coastal Theatres, a Paramount subsidiary, to construct a new theatre in West Palm Beach, Fla., which is to be wholly-owned by Paramount or the New Theatre Company.

Paramount declares that it shares on a 50-50 basis four theatres in Shreveport, La., with Mrs. Rebecca M. Frank and Miss Marie Schuler, both said to be investors only, and that the *status quo* may be continued there, rather than have any stock

(*Continued on page* 4)

Orders Ending of 774 Joint Ownerships of Theatres; Limits First-Run Holdings; Ends 'Closed' Situations; Sets Trade Practices

Paramount and the Department of Justice on Friday signed the consent decree providing for the divorcement of the company's theatre operations from its production-distribution operations and the reorganization of Paramount as two independent companies.

A hearing on the decree has been set for Thursday in U. S. District Court here and, with the anticipated approval of the court, Paramount stockholders will be asked to give their approval to the plan by April 19. Failure to obtain their approval by that date will render the decree null and void.

The decree permits the new Paramount theatre company to retain approximately 620 theatres and requires Paramount to dispose of interests in 774 theatres.

Disposal of the banned theatre interests is to be accomplished within three years from the date of entry of the decree, on a schedule calling for disposition of one-third of the total in each of the three years. The two new companies are to be operated wholly independent of one another within one year of entry of the judgment.

Canadian and all foreign theatre holdings of Paramount will be transferred to the new picture company, together with the Paramount Theatre Building in New York.

Though not a part of the decree, Barney Balaban, Paramount president, will head the new producing-distributing company, and Leonard Goldenson, present Paramount vice-president in charge of theatres, will head the new theatre company.

As previously reported, the decree prohibits the joint ownership by individuals of securities in both new companies.

Under the Paramount reorganization, as distinguished from the decree,

(*Continued on page* 3)

Highlights of Para. Decree

SALIENT points of the Paramount consent decree signed by the company and the government:

Paramount theatre operations to be separated from production-distribution.

Paramount to be reorganized into two independent companies with five-year prohibition on individual stock ownership in both companies.

New theatre company to have 620 theatres after disposing of 774 joint ownership interests; with closed situations ended and limits placed upon first-run theatre ownership in smaller cities. Disposal of theatres required within three years, one-third annually.

New producing-distributing company to take Paramount's foreign theatre properties, including Canadian, as well as all production-distribution assets, the Paramount Building in New York, and to share in Paramount television interests.

Decree requires court and stockholder approval, the latter by April 19, to become effective.

Incorporates trade practice regulations and bans previously affirmed by courts.

Reorganization of company must be completed within one year after entry of decree.

Court retains jurisdiction, but future hearing will be held before a single judge.

Houses Outside U.S. To Para. Pictures

The New Paramount Pictures Co. which will emerge from the reorganization of Paramount Pictures, Inc., under the consent decree in the government suit, will take ownership of all direct and indirect theatre holdings of the present parent corporation in Canada and in all other foreign countries, Paramount president Barney Balaban stated on Friday.

Additionally, the new picture company will own the Paramount Theatre Building in New York; television sta-

(*Continued on page* 4)

Justice Dept. Hails Decree as '2nd Step'

WASHINGTON, Feb. 27.—The Justice Department hailed the signing of the Paramount decree as the "second step toward our objective of restoration of competition through divorcement of the five major film distributors from their theatre operating affiliates."

The RKO decree, of course, was the first step.

Justice officials said the decree would go to the New York Court on March 3. At the same time, the

(*Continued on page* 3)

Mail Para. Proxies Anytime Now: SEC

Washington, Feb. 27.—A Securities and Exchange Commission official said today that Paramount can start mailing out its proxy statements to its stockholders "whenever they're ready."

He said that the SEC's opinion on the plan had already gone to the company, and that "little or no changes" are necessary.

Admission Tax Collections Off Only 1%

WASHINGTON, Feb. 27.—Box-office business in 1948 was only about one per cent below 1947 and less than one per cent below 1946—if the tax collection figures of the U. S. Bureau of Internal Revenue are any indication.

General admissions tax collections for the period of February, 1948, through January, 1949—reflecting box-office business during the 12 months of 1948—totaled $382,207,440, according to figures released by the Bureau today. This compares with $386,789,733 collected in the February, 1947, through January, 1948, period, reflecting 1947 business, and $385,950,164 collected in the February, 1946, through January, 1947, period, reflecting 1946 business.

However, since there is no accurate way of telling how much of the total is accounted for by theatre admissions, attempts to reconstruct total box-office gross for any year from the tax collection figures are virtually impossible.

In any event, even if box-office business held near the 1946 and 1947 levels, it does not mean profits have stayed at those levels, since costs have risen sharply.

There were five months in 1948 in which collections exceeded 1947—reflecting business in February, May, July, October and November.

The January, 1949, figures, released today, did not get the New Year off to a good start. General admission tax collections in January, reflecting December business, totaled $25,766,798, compared with $28,688,455 collected in January, 1948.

Johnston, Aides At Paramount Meet

HOLLYWOOD, Feb. 27.—Eric Johnston and staff members of the Motion Picture Association of America continued the series of studio conferences with two meetings at Paramount Friday, the first with top executives and the second with department heads and other production principals.

As at previous conferences at M-G-M and Columbia during the week, Johnston and his aides reviewed current economic conditions, pointed out that films have failed to keep up with the increased spending power of the population and counselled fashioning future product that will cultivate patronage not now attending motion picture theatres. Other studios will be visited this week.

$300,000 Union Shortage

MEXICO CITY, Feb. 17.—Charges of a shortage of $300,000 in the savings funds of the technical and manual workers' sections of the Picture Production Workers Union are being investigated by the federal attorney general.

Personal Mention

ROY O. DISNEY, Disney Productions' president, WILLIAM B. LEVY, worldwide sales supervisor, and CHARLES LEVY, Eastern publicity manager, left here for the Coast over the weekend.

•

SAUL BASS, art director in the Los Angeles office of Buchanan and Co., has won three awards at the annual exhibition of the Art Directors Club of Los Angeles.

•

CAROL N. STARR, daughter of HERMAN STARR, Warner vice-president, was married yesterday to ROBERT L. WALDEN at Mt. Neboh Temple here.

•

JOSEPH FRIEDMAN of the Warner home office publicity department, and MRS. FRIEDMAN, are the parents of a boy born here last week.

•

HARRY BLAIR, trade press contact for RKO Radio home office, is in French Hospital here with acute appendicitis.

•

OSCAR A. DOOB, Loew Theatres' executive, will return to his desk here today from a vacation in Boca Raton, Fla.

•

EDMUND R. RUBEN, president of Welworth Theatres, is in New York from Minneapolis.

HAROLD ROSNER, of Warner's playdate department here, and MRS. ROSNER, are the parents of a boy, ERIC.

•

CAROL BRANDT, eastern story editor for M-G-M, will return here today from Hollywood.

•

JACK CUMMINGS, M-G-M producer, will arrive here today from the Coast.

•

DAN S. TERRELL of Loew's advertising department, will return here today from Washington.

•

CHARLES C. MOSKOWITZ, Loew vice-president, is due here today from the Coast.

•

DAN FISH, British film producer, arrived here Friday on the *S. S. Queen Mary* from London.

•

ROBERT ROSSEN, Columbia producer, will arrive here today from the Coast.

•

EDWARD SUTHERLAND, director, is in New York from Hollywood.

•

IRVING ASHER, producer, is in New York from the Coast.

•

SHERWIN A. KANE, editor of MOTION PICTURE DAILY, has a birthday today—his 'steenth.

'St. Louis' Premiere In Texas on March 8

Plans for what is described as the first international world premiere of a motion picture are being launched by Mort Blumenstock, Warner vice-president in charge of advertising-publicity, for the company's "South of St. Louis," Technicolor production. The premiere, which is to be held with the cooperation of the government of Mexico, where a great deal of the action of the film takes place, will be at the Capital Theatre, Brownsville, Texas, on March 8.

Following the premiere, it will open within 10 days in over 200 cities in the Southwest.

Seven Lloyd Films To M.P. Sales Corp.

Harold Lloyd, in New York from Hollywood, closed a deal at the weekend to reissue seven of his key productions through Motion Picture Sales Corp., headed by Neil Agnew and Charles L. Casanave. All will be re-edited.

Three of the productions are soundfilms, "Movie Crazy," "Welcome Danger" and "Cat's Paw." Four are silent, "The Freshman," "Grandma's Boys," "Speedy" and "Safety Last." Lloyd returned to the Coast yesterday.

Tourtellot Promoted

Arthur B. Tourtellot, former assistant to the producer at March of Time, has been named associate producer, by producer Richard de Rochemont.

Gus Eyssell Under Hospital Treatment

Gus Eyssell, president of Rockefeller Center, Inc., and Radio City Music Hall, entered Lenox Hill Hospital here last week for a minor operation, expecting to be confined only a few days. Following examination, a circulatory ailment was discovered which will necessitate Eyssell's remaining in the hospital for another week or 10 days for treatment.

SPG Still 'Strong,' Officers Declare

Eastern Screen Publicists Guild (CIO) has "never been stronger" than at present, notwithstanding the fact that 14 of the 33 RKO Radio unit members have quit the union in protest against certain activities and policies, it was stated here at the weekend by SPG president Sig Maitles and vice-president Ray Murray. The two officers had called a press interview following a meeting attended by 150 of the 380 Guild-enrolled publicists.

Plaque to Rivoli For 'Snake Pit'

The Broadway Association will dedicate a plaque awarded to 20th Century-Fox's "The Snake Pit" by the association, in the lobby of the New York Rivoli Theatre tomorrow.

Following the ceremonies, members of the association and attending celebrities will be the guests of Montague Salmon, managing director of the Rivoli, at a luncheon in the theatre.

Newsreel Parade

POPE PIUS XII denouncing Communism, and President Weizmann being sworn in as first President of Israel are highlights in current newsreels. Various persons in the news and sports round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 17 — Dr. Weizmann sworn in as Israel's first president. Pope denounces dictatorships. Carnival time in Europe. Anna Louise Strong arrives here. German circus daredevil. Miss Photoflash of 1949. Ice skating championship.

NEWS OF THE DAY, No. 251—Israel inaugurates Weizmann as first president. Pope denounces Reds. Strange case of Anna Louise Strong. Carnival time on the Riviera. Miss Brevity of 1949. Ice championships. Oarsmen get spring training. Red Cross appeal.

PARAMOUNT NEWS, No. 54—Pope denounces Communism. Israel-Egypt sign armistice. Paramount News surveys economic state of the union.

UNIVERSAL NEWSREEL, No. 225—Dr. Weizmann sworn in as Israel's first president. Carnival celebrations usher in Lent; Mardi Gras in New Orleans, Nice carnival, Via Reggio, Italy, carnival. "Merci Train" arrives in Los Angeles.

WARNER PATHE NEWS, No. 56—People in the news: President Weizmann, Anna Louise Strong, Fritz Kuhn, Chicago press queen. West Coast hails "Gratitude Train." Pope denounces Mindszenty trial.

TV, Screen Ads Are Topics at NT Meet

HOLLYWOOD, Feb. 27.—Television development and its implications for theatres were among the major topics discussed at the annual meeting of National Theatres, which ended here yesterday, and the company is understood to be ready for widespread installation of large screen video as soon as technical developments warrant.

Screen advertising was also discussed extensively by NT executives, with Charles Skouras, president, expressing the opinion that only dignified, informative advertising dealing with national products is acceptable. He warned especially against local advertising on screens.

Giveaways, the meeting decided, must be limited to major articles, such as the automobiles used for this purpose several months ago. NT division presidents and their staffs left here today to return to their respective home stations.

Lichtman to Start Today at 20th-Fox

Al Lichtman is scheduled to formally begin his duties today as 20th Century-Fox vice-president and executive sales consultant at the home office, a position to which he was recently appointed.

The new 20th-Fox executive a short time ago resigned as an M-G-M vice-president and studio executive.

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Paramount Decree

(*Continued from page* 1)

it is planned to issue one share of stock in each new company for each share of Paramount stock presently outstanding. The decree provides that this be done by issuing shares in the new picture company and certificates of interest in the theatre company. The new stock of the theatre company will be held in trust for owners by the Bank of New York and Fifth Avenue Bank, as trustees.

The trustees are authorized to retain 50 per cent of any dividends paid by the new theatre company, but in the event that less than 51 per cent of the shares have been transferred to new owners within the first two years, the trustees will retain 100 per cent of such dividends. The clause is designed to speed dispersal of the theatre company stock by owners of stock in the new theatre company.

The decree states that Paramount accepts its provisions "for the purpose of avoiding discrimination against other exhibitors and distributors, promoting substantial independent theatre competition for the Paramount theatres and promoting competition in the distribution and exhibition of films generally."

Trade practice regulations made a part of the decree enjoin the Paramount defendants from fixing minimum admission prices by any means; from participating with anyone in the maintenance of a uniform clearance system; from granting any clearances between theatres not in substantial competition; from granting excessive clearance to a theatre having substantial competition, with the burden of proof that such clearance is not excessive placed upon the distributor.

Paramount also is enjoined from performing or making any franchise deals except for the purpose of enabling an "independent exhibitor to operate a theatre in competition with a theatre affiliated with a defendant."

It is also enjoined from making or further performing any formula deal or master agreement; from performing or entering into any license which conditions the exhibition of one feature on the purchase of another feature.

20 Per Cent Cancellation Right

If more than one feature is licensed at a time and they have not been trade-shown, the licensee must be given a 20 per cent cancellation right to be exercised in the order of release within 10 days after licensee has had the opportunity to see the pictures.

Paramount is required to offer all pictures "theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others," presumably encouraging a competitive bidding sales method.

The decree accords Paramount the right to receive the benefits of different film licensing provisions which may be entered by the court subsequently in connection with the continuing litigation of Warner, 20th Century-Fox and Loew.

In addition to being restrained from participating in any of the foregoing which is applicable to theatre operation, the new Paramount theatre company will be enjoined from engaging in pooling agreements; from making or continuing theatre leasing arrangements within its own competitive area which are based on a share of the profits of the theatres so leased; from continuing to own or acquiring theatre interests in conjunction with another defendant.

The new Paramount theatre company must dispose of its 25 to 33 per cent cent interests in Butterfield circuit theatres, Michigan, by next Nov. 8.

It must terminate its interests by next March 31 in Shea circuit theatres, Buffalo, except that it may elect to acquire the interests of co-owners in the Great Lakes, Hippodrome, Niagara, Seneca and Kenmore theatres in that area only.

It must dispose of its interest in the Parkhill Theatre, Yonkers, N. Y., by Nov. 8.

Pending termination of its present joint ownerships in theatres, Paramount may acquire new theatre interests as replacements for approved, wholly-owned houses which may be destroyed or converted to non-theatrical use; by renewing leases on approved, wholly-owned houses and, with court approval, by replacing approved houses on which it has been unable to renew leases on equitable terms.

It is also authorized, with court approval, to proceed with planned construction of theatres on sites it now controls for one theatre each in Miami, Chattanooga, Salt Lake City and Tampa, all of which are designed to replace former Paramount theatres or leaseholds.

Barred from Combines

The new theatre company also is restrained from participating in any form in film buying combines and from entering into any agreement restricting the right of another exhibitor to acquire a theatre.

Separate decree provisions are made to enable Paramount to comply with those provisions covering disposal of joint ownerships where difficulties are encountered by the company in obtaining equitable terms for the interests it is required to sell.

In addition, Paramount is required to dispose of theatres to eliminate 63 closed or semi-closed situations and is required to confine its operations to one first-run theatre in Tucson, Aurora, Alton, Danville, Decatur, Galesburg, Kewanee, Joliet, Waukegan, Grand Forks, Anderson, Greenville and Mitchell, and to two first-runs in San Francisco, Duluth and Sioux Falls.

Up to the time of the completion of the Paramount reorganization, the company may continue to sell to Paramount theatres on terms and conditions of its own specification. The reorganization is to be completed within one year after entry of the decree.

Future actions under the decree are to be heard by any New York District Court judge, rather than by the three-judge Federal Court currently presiding in the case. The decree extends the Federal Court jurisdiction over Paramount and the new companies, even for the purpose of settling disputes which may arise over termination of joint theatre ownerships due to the "unreasonableness" of either Paramount or the joint owner.

Approval of the decree by the court and Paramount stockholders will eliminate the company from the 10-year-old government anti-trust suit, as a similar divorcement-reorganization decree ended it for RKO, subject still to approval of stockholders of that company.

Para. B'way House To Either Company

The Paramount decree authorizes the company to transfer the Paramount Theatre, companys Broadway "flagship," to either the new picture company or the new theatre company.

However, the house may not be operated by the new picture company nor leased by it to any defendant in the government suit. It may be leased to the new Paramount theatre company on a non-profit sharing basis. Otherwise, the new picture company must sell it to a non-defendant within five years.

The picture company will receive the Paramount Building in which the theatre is located, in any event.

Justice Dept. Hails.

(*Continued from page* 1)

Department probably will ask to have final argument in the Paramount case set back from March 30 to April 19, the same date that is the deadline for stockholder approval of the Paramount decree.

The Justice Department stressed that when it filed the suit back in 1938, it was announced that civil rather than criminal proceedings were begun because attempts had been made "through the voluntary cooperation of Paramount and other major producers to adjust the difficulties of independent exhibitors who had brought their problems to the Justice Department. In the light of this history it was considered inequitable to institute a criminal proceeding."

The statement at that time, the Justice Department continued, said that the most direct way to restore competition was divorcement. "This proposed consent judgment," it stated, "is designed to carry out this purpose and to fulfill the announced desire of the Government to encourage and not to retard the development and orderly operation of the motion picture industry." Paramount's consent to this judgment should help to avoid further prolongation of an already protracted litigation and aid in the restoration of competition in the motion picture industry."

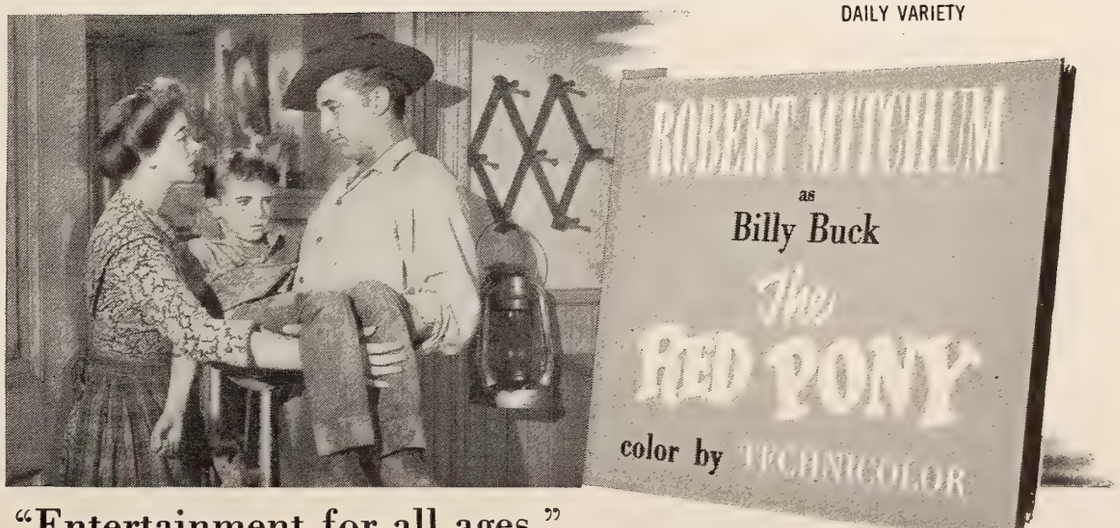
Competition 'Net Effect'

Justice officials said that "the net effect" of the divestiture provisions of the decree was "to provide an opportunity for independent first-run competition in substantially all cities over 25,000 where Paramount now owns theatre interests, and for independent competition in substantially all of the smaller communities where it has more than one theatre."

Justice officials estimated that the total number of theatres which may be held by the new company would vary from about 400 to 650 theatres, depending on the number of theatres partially owned by Paramount which are converted to full ownership. This means disposal of anywhere from 800 to 1,050 theatres, and since Paramount is usually accounted as wholly owning about 400 theatres, it means a top of about 250 on the number of partners it can buy out.

"*Never better.*"

DAILY VARIETY



"Entertainment for all ages."

SAN FRANCISCO CALL-BULLETIN

Para. Product and Policy Meet Today

HOLLYWOOD, Feb. 27.—Plans for the release, distribution and promotion of Paramount product for the remainder of 1949 and discussion of Paramount production, distribution and production policy for 1950 will be topics of five days of intensive meetings, starting tomorrow, at the studio, by New York and field executives with vice-president and studio head Henry Ginsberg, Y. Frank Freeman, Jack Karp, Samuel Briskin, D. A. Doran, and other studio executives.

Headed by Barney Balaban, president, and Adolph Zukor, chairman of the board, this will be the largest meeting of Paramount executives ever to take place at the studio. During the meetings they will see all films now in production as well as those in the cutting rooms. The Paramount decree in the government's New York case is almost certain to be a topic high on the agenda.

In addition to Balaban and Zukor the following executives are scheduled to arrive here today from New York: George Weltner, president of Paramount International; Paul Rajbourn, vice-president; A. W. Schwalberg, general sales manager; Russell Holman, Eastern production manager; E. K. O'Shea, executive assistant to Schwalberg; Hugh Owen, Eastern and Southern division sales manager; Jim Donohue, Central division sales manager; George Smith, Western division sales manager; Gordon Lightstone, head of distribution in Canada; Oscar Morgan, short subject and Paramount News sales manager; Fred Leroy, in charge of sales statistics; Stanley Shuford, advertising manager; Ben Washer, publicity manager; William Danziger, exploitation manager; Paul Ackerman, director of publicity-advertising for Paramount International, and Ruby Montgelas, president of Buchanan Advertising Agency.

Sweigert Quits Para. Phila. District Post

Earle W. Sweigert, Paramount district manager in the Philadelphia territory, has resigned, A. W. Schwalberg, general sales manager, disclosed here on Friday. Sweigert asserted that he has definite plans for the future but would announce them at a later date because of confidential negotiations being carried on at this time. Sweigert announced he would carry on until a successor is named.

Sweigert has been with Paramount for 32 years, starting in Philadelphia as a salesman. He later served successively as a branch manager in New York, New Jersey and Philadelphia, was mid-Eastern division manager and manager in New York and Philadelphia.

When the mid-Eastern division was recently returned to New York, Sweigert continued in Philadelphia as district manager.

RKO Backs Rossellini

HOLLYWOOD, Feb. 27.—RKO financing and distribution of a picture to be made in Italy by Roberto Rossellini and starring Ingrid Bergman is announced by Howard Hughes. The negotiations followed the withdrawal of Samuel Goldwyn from the project.

New Board Members Must Be Non-Para.

A majority of the board of directors of the new Paramount theatre company must be persons without prior connection with Paramount or the new production-distribution company, the consent decree directs. Candidates for the theatre company board must be approved by the court and the U. S. Attorney General.

Replacements of members of the board of the new picture company, likewise, must have had no previous connection with either Paramount or the new theatre company, until the board consists of a majority of such non-Paramount persons. Thereafter, such a majority must be maintained on the board.

$1,500,000 Trust Suit in Minnesota

MINNEAPOLIS, Feb. 27.—The "Big Eight," Minnesota Amusement Co., and the old Publix Theatres are named defendants in a $1,500,000 anti-trust suit for treble damages brought by W. L. Crouse, owner of the Regent, State and Grant theatres in Eveleth, Minn.

The complaint, which was filed in Federal District Court here, alleges that since 1932, when Crouse bought the Regent in Eveleth from Publix, all of the defendants have combined and conspired to force him to run pictures two weeks behind theatres now owned by Minnesota Amusement, a subsidiary of Paramount, in Virginia, Minn., four and one-half miles from Eveleth. Minnesota Amusement took over the Publix theatres in Virginia in 1932.

Crouse claims that when Publix operated in Eveleth, it played pictures there at the same time as they were played in Publix theatres in Virginia, but that since he began operating in Eveleth, he was "moved back" two weeks and since then has been forced to operate as second-run the Regent, State and Grant which he opened subsequently to 1932.

This clearance of 14 days in favor of Minnesota Amusement is illegal under the Sherman Act, it was stated here by Stanley Kane, one of Crouse's attorneys.

Crouse asks for an injunction to end the two weeks' clearance, and for treble damages in the amount of $1,500,000.

In addition to Minnesota Amusement and Publix Northwest Theatres, named defendants are Loew, Paramount, 20th Century-Fox, RKO Radio, Warner, Columbia, United Artists, and Universal.

Roman Bohnen, 48

HOLLYWOOD, Feb. 27.—Roman Bohnen, 48, veteran character actor of stage and screen, died here Thursday at the end of the second act of a Little Theatre play in which he was appearing. He had been suffering a heart ailment for some time. Among the films he appeared in were "Song of Bernadette," "Of Mice and Men" and "Arch of Triumph." He is survived by a daughter.

Hear F. & M. Move to Block Decree Thurs.

Motion by the Fanchon and Marco subsidiary which operates the Paramount, Los Angeles, and which seeks to revise or actually block the Paramount settlement of the industry trust suit will be heard in New York Federal Court on Thursday when the Court convenes to consider the decree judgment.

F. and M. claims that the settlement would permit Paramount, which holds the lease, to evict it from the Los Angeles house and that this is contrary to the U. S. Supreme Court opinion in the case.

US Asking Another Month To Answer Defendants

Department of Justice on Thursday will ask New York Federal Court for an extension of the deadline, from March 1 to April 1, by which it is to submit answering briefs in the industry anti-trust suit. This action primarily concerns Loew, 20th Century-Fox and Warner which remain as immediate parties to the suit.

Rose's UK Filming Plan 'Beats' Quota

David E. Rose, head of Coronado Productions, said here at the weekend that he will set in motion next June in England a production program which will make it possible for his future pictures to overcome marketing obstacles in both hemispheres.

Rose, who will leave New York by plane today for London, said he will return here in three weeks with details of a long-range operation. Explaining it in terms of the single picture he has planned thus far, Rose said Coronado will use an American star, director and script to make in England, with sterling funds, a picture budgeted at approximately $1,250,000. With Robert Montgomery as star and director, and with a script by Hugo Butler and Ann Hunter of Hollywood, it will be an American picture in treatment and approach, but it will be a British picture for British film quota purposes. Rose, a former managing director for Paramount in Britain, pointed out that a simliar program has been adopted by M-G-M.

Coronado's head indicated that he expects to produce several pictures in England under his program.

Houses Outside U.S.

(*Continued from page* 1)

tion KTLA, Los Angeles, and the television interests represented by the holdings in Allen B. DuMont Laboratories, Inc.

Balaban hailed the terms of the trust suit settlement as opening "the way to one of the most constructive moves in the history of the corporation." He said: "It will leave the New Theatre Company with a large, well-selected and thoroughly sound theatre circuit. In my view, it will be a strong, prosperous enterprise. The New Picture Company will be a leader in the field of motion picture production-distribution with excellent studio facilities and an unexcelled worldwide distribution organization. Both companies will be strongly equipped in manpower and financial resources to carry on successfully."

Para., Independents

(*Continued from page* 1)

transferred. The same holds for three houses in Jackson, Miss., where Paramount has 50 per cent and "the Kennington interests," said to be investors but otherwise not identified, have the remaining 50 per cent.

Film company further states that, "We believe certain of the co-owners" of houses in Alabama, North and South Carolina and Tennessee are investors and it is understood that if Paramount can "satisfy" the Attorney General that this is a fact, the company need not acquire the co-owners' interests.

May Keep Chattanooga House

Paramount need not dispose of one first-run in Chattanooga, Tenn., as called for under the judgment, if there shall be an independent first-run in competition with the Paramount house within 18 months of entry of the consent decree, according to the supplement.

It is understood, says Keough's letter, that Paramount may sub-lease the Annex Theatre, Detroit, under certain competitive conditions, but with court approval being unnecessary. Paramount states that it is permitted to continue the existing joint ownership with investors in these situations: Paramount, Fort Fairfield, Me.; Brockton, Brockton, Mass., and the Liberty and Majestic Theatres, at Johnson City, Tenn.

Paramount confirms that on Dec. 30, 1948, it sold to Sam Pinanski's American Theatres Corp. its interest in 45 theatres, mostly in Massachusetts.

Relax Limit for Three

It is understood, according to the supplement, that because of the large size of their holdings, in excess of 5,000 shares, there would be no time limit for directors Maurice Newton, Stanton Griffis and A. Conger Goodyear for disposition of their certificates of interests in New Theatre Co. if they become directors of New Pictures Co. They must make "a showing of due diligence" to complete disposal of their holdings without undue hardship, however.

One part of the supplement contains the first official confirmation that Barney Balaban "will become an officer and director of the New Pictures Co." Balaban, it says, holding convertible notes of the present parent corporation, will, prior to the expiration of the trust to be set up, dispose of or exercise his option to convert the notes into Paramount stock. If the warrants are exercised, he will dispose of the holdings in New Theatre Co. which would be so acquired as soon as sale may be made "without undue hardship."

Hollywood Junket For Para.'s 'El Paso'

Another Hollywood junket is planned for Texas in connection with the premiere of the Pine-Thomas production "El Paso," to be held at El Paso's Plaza Theatre on March 26.

Upon arrival on a special railroad car from Hollywood, the troupe will be met by a sheriff's posse and escorted to their hotel in buckboards, accompanied by a 15-block parade. After the opening, the caravan will proceed across Texas and into Oklahoma, making personal appearances at other openings.

Theatres That Para. Agrees To Relinquish

There are 774 theatres in which Paramount owns a joint interest with actual or potential independent exhibitors.

Under the terms of the company's consent decree it agrees to dispose of its interests in those theatres within three years from the date of entry of the decree. Disposition of the interests is to be at the rate of one-third of the total annually, equivalent to 258 theatres each year for three years.

The company likewise agrees not to acquire similar theatre interests in the future.

The joint ownership may be dissolved either by a sale or other outright transfer of the interest of Paramount or the new theatre company to the c-owners or to others who are not defendants or affiliated with the defendants in the government suit.

Following are the theatres in which Paramount's partial interests are to be disposed of:

ALABAMA, Anniston: Calhoun Theatre, Cameo, Noble, Ritz; **Auburn: Tiger; Bessemer:** Grand, State; **Birmingham:** Alabama, Lyric, Ritz, Grand, Temple, Drive-In; **Chickasaw:** Chickasaw; **Ensley (suburb of Birmingham):** Ensley, Franklin; **Jasper:** Jasper, New; **Mobile:** Crown, Drive-In, Empire, Lyric, Loop, Saenger; **Montgomery:** Charles, Clover, Empire, Grand, Paramount, Strand; **Selma:** Walton, Wilby; **Troy:** Enzor; **Tuscaloosa:** Bama, Diamond, Druid, Ritz.

ARIZONA, Phoenix: Studio, Drive-In, Indian Head Drive-In.

ARKANSAS, Camden: Rialto, Ritz, Strand; **Clarksville:** Joy, Strand; **Conway:** Conway, Grand; **Dardanelle: Joy; Fayetteville:** Ozark, Palmer, Royal, U-Ark; **Fort Smith:** Hoyts, Joie, New, Plaza, Temple, Uptown; **Helena:** Paramount, Pastime; **Hope:** New, Rialto, Saenger; **Hot Springs:** Central, Malco, Paramount, Victory; **Jonesboro:** Liberty, Palace, Strand; **Little Rock:** Arkansas, Capitol, Drive-In, Heights, Lee, New, Prospect, Pulaski, Roxy, Royal; **McGehee,** Ritz; **Morrilton:** Rialto; **Newport:** Capitol, Strand; **Pine Bluff:** Malco, Saenger, Strand; **Russellville:** Ritz; **Smackover:** Joy; **Stuttgart:** Majestic, Strand; **Van Buren:** Bob Burns, Rio.

CALIFORNIA, Hollywood: Paramount.

FLORIDA, Pensacola: Drive-In, Isis, Rex, Saenger.

GEORGIA, Athens: Georgia, Morton, Palace, Ritz, Strand; **Augusta:** Imperial, Miller, Modjeska, Rialto; **Barnesville:** Ritz; **Brunswick:** Bijou, Ritz, Roxy; **Buford:** Allen, Colonial; **Columbus:** Bradley, Georgia, Rialto, Royal, Springer, Village, Rexview Drive-In; **Elberton:** Elbert; **Gainesville:** Ritz, Roxy, Royal, State; **Lexington:** Lex; **Macon:** Capitol, East Macon, Rialto, Grand, Ritz; **Moultrie:** Colquitt, Moultrie; **St. Simons Island:** Casino; **Savannah:** Avon, Beach, Bijou, Lucas, State, Victory; **Waycross:** Carver, Lyric, Ritz.

IDAHO, Boise: Ada, Boise, Granada, Pinney.

ILLINOIS: Chicago: Iris, McVickers, North Center, United Artists; **Galesburg:** Colonial; **LaSalle:** LaSalle, Majestic; **Moline:** Illini, Le Claire; **Oak Park:** Lake, Lamar; **Peru:** Peru, Star; **Quincy:** Orpheum, Washington; **Rockford:** Auburn, Coronado, Midway, Palace, Times; **Rock Island:** Fort Armstrong, Rocket, Spencer.

INDIANA, Gary: Grand, State.

IOWA, Algona: Call, Iowa; **Boone:** Boone, Princess, Rialto; **Burlington:** Capitol, Palace, Zephyr; **Cedar Falls:** Regent; **Cedar Rapids:** Paramount, State; **Centerville:** Majestic, Ritz; **Chariton:** Ritz, State; **Charles City:** Charles, Gem; **Clarion:** Clarion; **Clear Lake:** Lake, Park; **Clinton:** Capitol, Rialto, Strand; **Cresco:** Cresco; **Davepnort:** Capitol, Esquire, Garden; **Des Moines:** Des Moines, Garden, Hiland, Ingersoll, Paramount, Roosevelt, Uptown, Strand, Eastown, Iowa, Drive-In; **Eagle Grove:** Princess; **Estherville:** Grand; **Forest City:** Forest; **Fort Dodge:** Iowa, Rialto, Strand; **Grinnell:** Iowa, Strand; **Iowa City:** Englert, Strand, Varsity; **Mason City:** Cecil, Palace, Strand; **New Hampton:** Firemens; **Newton:** Capitol, Rialto; **Oelwein:** Grand, Ritz; **Oskaloosa:** Mahaska, Princess, Rivoli; **Ottumwa:** Capitol, Ottumwa, Rialto, Strand, Zephyr; **Sioux City:** Capitol, Drive-In, Hipp, Hollywood, Iowa, State, Victory; **Waterloo:** Paramount, Strand.

KENTUCKY, Fulton: Fulton, Orpheum, Strand; **Henderson:** Kentucky, Kraver; Owensboro: Bleich, Malco, Seville, Strand.

LOUISIANA, Alexandria: Paramount, Rex, Saenger; **Baton Rouge:** Drive-In, Fort, Louisiana, Paramount, Varsity; **Monroe:** Capitol, Delta, Paramount; **New Orleans:** Globe, Saenger, Tudor; **Shreveport:** Centenary, Drive-In, Majestic, Rex, Saenger, Strand, Venus, West End.

MAINE, Auburn: Auburn; **Augusta,** Colonial, Capitol; **Bangor:** Bijou, Opera House, Park; **Brunswick:** Cumberland, Pastime; **Gardiner:** Opera House; **Hollowell:** Rialto; **Lewiston:** Empire, Priscilla, Strand; **Livermore Falls:** Dreamland; **Norway:** Rex; **Orono:** Strand; **Ramford;** Strand; **South Paris:** Strand; **Wilton:** Wilton.

MASSACHUSETTS, Chicopee: Rivoli; **Fitchburg:** Fitchburg; **Greenfield:** Garden; **Haverhill:** Colonial, Paramount; **Holyoke:** Bijou, Strand, Victory; **North Adams:** Paramount, Richmond; **Northampton:** Calvin, Plaza; **Palmer:** Strand; **Pittsfield:** Capitol, Colonial, Palace, Strand; **Springfield:** Paramount, Broadway; **Ware:** Casino; **Westfield:** Strand.

MICHIGAN, Adrian: Croswell, Family; **Allegan:** Regent; **Alpena:** Lyric, Malz; **Ann Arbor:** Orpheum, Michigan, State, Whitney, Wuerth; **Battle Creek:** Bijou, Michigan, Post, Regent, Strand; **Bay City,** Bay Center, Regent, Westown; **Benton Harbor:** Lake, Liberty; **Big Rapids:** Big Rapids; **Cadillac:** Center, Lyric; **Detroit:** Alger, Royal, United Artist; **East Lansing:** State; **Flint:** Capitol, Della, Garden, Palace, Regent, Roxy, State, Strand; **Grand Haven:** Grand, Robinhood; **Grand Rapids:** Center, Eastown, Royal, Four Star, Kent, Majestic, Our, Wealthy; **Greenville:** Gibson, Silver; **Hillsdale:** Dawn, Hill; **Holland:** Center, Colonial, Holland; **Ionia:** Center, Ionia; **Jackson:** Capitol, Majestic, Michigan, Regent, Rex; **Kalamazoo:** Capitol, Fuller, State, Michigan, Orpheum, Uptown; **Lansing:** Capitol, Gladmer, Lansing, Michigan, Nortown, Southown; **Ludington:** Center, Lyric; **Manistee:** Lyric, Ramsdell, Vogue; **Monroe:** Family, Monroe; **Muskegon:** Michigan, Regent, State; **Niles:** Ready, Riviera; **Owosso:** Capitol, Center, Strand; **Pontiac:** Eagle, Oakland, Orpheum, Rialto, State, Strand; **Port Huron:** Desmond, Family, Majestic; **Saginaw:** Center, Franklin, Mecca, Michigan, Strand, Temple, Wolverine; **St. Joseph:** Caldwell; **South Haven:** Michigan, Model; **Sturgis:** Roxy, Strand; **Three Rivers:** Rialto, Riviera; **Traverse City:** Michigan, Trabay; **Willow Run:** Center; **Ypsilanti:** Martha Washington, Wuerth.

MINNESOTA, Fairmont: Nicholas, Strand.

MISSISSIPPI, Biloxi: Buck, Saenger; **Clarksdale:** Delta, Paramount; **Columbus:** Dixie, Princess, Varsity; **Greenville:** Delta, Paramount; **Greenwood:** Le Flore, Paramount; **Gulfport:** Gulf, Paramount; **Hattiesburg:** Buck, Lomo, Rose, Saenger; **Jackson:** Century, Drive-In, Majestic, Paramount, Pix; **Meridian:** Alberta, Strand, Temple; **Natchez:** Baker Grand, Ritz; **Tupelo:** Lyric, Tupelo; **Vicksburg:** Alamo, Saenger, Strand; **West Point:** Ritz, Star; **Winona:** Winona.

NEBRASKA, Fairbury: Bonham, Majestic; **Falls City:** Oil City, Rivoli; **Grand Island:** Capitol, Empress, Grand; **Hasting:** Rivoli, Strand; **Omaha:** Omaha, Orpheum, Paramount, Drive-In.

NEW HAMPSHIRE, Berlin: Albert, Princess, Strand; **Concord:** Capitol, Star; **Portsmouth:** Colonial, Olympia.

NEW JERSEY, Newark: Adams, Paramount; **Paterson:** U. S.

NEW MEXICO, Albuquerque: Chief, Kimo, Lobo, Mission, Rio, Sunshine, Yucca, Drive-In, Mesa.

NEW YORK, Fulton: Avon, State; **New York City:** Rivoli; **Oswego:** Tioga; **Rochester:** Capitol, Paramount, Regent; **Waverly:** Amuzu, Capitol; **Yonkers:** Parkhill.

NORTH CAROLINA, Asheboro: Carolina; **Asheville:** Imperial, Isis, Palace, Paramount, Plaza, State, Commitment to build new theatre; **Brulington:** Alamance, Carolina, Paramount; **Canton:** Colonial, Strand; **Chapel Hill:** Carolina, Village; **Concord:** Cabarrus, Paramount; **Durham:** Carolina, Center, Rialto; **Fayetteville:** Broadway, Carolina, Colony; **Gastonia:** Lyric, Temple; **Goldsboro:** Carolina, Paramount, Wayne; **Greensboro:** Carolina, Imperial, National; **Greenville:** Colony, Pitt, State; **Hendersonville:** Carolina, State; **Hickory:** Center, Park; **High Point:** Broadhurst, Center, Paramount, Rialto; **Lenoir:** Center, State; **Lexington:** Carolina, Granada; **Lumberton:** Carolina, Pastime; **Monroe:** Center, State; **Mt. Airy:** Center; **Raleigh:** Ambassador, Capitol, Palace, State, Varsity; **Rockingham:** Little, Richmond; **Rocky Mount:** Carolina, Center; **Salisbury:** Capitol, State, Victory; **Wilmington:** Bailey, Bijou, Carolina, Royal, Ritz; **Wilson:** Carolina, Ritz, Wilson; **Winston-Salem:** Carolina, State, Colonial, Forsyth.

NORTH DAKOTA, Jamestown: Star.

PENNSYLVANIA, Aliquippa: Rialto, State, Strand, Temple; **Ambridge:** State; **Bloomsburg:** Capitol, Columbia; **Butler:** Capitol, Penn; **Carlisle:** Comerford, Strand; **Danville:** Capitol; **Dickson City:** Rex; **Dunmore:** Orient; **Duryea:** Pastime; **Forest City:** Freedman; **Forty Fort:** Forty Fort, Institute; **Hawley:** Ritz; **Hazleton:** Capitol, Feeley, Grand; **Honesdale:** Lyric; **Jersey Shore:** Victoria; **Kingston:** Kingston; **Lebanon:** Capitol, Colonial, Jackson; **Luzerne:** Luzerne; **Mauch Chunk:** Capitol; **Miners Mills:** Crystal; **Northumberland:** Savoy; **Old Forge:** Holland; **Olyphant:** Olyphant, Granada; **Parsons:** Parsons; **Pittston:** American, Roman; **Plymouth:** Shawnee; **Pottsville:** Capitol, Hipodrome, Hollywood; **Sayre:** Sayre; **Scranton:** Bell, Capitol, Comerford, Family, Globe, Rialto, Riviera, Roosevelt, State, Strand, Temple, Westside, Pinebrook; **Shenandoah:** Strand; **Sunbury:** Rialto, Strand; **Towanda:** Keystone; **Wilkes-Barre:** Capitol, Comerford, Hart, Orpheum, Penn, Sterling, Strand, Temple, Irving; **Williamsport:** Capitol, Keystone.

SOUTH CAROLINA, Anderson: Drive-In; **Columbia:** Drive-In; **Darlington:** Liberty, Darlington; **Florence:** Carolina, Colonial; **Greenville:** Drive-In; **Greenwood:** Carolina, Ritz, State.

SOUTH DAKOTA, Madison: Lyric, State.

TENNESSEE, Elizabethton: Bonnie Kate, Ritz; **Jackson:** Paramount, State, Met, Drive-In; **Kingsport:** State; **Memphis:** Malco, Strand.

TEXAS, Abilene: Majestic, Palace, Paramount, Queen; **Amarillo:** Capitol, Paramount, Rialto, State, Esquire; **Anahuac:** Rig; **Arlington:** Aggie, Texan; **Arp:** Rex; **Austin:** Paramount, Queen, State, Austin, Capitol, Texas, Varsity; **Baytown:** Arcadia, Bay; **Beaumont:** Gem, Jefferson, Lamar, Liberty, Star, Tivoli, Peoples, Circle Drive-In; **Breckenridge:** National, Palace; **Brownsville:** Capitol, Queen; **Brownwood:** Bowie, Lyric, Gem; **Channelview:** Sanja; **Conroe:** Crighton, Liberty; **Corsicana:** Grand, Ideal, Palace, Rio; **Dallas:** Capitol, Dalsec, Fair, Forest, Majestic, Melba, Palace, Rialto, Tower, White, Circle, Inwood, Knox, Lakewood, Lawn, Esquire, Varsity, Village, Wilshire, Telenews, Drive-In-Buckner Blvd., Drive-In-Northwest Hway; **Denison:** Rialto, Rio, State; **Denton:** Dreamland, Palace, Texas; **Donna:** Plaza; **Eagle Lake:** Cole; **Eastland:** Majestic, Lyric; **El Paso:** Ellanay, Palace, Pershing, Plaza, Texas Grand, Wigwam; **Fort Worth:** Bowie, Gateway, Hollywood, Majestic, Palace, Parkway, River Oaks, Worth, Tower, Varsity, Bowie Drive-In, Belknap Drive-In, 7th St. Theatre; **Galveston:** Key, Martini, Queen, State, Tremont, Broadway; **Gladewater:** Cozy, Gregg, Palace; **Goose Creek:** Palace, Texan; **Greenville:** Colonial, Rialto, Texan; **Groves:** Lyric; **Hallettsville:** Cole; **Harlingen:** Arcadia, Grande, Rialto, Strand; **Henderson:** Palace, Strand; **Houston:** Alabama, Almeda, Bluebonnet, Eastwood, Kirby, Majestic, Metropolitan, North Main, River Oak, Tower, Village, Wayside, Yale, Santa Rosa, Broadway, Garden Oaks, Fulton, Shepard Drive-In, So. Main Drive-In, Winkler Drive-In; **Jacksonville:** Jackson, Palace, Rialto; **Kilgore:** Crim, Strand, Texan; **La Porte:** Port; **Longview:** Arlyne, Rembert, Rita; **Lufkin:** Lynn, Pines, Texan; **McAllen:** Azteca, Palace, Queen, El Rey; **Marshall:** Lynn, Paramount; **Mercedes:** Rex, Rio, State; **Nacogdoches:** Rita, Stonefort, Texan; **Nederland:** Rio; **Needville:** Cole; **Orange:** Bengal, Gem, Royal, Strand; **Overton:** Gem, Strand; **Paris:** Grand, Main, North Star, Plaza, Rex; **Pelly:** Alamo; **Pharr:** Drive-In; **Port Arthur:** Majestic, Pearce, Peoples, Port, Sabine, Strand, Surf Drive-In; **Port Neches:** Lynn,

(*Continued on page 6*)

More Competition in 56 Towns Created by Decree

Paramount will dispose of one or more theatres, including numerous first-runs, in 56 communities, for the purpose of "creating substantial motion picture theatre operating competition," under the terms of its consent decree. Disposition of at least one-half the properties is to be made in one year and the remaining 50 per cent within the second year of entry of the consent judgment.

Presumably designed to open "closed" situations, although this is not specifically stated, Paramount will sell to unaffiliated interests the following properties:

Florida: Two in Clearwater, including the Belleview; one first-run in Daytona Beach; one theatre in Deland; two in Fort Lauderdale, one of them a first-run; the Ritz, Fort Myers; one first run in Gainesville; one in Hollywood (not the one located in the Hollywood Hotel); three in Jacksonville, one of them a first-run; two in Lakeland, one a first-run; one each in Fort Worth, Plant City, St. Augustine, Sanford, Sarasota, and Winter Park; one first-run in Ocala; two in Orlando, one a first-run; four in St. Petersburg, one of which shall be a first-run.

Georgia: One first-run in Atlanta.

Idaho: One theatre in Preston.

Illinois: One first-run each in Bloomington, Elgin, Kankakee and Peoria; one theatre in Pekin.

One first-run in South Bend, Ind.; one in Danville, Ky.; one in Bath, Me.; the Regent and the Annex, Detroit, Mich.

Minnesota: One theatre in Austin; one first-run each in Mankato, Minneapolis, St. Cloud and St. Paul.

Also, one theatre in Peekskill and one first-run in Poughkeepsie, New York; one first-run each in Charlotte, N. C., Fargo, N. D., and Minot, N. D.; one theatre in Bellevue, O., and one first-run in each of these cities in Ohio: Fremont, Hamilton and Middletown.

South Carolina: One first-run theatre in both Columbia and Spartanburg, and one theatre in Sumter.

South Dakota: One first-run each in Aberdeen, Huron and Watertown.

Tennessee: One first-run in Chattanooga and two first-runs in Knoxville.

Also, one theatre in each of the following towns: Logan and Provo, Utah; Barre, Vt., and Eau Claire, Wisc.

Provision is made for Paramount, if unable to dispose of the properties on "reasonable terms," to lease up to 12 of the theatres to unaffiliated interests on condition that the leases or sub-leases are not based upon any profit-sharing. Further condition is that Paramount must sell as soon as "reasonable terms" can be obtained and in any event prior to the expiration of its leases and sub-leases.

251 May Be Acquired for Later Sale

Decree Silent on Para. 'Showcases'

No apparent provision is made in the Paramount consent decree for ownership of "showcase" theatres by the new production-distribution company, even with court approval.

There appears to be no stated ban, either. However, the RKO decree permits that company to acquire showcases with the approval of the court.

Para. Relinquishes

(*Continued from page 5*)

Neches; **Richmond:** Lamar; **Rosenberg:** Cole, State; **Rusk:** Cherokee; **San Antonio:** Aztec, Empire, Majestic, Texas, Broadway, Laurel, State, Sunset, Woodlawn; **San Marcos:** Hayes, Palace, Texas; **Silsbee:** Palace, Pines; **Temple:** Arcadia, Bell, Gem, Rio, Texas; **Texarkana:** Drive-In, Paramount, Strand, Texan; **Tyler:** Arcadia, Liberty, Majestic, Tyler; **Vernon:** Pictorium, Vernon; **Waco:** Orpheum, 25th Street, Texas, Waco, Circle Drive-In; **Wallis:** Cole; **Weslaco:** Gem, Ritz; **Wichita Falls:** Majestic, State, Strand, Wichita; **Yoakum:** Grand, Ritz.

UTAH, Ogden: Colonial, Orpheum, Paramount.

VERMONT, Brattleboro: Paramount; **Burlington:** Flynn, Majestic; **Montpelier:** Capitol.

VIRGINIA, Cape Charles: Radium; **Charlottesville:** Jefferson, Lafayette, Paramount, University; **Danville:** Capitol, Dan, Rialto; **Exmore:** Cameo; **Hampton:** Langley, Rex; **Hilton Village:** Village; **Lynchburg:** Isis, Paramount, Trenton; **Newport News:** James, Paramount; **Phoebus:** Lee.

WEST VIRGINIA, Bluefield: Granada, State; **Wheeling:** Rex.

WISCONSIN: LaCrosse: Fifth Avenue, Hollywood.

In the event that Paramount's interest in any joint ownership shall not be terminated as provided for, Paramount or the New Theatre Company may acquire the interest of such co-owner or co-owners, after first negotiating for such acquisition with such co-owner or co-owners, is not to exceed the following theatres from the above list in each of the following communities:

ALABAMA: Anniston: Any two of the theatres above listed, only one of which may be a first-run theatre; **Auburn:** Tiger Theatre; **Bessemer, Ensley, Jasper, Selma:** Any one of the theatres above listed in each of these cities; **Birmingham:** Any four of the theatres above listed, only two of which may be first run theatres; **Chickasaw:** Chickasaw Theatre; **Mobile:** Any four of the theatres above listed, only one of which may be a first run theatre; **Montgomery:** Any three of the theatres above listed, only one of which may be a first run theatre; **Troy:** Enzor Theatre; **Tuscaloosa:** Any three of the theatres above listed, only one of which may be a first run theatre.

ARIZONA, Phoenix: Either one of the two drive-in theatres above listed.

ARKANSAS, Camden, Jonesboro: Any one of the theatres above listed in each of these cities; **Fayetteville, Fort Smith, Hot Springs:** Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities; **Little Rock:** Any two of the theatres above listed.

FLORIDA, Pensacola: Any three of the theatres above listed, only one of which may be a first run theatre.

GEORGIA, Athens, Augusta, Brunswick, Columbus, Gainesville, Macon, Waycross: Any one of the theatres above listed in each of these cities; **Savannah:** Any two of the theatres above listed, only one of which may be a first run theatre.

IDAHO, Boise: Any two of the theatres above listed, only one of which may be a first run theatre.

ILLINOIS, LaSalle, Moline, Oak Park, Peru, Quincy: Any one of the theatres above listed in each of these cities; **Rock Island, Rockford:** Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities.

INDIANA, Gary: Any one of the theatres above listed.

IOWA, Cedar Rapids: Any one of the theatres above listed; **Davenport:** Any two of the theatres above listed, only one of which may be a first run; **Des Moines:** Any six of the theatres above listed, only two of which may be first run theatres; **Sioux City, Waterloo:** Any one of the theatres above listed in each of these cities.

KENTUCKY, Fulton: Any one of the theatres above listed; **Owensboro:** Any two of the theatres above listed, only one of which may be a first run theatre.

LOUISIANA, Alexandria, Monroe: Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities; **Baton Rouge, New Orleans:** Any one of the theatres above listed in each of these cities; **Shreveport:** Any four of the theatres above listed, only one of which may be a first run theatre.

MAINE, Bangor, Lewiston: Any one of the theatres above listed in each of these cities.

MASSACHUSETTS, Haverhill, Holyoke, North Adams, Northampton, Pittsfield, Springfield: Any one of the theatres above listed in each of these cities.

MICHIGAN, Ann Arbor, Battle Creek, Flint, Grand Rapids, Kalamazoo, Lansing, Pontiac, Saginaw: Any one of the theatres above listed in each of these cities; **Detroit:** The Royal Theatre, provided, however, that promptly after the acquisition by Paramount or the New Theatre Company of the interest of the co-owner therein, Paramount or the New Theatre Company shall lease the said theatre to a party not a defendant herein or owned or controlled by or affiliated with a defendant herein and which lease shall contain no rental provisions based upon a share of the profits of such theatre, and provided further that Paramount or the New Theatre Company shall sell such theatre property as soon as practicable and in any event before the expiration of such lease.

MINNESOTA, Fairmont: Any one of the theatres above listed.

MISSISSIPPI, Biloxi, Clarksdale, Greenville, Greenwood, Gulfport, Natchez: Any one of the theatres above listed in each of these cities; **Hattiesburg, Meridian, Vicksburg:** Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities; **Jackson:** Any three of the theatres above listed, only one of which may be a first run theatre; **Winona:** Winona Theatre.

NEBRASKA, Fairbury, Falls City, Hastings: Any one of the theatres above listed in each of these cities; **Grand Island:** Any two of the theatres above listed, only one of which may be a first run theatre; **Omaha:** Any two of the theatres above listed.

NEW HAMPSHIRE, Concord, Portsmouth: Any one of the theatres above listed in each of these cities.

NEW JERSEY, Newark: Any one of the theatres above listed.

NEW MEXICO, Albuquerque: Any one of the theatres above listed.

NEW YORK, Fulton: Any one of the theatres above listed; **New York City:** Rivoli Theatre; **Rochester:** Any two of the theatres above listed, only one of which may be a first run theatre.

NORTH CAROLINA, Ashboro: Carolina Theatre; **Asheville:** Any four of the theatres above listed (and which list shall be deemed to include the theatre in this city, when built, as to which there is a commitment to build), provided that such four theatres shall not include, and Paramount or the New Theatre Company shall concurrently dispose of the interest of Paramount in, one first run theatre in this city; **Burlington, Durham, Fayetteville, Goldsboro, Greensboro, Greenville, High Point, Salisbury, Wilmington, Wilson, Winston-Salem:** Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities; **Canton, Chapel Hill, Concord, Gastonia, Hendersonville, Hickory, Lumberton, Monroe, Rockingham, Rocky Mount:** Any one of the theatres above listed in each of these cities; **Raleigh:** Any three of the theatres above listed, only one of which may be a first run theatre.

PENNSYLVANIA, Aliquippa, Bloomsburg, Butler, Carlisle, Hazelton, Lebanon, Pittston, Pottsville, Shenandoah, Sunbury, Wilkes-Barre, Williamsport: Any one of the theatres above listed in each of these cities; **Scranton:** Any two of the theatres above listed.

SOUTH CAROLINA, Anderson, Columbia, Greenville: The drive-in theatre in each of these cities; **Greenwood:** Any two of the theatres above listed, only one of which may be a first run theatre.

SOUTH DAKOTA, Madison: Any one of the theatres above listed.

TENNESSEE, Elizabethton, Jackson, Memphis: Any one of the theatres above listed in each of these cities; **Kingsport:** State Theatre.

TEXAS, Abilene, Beaumont, Breckenridge, Brownwood, Brownsville, Corsicana, Denison, Denton, Galveston, Harlingen, McAllen, Orange, Paris, Port Arthur, Temple, Tyler, Vernon, Wichita Falls: Any one of the theatres above listed in each of these cities; **Austin:** Any three of the theatres above listed, only one of which may be a first run theatre; **Amarillo, El Paso, Texarkana, Waco:** Any two of the theatres above listed (only one of which may be a first run theatre) in each of these cities; **Dallas:** Any seven of the theatres above listed, only two of which may be first run theatres; **Fort Worth:** Any four of the theatres above listed, only one of which may be a first run theatre; **Houston:** Any seven of the theatres above listed, only one of which may be a first run theatre; **San Antonio:** Any four of the theatres above listed, only one of which may be a first run theatre.

UTAH, Ogden: Any two of the theatres above listed, only one of which may be a first run theatre.

VIRGINIA, Charlottesville, Lynchburg, Newport News: Any one of the theatres above listed in each of these cities.

WISCONSIN, La Crosse: Any one of the theatres above listed.

With respect to any jointly owned theatre as to which Paramount's interest shall not be sold or otherwise transferred in accordance with provisions or as to which the interest of the co-owner or co-owners shall not be acquired by Paramount or the New Theatre Company under the provisions, Paramount or the New Theatre Company may negotiate with a third person who is not a defendant herein and not owned or controlled by or affiliated with a defendant herein, for a sale of the entire joint interest in such theatre to such third person and may negotiate for the acquisition thereof and thereafter acquire the interest of its co-owner or co-owners for the sole purpose of effectuating such a sale, provided that such sale shall be consummated not later than six months following such acquisition and shall create substantial motion picture theatre operating competition in any community which Paramount or the New Theatre Company shall retain any theatre.

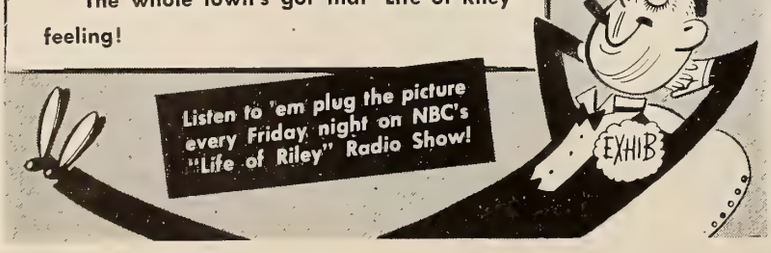
CINCINNATI MAYOR PROCLAIMS "THE LIFE of RILEY WEEK"!

BULLETIN #5

CINCINNATI—Proclamation of official "Life of Riley Week" by Mayor Albert D. Cash launches week-long celebration to honor world premiere of U-I's "The Life of Riley" on March 5th at RKO Grand Theatre.

City's leading stores mark celebration with full-page newspaper ads and window displays. Enquirer, Times-Star and Post tie up with special news-making "Riley" contests. Traffic Safety Council campaign heralds "Riley" in posters throughout Cincinnati. City-wide tie-up by Procter & Gamble, sponsors of "The Life of Riley" hit radio show, puts "Riley" displays in every drug store window.

The whole town's got that "Life of Riley" feeling!





UNITED

Flight Facts

"Haven't I seen you somewhere before?" I asked a passenger the other day. He looked so familiar he might have been one of the crew.



"You may have," he replied, "I travel a lot—and I've flown United to Los Angeles *5 times in the last 4 months!*

"I like United because, comparing *everything*—meals, speed, fares, frequency of flights, and your famous 'Service in the Mainliner Manner'—United's got every other airline backed right off the map! And what a honey your DC-6 Mainliner 300 is!"



Biased? Well, *maybe*. But I wish *you'd* try United's Los Angeles service yourself—*then* make up your own mind.

Gloria V. Scholar

Stewardess on

UNITED AIR LINES

DC-6 MAINLINER 300s

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 41 NEW YORK, U.S.A., TUESDAY, MARCH 1, 1949 TEN CENTS

US Victory is Claimed Under Decree: Clark

More Than Courts Could Yield, Says Atty.-General

WASHINGTON, Feb. 28. — Attorney General Tom C. Clark today said that the Paramount consent decree was "a great victory for us, possibly as much or more than we could have gotten in the courts."

Clark pointed out that the case is 11 years old, and said that "for us finally to be able to get complete divorcement, plus the dissolution of partnerships, plus the opening of those towns where we don't think there is competition, is really something."

The decree should "prove very beneficial to the industry, particularly if we get the rest of the case settled quickly," the Attorney General declared. He said he understood independent exhibitor groups like Allied States Association "like it too."

Clark put in a plug for Paramount and the other defendants. "All the companies have been very considerate; they have cooperated very well with the Government since the Supreme Court decision last May."

Hearing Opens Here In NT Settlements

Motions for and against acceptance of special referee Jacob S. Demov's report in the settlement of National Theatres minority stockholder actions against 20th Century-Fox were heard here yesterday by New York Supreme Court Justice Ferdinand Pecora. Demov has recommended that court approval be given to a settlement whereby 20th-Fox will benefit by approximately $3,500,000.

Under the terms of the settlement

(*Continued on page 4*)

New Building Code Is Proposed in Missouri

ST. LOUIS, Feb. 28.—Proposed legislation setting up a new state building code for theatres has been introduced in the Missouri legislature. Its chief provisions would set up new aisle and row requirements, and eliminate "informer" clauses in old statutes which give any complainant half the fine

(*Continued on page 4*)

Balaban Hails Para. Future

HOLLYWOOD, Feb. 28.—Speaking before the entire personnel of Paramount studio, Barney Balaban, Paramount president, called 1950 "the year of rebirth of our company" and said that the intervening months when the new company takes shape "is an exciting opportunity — a challenge to each of us."

The meeting, first in a series over a five-day period, attended by Adolph Zukor, chairman of the board, and other top Paramount executives from New York and the field, marked the first open discussion of plans and policies of the production-distribution company to be set up under terms of the Paramount consent decree signed Friday.

Balaban warned his listeners not to be mistaken about the far-reaching

(*Continued on page 4*)

AMPP Structure on Coast Overhauled

HOLLYWOOD, Feb. 28.—The board of directors of the Association of Motion Picture Producers has been overhauled, strengthened and reimplemented, and all officers have been reelected, including Eric Johnston, president; Y. Frank Freeman, board chairman; Charles S. Boren, vice-president in charge of industrial relations, and James S. Howie, secretary-treasurer. The board has created two new vice-presidencies, which have been filled by the election of B. B. Kahane and Louis K. Sidney.

Also, the association's bylaws have been amended to increase the board,

(*Continued on page 4*)

TOA Warns Theatres On Censorship Seals

Albany, N. Y., Feb. 28.— The local Theatre Owners of America is warning exhibitors that the State Education Department, censorship division, is checking theatres in this district to determine whether all films carry censor seals. Some situations brought to the TOA's attention indicated that prints are being serviced by out-of-state exchanges without censor license numbers.

RKO and Disney in New 3-Picture Deal

A new releasing agreement has consummated between Ned E. Depinet, president of RKO Radio, and Roy O. Disney, president of Walt Disney Productions, for the worldwide distribution of the next three Walt Disney features. The three comprise, in the order of their release, "Ichabod and Mr. Toad," "Cinderella" and "Treasure Island." All will be in Technicolor. "Cinderella" will be entirely in animation and is expected to be ready for release at Christmas. "Ichabod and Mr. Toad" will be ready for release in September.

Bing Crosby will narrate the story of Ichabod and sing three songs. Basil Rathbone will be the narrator of the Toad story. It will be entirely in animation. "Treasure Island," by Robert Louis Stevenson, will be the first 100 per cent live-action picture by Disney. It will be personally produced by him. Bobby Driscoll will play young Jim Hawkins.

'IA' Wins More SOPEG 'Collarite' Territory

Mandel Will Handle Promotion of Bonds

Max E. Youngstein, chairman of the motion picture industry's advertising-publicity committee cooperating in the U. S. Treasury's savings bond drive, has named Harry Mandel, RKO's national director of advertising-publicity, to the New York promotional chairmanship of the campaign.

Mandel will direct the campaign in this area and will coordinate the activities of national circuits operating out of New York.

Disclosure here yesterday of final results in the National Labor Relations Board's elections held late last week at six film company home offices indicates that the IATSE's year-long assault on the "white collarite" strongholds of Screen Office and Professional Employes Guild has yielded the former three full shops and part of another.

In addition to the United Artists shop which was won away from CIO's SOPEG, the following former SOPEG units will henceforth come under the jurisdiction of AFL's "IA"

(*Continued on page 3*)

Para. Is Free To Acquire 'Show Cases'

New Picture Company Also May Sell by Bids

Although free to acquire "showcase" theatres under the terms of the consent judgment in the industry trust suit, the new Paramount Pictures Co. plans to engage solely in production and distribution, with no plan for first-run exhibition having been given any consideration.

"As a matter of fact," one official here said, "we don't even have a theatre department." This of course presupposes that the reorganization of corporation is approved by the New York Federal Court at a hearing on Thursday and by stockholders by April 19.

According to the executive's interpretation of the decree, Paramount Pictures Co. may acquire showcases under certain conditions since the document contains no specific injunction which would enjoin it from doing so. The new Pictures Co., however,

(*Continued on page 4*)

Myers Terms Suits 'Not Confiscatory'

WASHINGTON, Feb. 28. — Allied States Association general counsel Abram F. Myers today reluctantly added two more aphorisms to those he has already made about the Paramount and RKO consent decrees.

In his annual report to Allied's mid-Winter board meeting, Myers said that the Paramount decree meant "genuine divorcement," but that he had misgivings about the RKO decree provision distributing stock in the new theatre company among all the

(*Continued on page 4*)

100 at Red Cross Industry Luncheon

One hundred from the local film industry will meet here today at a luncheon in honor of Basil O'Connor, national president of the American Red Cross, to be held at the Metropolitan Club. The industry's plans for participation in the New York campaign of the Red Cross will be launched at the luncheon under the

(*Continued on page 3*)

Personal Mention

ROY HAINES, Warner Western division sales manager, will leave here today on a trip to St. Louis, Detroit, Kansas City and Chicago.

•

FRED C. DILLON, former publicist in Ottawa, will start today as secretary of the Moving Picture Distributors Association of Canada, succeeding E. H. WELLS, who held the office for many years.

•

HARRY F. SHAW, division manager for Loew's Poli Theatres, and MRS. SHAW, will celebrate their silver wedding anniversary today.

•

MILES STORM II, recently appointed manager of Western Electric's Panama office, will leave here today by plane for Panama City.

•

LEON (LEE) FISHER, former publicist for Columbus, Ohio, RKO theatres, has been named manager of the Majestic.

•

WILLIAM C. MYERS, owner of the Echo and Deluxe theatres in Baltimore, is the father of a son born at the Sinai Hospital, Baltimore.

•

ANDY ANDERSON, of Anderson Theatres, Hartford, Ky., has returned there from a trip to California.

•

J. CHEEVER COWDIN, Universal-International board chairman, has arrived in London from New York.

•

BILL SCHIELL, former SRO manager in New Orleans, is now a salesman for Film Classics.

200 at Luncheon for W.B.'s George Horan

BOSTON, Feb. 28.—A Variety Club of New England luncheon honoring George W. Horan, Warner district manager, was attended by 200. Toastmaster was Thomas Duane of SRO. Speaking for Variety was Louis Gordon, assistant chief Barker. Arthur Lockwood represented the Theatre Owners of America, Daniel and J. Murphy represented the Independent Exhibitors of New England. Ed Fay of Providence presented Horan with a pen and pencil set in behalf of the club.

Alvin Resigns Post

HOLLYWOOD, Feb. 28.—Joseph Alvin, press and public relations for the Society of Independent Motion Picture Producers for the past two and one-half years, terminated his assignment today following the executive committee's acceptance of his resignation last Friday.

Charles Kogod, 73

WASHINGTON, Feb. 28.—Charles Kogod, father of Fred S. Kogod, K-B Theatres president, died here Saturday at the age of 73.

TOA Decision This Week in Shorts Row

Theatre Owners of America's board will have ready this week its decision on whether to reaffirm or alter its position in the dispute with distributors over rentals to be charged for the industry public relations short subject series, Gael Sullivan, TOA executive director, indicated here yesterday.

Sullivan, who has conferred on the subject with a distributors committee headed by RKO Radio vice-president Robert Mochrie, said he will poll the board by mail rather than ask for a special meeting to submit his report of the conference. After board members read the mailed report, Sullivan explained, they will be asked to indicate whether or not TOA should persist in its demand that exhibitor rentals be held to a nominal fee, and, if not, to recommend what new approach should be taken. Meanwhile, RKO Radio is still holding up the release of "Let's Go to the Movies," first of the series, which originally had been scheduled for release today.

TOA members contend that production of each short should not have cost more than $8,000 or $9,000. Actual cost of each was approximately $35,000, it is understood.

AMPA Group Elected To Select New Slate

A nominating committee of seven, headed by David A. Bader, was elected yesterday at a luncheon-meeting here of the Associated Motion Picture Advertisers. Others on the committee, which will submit a slate of officers for the 1949-50 term, are: Rutgers Neilson, Vincent Trotta, Gordon White, Blanche Livingston, Charles Alicoate and Chester Friedman. Yesterday's membership meeting was presided over by AMPA vice-president David Blum in the absence of president Max Youngstein.

A special AMPA benefit committee of nine has been appointed by Youngstein to make arrangements for a fund-raising film premiere in New York. Committee members are: Blum, Jacques Kopfstein, Alicoate, Friedman, Herman Schleier, Phil Williams, Harry McWilliams, John Phillips and Hap Hadley.

'Portrait' to Rivoli, Mamula To Publicize

Sidney Deneau, general sales manager of the Selznick Releasing Organization, reports that David O. Selznick's "Portrait of Jennie" will open at the Rivoli Theatre here for an extended run on Tuesday, March 22. "Portrait of Jennie" is now being dated in 30 key cities for Easter playing time.

Nick Mamula has been engaged to handle publicity for the opening.

Broughton Is Promoted

Oliver C. Broughton, field auditor, has been promoted to succeed Charles Fogle as M-G-M roving exchange amintenance head, by William F. Rodgers, sales vice-president. Both Broughton and Fogle are on a tour of exchanges in the West, following which Fogle will retire after 20 years with the company.

Film Content Is Up To Women: Johnston

HOLLYWOOD, Feb. 28.—Eric A. Johnston, president of the Motion Picture Association of America, placed responsibility for a steady flow of "pictures with broad vision" squarely in the hands of American women in an address today before representatives of 14 women's groups at Hollywood Beverly Christian Church.

Outlining reasons why such films must pay their way in the U. S., Johnston said, "the industry recognizes beaten paths are for beaten men, and constantly is looking for new horizons and new roads to travel. We all know there exists a steady audience for conventional pictures. We also know there exists a potentially great audience, which you and your organizations typify, which want pictures with broad vision and intelligent recognition of what is going on in the world."

Johnston pointed out that 37 per cent of the present adult population is composed of high school graduates, which compares with seven per cent in 1920. MPAA vice-president Francis Harmon also addressed the forum.

Independents Hail Johnston at Dinner

HOLLYWOOD, Feb. 28.—The Independent Motion Picture Producers Association tonight hailed MPAA president Eric Johnston as the "premier salesman of American films and the vigorous exponent of the American way of life" at a banquet in his honor where a plaque was awarded Johnston.

Johnston and his staff will be guests of the Motion Picture Industry Council tomorrow night at a meeting called by MPIC chairman Cecil B. DeMille.

SIMMP Offices Seen Shifted to New York

HOLLYWOOD, Feb. 28.—Formal announcement of the opening of the Society of Independent Motion Picture Producers' office in New York as principal headquarters will be made later this week, detailing decisions made by the executive committee at an unheralded meeting held here Friday. It was attended by SIMPP president Ellis Arnall, who left over the weekend for New York via Louisville.

Arnall's presence in Hollywood had been closely sheltered "so that he could accomplish several SIMPP matters without interruption," it was said. Although details of the new division of responsibilities between New York and Hollywood offices are withheld pending a formal announcement, it was learned that the Coast office will continue to maintain legal and labor departments under the present heads.

Denies Coast Injunction

HOLLYWOOD, Feb. 28.—Application for an injunction, made by Griffith-Coleman, to stop seven distributors from depriving La Tijera theatre of first-run service, was denied today by Federal Judge C. E. Beaumont.

Arizona Considers Ticket Tax Hike

WASHINGTON, Feb. 28.—A bill has been introduced in the Arizona legislature to increase the state's tax on gross admission receipts from two per cent to three, according to Jack Bryson, MPAA legislative representative.

$639,622 U. S. Tax Refund to DuMont

WASHINGTON, Feb. 28.—Combination income and excess profits tax refund of $639,622 has been awarded to DuMont Laboratories by the Federal Revenue Bureau.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CLAUDETTE COLBERT - FRED MacMURRAY
"FAMILY HONEYMOON"
A Universal-International Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person BUDDY RICH · MEL TORMÉ and his ORCH. plus THE DE CASTRO SISTERS FOUR STEP BROTHERS Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK
Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND
SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY
GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
16 th WEEK! VICTORIA BROADWAY & 46th ST.

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Hollywood

Hollywood, Feb. 28

DAN DURYEA is to be starred in "Contrabrand," which Aaron Rosenberg will produce for U. I. . . . William Wellman, whose latest released work is "Yellow Sky," will direct "Battleground," the property acquired from RKO Radio by M-G-M following Dore Schary's switch to the latter studio. . . . John Wayne will have Vera Ralston and Philip Dorn alongside in starring roles of "Eagles in Exile," which Wayne will produce for Republic with George Waggner directing.

•

With two pictures shooting, another ready to roll, and 10 in advanced preparation, RKO Radio appears emerging from the production lull which followed Howard Hughes' acquisition of control. . . . Samuel Goldwyn has lent Dana Andrews to U-I to star in "Paradise Lost," 1949." . . . Academy Award nominee Charles Bickford has been added to the principal cast of Paramount's "Riding High," the Bing Crosby vehicle which Frank Capra will produce (formerly "Broadway Bill"). . . . Walter Wanger will co-star James Mason with Joan Bennett in "The Blank Wall," slated to start tomorrow for Columbia release.



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1st-Runs Are Spotty Here

Business is uneven this week among New York's first-run theatres. Three pictures in their first weeks are registering nicely, but two others proved to be disappointing business-wise. Meanwhile, four films which have been running on Broadway for 16 weeks or more are maintaining a good grossing pace, while some of the shorter term holdovers are making unimpressive showings.

Newcomers which are performing brightly are "Family Honeymoon," with a stage presentation, at the Music Hall, where a very satisfactory $138,000 is indicated for the first week; "Knock on Any Door," the first week of which ended yesterday, brought the Astor a snappy $55,000; "The Fighting O'Flynn" is expected to yield the Criterion a big $30,500 in its first week.

Second week of "Whisperin' Smith," plus a stage bill topped by comedian Henny Youngman, is giving the Paramount a fair second week's $62,000; the picture will hold for a third week after which it will be followed by "Alias Nick Beal."

The four long-runners that are holding up well are: "Hamlet," Park Avenue, 22nd week, $15,000; "The Red Shoes," Bijou, 20th week, $15,000; "The Snake Pit," Rivoli, 17th week, $19,000; "Joan of Arc," Victoria, 16th week, $26,000.

At the Roxy, "Down to the Sea in Ships," plus a stage bill headed by Rudy Vallee, wound up a first week yesterday with a disappointing $85,000; "Mother Was a Freshman" is scheduled to take over at the Roxy on March 11. Special return engagement of Academy Award nominees "Johnny Belinda" and "The Treasure of Sierra Madre," gave the Strand a very mild $30,000 for a first week. It should be borne in mind, however, that each of the return engagement films had long, successful runs when they played at the Strand during the past year.

A slow $24,500 is indicated for the first week of "The Return of October," at the Mayfair. Equally unimpressive is "Caught," together with a stage bill including Charlie Spivak's band, which will bring the Capitol an estimated $49,000 in a second and final week: "Three Godfathers" will move into the Capitol on Thursday. "Moonrise" will replace "State Department —File 649" on Saturday at the Globe where the second and final week of the latter is expected to bring a moderate $14,500.

M-G-M's Rodgers to Send 12 to Europe

Although it was originally planned to send 10 from the sales department to Europe to expand their ideas on selling to embrace the international picture, William F. Rodgers, M-G-M sales vice-president, has increased the number to 12 and at the same time has broadened the scope of men eligible for the trip.

In the new list of possibilities, an exploiteer and salesman from the field will be included. These two categories will supplement the previous announcement for branch, district and sales managers and their territorial assistants.

Red Cross Luncheon

(*Continued from page 1*)

chairmanship of Spyros P. Skouras, president of 20th Century-Fox.

Among Red Cross officials who will attend will be Howard Bonham, vice-president in charge of public relations, and Mrs. L. Arthur Cushman, chairman of Women's Activities, New York.

Industry Representatives

The following will also attend: Dave Bader, Chester Bahn, Leon J. Bamberger, Ulric Bell, Maurice A. Bergman, Mort Blumenstock, Harry Brandt, A. W. Burger, Al Butterfield, John Caskey, Mike Clofine, Max A. Cohen, Robert Coyne, Ned Depinet, Howard Dietz, Richard DeRochemont, Russell V. Downing, Charles Einfeld, William C. Gehring, William German, Harry Goldberg, Eric Haight, Jack Haney, Jack Harrison, William Heineman, Donald A. Henderson, James Ivers, Arthur Israel, Jr., James A. Jerauld, Sherwin Kane.

Also: Red Kann, Edward M. Lachman, Austin Keough, Mel Konecoff, Jack H. Lang, Jock Lawrence, Peter Levathes, Chick Lewis, Samuel Machnovitch, Charles L. Mathieu, S. Barret McCormick, Tom Meade, Don Mersereau, Maurice J. Miller, Robert Mochrie, John O'Connor, Tony Petti, Al Picoult, Charles M. Reagan, George T. Reilly, Al Richard, Henderson Richey, Samuel Rinzler, Herman Robbins, Herman Schleier, Abe Schneider, Fred Schwartz, Si Seadler, Joseph Seidelman, Sam Shain, Frank J. Shea, Emanuel Silverstone, Murray Silverstone, Gael Sullivan, Andy W. Smith, Jr., Morton Sunshine, Paul Terry, Mo Wax, John Whitaker, William A. White, Max Youngstein.

'IA', SOPEG

(*Continued from page 1*)

Motion Picture Home Office Laboratories. Results of the elections made it possible for SOPEG to retain control over Columbia, Loew's, RKO Service, and four out of five separate units at Paramount.

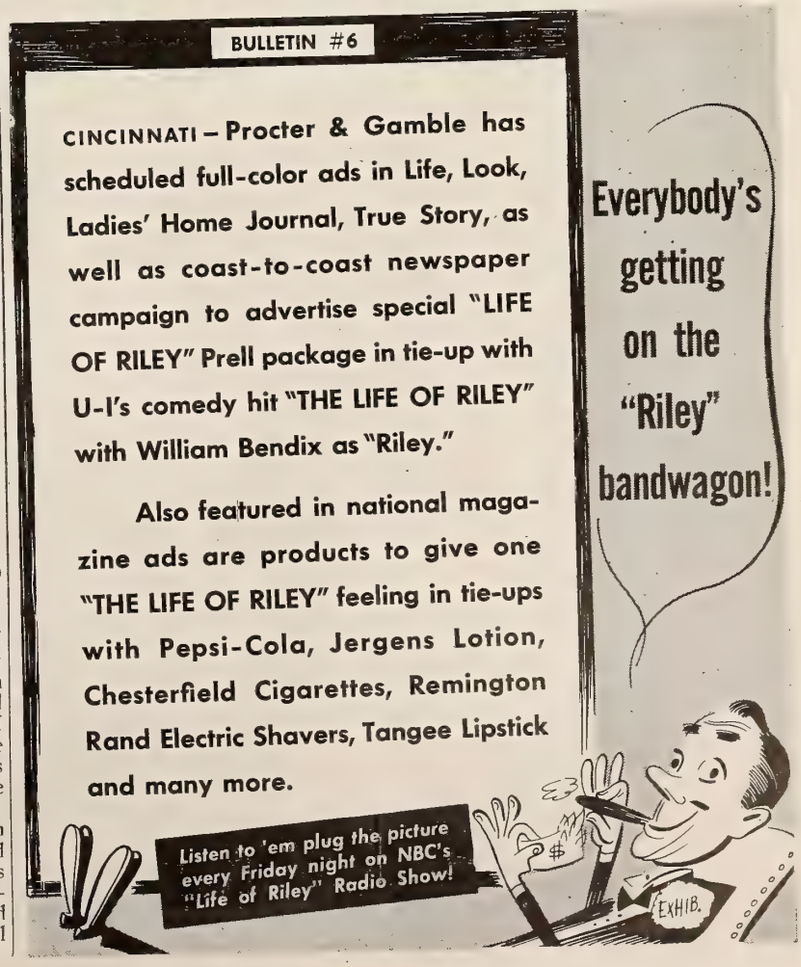
Both sides claimed "victory" in the elections. H-63 business agent Russell Moss, who pointed out that it was the opposition's shops which were at stake, expressed satisfaction over "IA" jurisdictional advances at home offices here. A year ago "IA" was bargaining agent for "white collarites" of only two distribution companies, Universal-International and Warner, whereas it now is in full control at a total of four.

Sidney Young, SOPEG president, termed his union's retention of control at four of the six companies at stake as an "overwhelming victory." Young served notice that the NLRB elections did not end the two unions' rivalry when he predicted that the employes who had gone over to "IA" would "soon return" to SOPEG.

Off-street Parking Sought in N.Y. Bill

ALBANY, N. Y., Feb. 28.—Theatres and other places of public assembly hereafter erected in cities in New York would be required to furnish off-street parking of 200 square feet for each 10 persons of total seating capacity, under a bill introduced by Senator Thomas C. Desmond.

The measure, which also sets off-street minimum parking standards for hotels, apartments buildings and factories is similar to one which passed the Senate and died in the Assembly last year.



Para. 'Show Cases'

(*Continued from page* 1)

may not purchase theatres from the New Paramount Theatres Co. or any other defendant in the trust case. Additionally, it may not enter exhibition in any area to such an extent that the result would be the creation of closed situations.

It was said here yesterday that theatre acquisitions have not even been discussed by Paramount executives. To that, one spokesman added, "Besides, who has first-runs for sale?"

Various portions of the decree, which runs 79 pages in length and is not devoid of technical phraseology, came into clearer focus yesterday.

No More Partnerships

It means the end of all partnerships. It means, too, that Paramount Theatres Co. will be comprised practically of all theatres which the present corporation wholly-owns now in addition to more than 200 which it may acquire from present co-owners.

As for trade practices, Paramount Pictures Co. has substantial leeway in licensing product to exhibitors. The company is called on to sell theatre-by-theatre and in non-discriminatory fashion, but is not enjoined from selling in any manner it sees fit so long as these two directives are abided by. Company may sell by competitive bidding, as it is now doing in some situations, and by competitive negotiation, and product splits in "problem" situations. There is nothing to prevent the company from rejecting an exhibitor's request for a run so long as the request is considered on its merits in the light of competitive theatres also seeking the run. In other words, bidding is not mandatory. Within two years, Paramount must dispose of 68 of its approximately 450 wholly-owned theatres, the divestiture having been included in the decree for the purpose of opening closed situations.

Wholly Owned Circuits

Except for these 68 houses, New Paramount Theatres substantially will consist of the circuits which the present parent corporation wholly owns, including:

Minnesota Amusement, Balaban and Katz, Florida State Theatres, Northio Theatres, New England Theatres, Publix Great States (Southern Illinois) and United Detroit Theatres. Some additional divestitures by wholly-owned circuits are ordered in first-run areas. This amounts to an injunction on operating more than one first-run in these cities: Tucson, Ariz.; Aurora, Alton, Danville, Decatur, Galesburg, Kewanea, Waukegan and Joliet, all in Illinois; Grand Forks, N. D.; Anderson and Greenville, S. C.; and Mitchell, S. D. Paramount Theatres Co. may have two first runs in San Francisco, Duluth, Minn., and Sioux Falls, S. D.

May Acquire 236

In addition to these the company is free to acquire up to 236 of the total of 774 theatres which are operated in partnership arrangements. Company also may take over full operation of nine houses operated in partnership but where the partner is said to be an investor, rather than a potential exhibitor. It is generally figured that New Paramount Theatres could emerge with about 620 wholly-owned houses.

The main partnerships companies which are to be dissolved are these: Tri-States and Central States in Iowa and Nebraska, A. H. Blank; Texas Interstate, Karl Hoblitzelle and Robert O'Donnell; Paramount-Richards, E. V. Richards, New Orleans; Malco, Memphis, M. A. Lightman; Maine and New Hampshire Theatres; John Ford; Wilby-Kincey Theatres; the Notopoulos circuit in Pennsylvania; Lucas and Jenkins in Georgia; Publix, Bamford, North Carolina, Carl Bamford; Dominion Theatres in Virginia, Hunter Perry; Paramount Nace Theatres, Phoenix, Harry Nace; Butterfield Theatres and Michigan State Theatres; Jefferson Amusement in Texas, Julius Gordon; Western Massachusetts Theatres and Comerford Publix, Scranton, Pa.

Paramount Pictures Co. will own the theatres in Canada and other foreign countries. These include the Famous Players Canadian circuit of 370 houses, seven theatres in Great Britain, and five elsewhere in Europe.

Will Continue Court Fight, H. M. Warner Discloses

HOLLYWOOD, Feb. 28.—Harry M. Warner, president of Warner Brothers, discloses that his company would not sign a consent decree in the industry anti-trust action.

"We will not give up our theatres without a court fight. We have taken years to accumulate the company assets we have, and we will fight to hold them," Warner said.

Myers on Suits

(*Continued from page* 1)

RKO stockholders except Howard Hughes.

Today, after studying the RKO reorganization plan and the Paramount decree, he said:

"The purpose of anti-trust suits is not to confiscate property, but to bring the defendants into obedience of the law.

"You can't make people compete. All you can do is remove the barriers to their competing, and then rely on their cupidity. Theatre owners have a lot of cupidity."

Myers and Mrs. Myers will leave Washington tomorrow for a two to three-week rest in Palm Beach with Nathan Yamins.

Review

"A Kiss in the Dark"

(*Warner Brothers*) *Hollywood, Feb. 28*

AMUSING is the word for this excursion into light comedy by David Niven, Jane Wyman, Victor Moore, Wayne Morris, Broderick Crawford, and others, which is at its best when asking for smiles or chuckles and is in trouble when it goes out for heavy laughs. When it is good it is very good indeed, with Niven handling handily the role of a sheltered concert pianist brought abruptly into contact with plain people, and when it is bad it is ludicrous instead of funny. By and large, it is likely to account for itself with plus but not spectacular grosses in the better and medium class houses, but figures to lie still in lesser spots.

Produced and written by Harry Kurnitz, from a story by Everett and Devery Freeman, the film concerns the experiences met up with by Niven, a concert pianist weary of his keyboard, when he is lured into taking personal charge of an apartment house which his manager has bought him for investment purposes. Moore, the philosophical former owner who becomes resident manager, and Miss Wyman, a tenant who is a photography model and with whom Niven falls in love, transform Niven from a stuffed-shirt to a humanitarian in a series of humorously complicated incidents which hug the border of probability closely enough except when dwelling overlong and tiresomely on the case of a sleep-hungry tenant, played by Crawford, this exaggeratedly slapstick section of the picture flapping like a loose shutter in a gale and inflicting considerable damage upon the principal structure. (Shortening of this section by two or three minutes would improve the property materially.)

Delmer Daves directed, giving Niven and Moore the burden of the entertainment, which they bear admirably. Miss Wyman, whose name means a good deal more on the marquee since "Johnny Belinda" and the Academy nomination than it did way back when this picture was made, figures about third in story prominence but makes the most of the role assigned her.

Running time, 88 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER.

NT Hearing Opens

(*Continued from page* 1)

approved by Demov, who was appointed by Justice Pecora, Charles P. Skouras, National president, and other executives agree to the amendment of their employment contracts enabling the company to save a total of $1,750,000 for the next seven years. Additionally, it calls for a ceiling to be placed on further compensation to these executives, which has been estimated might reach a total of $1,750,000. The company also obtained from some officers and key executives stock options on common stock of 20th-Fox. These options cover 18,500 shares of common at $22.50 per share and expire on Dec. 31, 1949.

Hearings on the motions are expected to continue today before Justice Pecora.

AMPP Structure

(*Continued from page* 1)

heretofore composed of one representative from each member studio, to include two, immediate appointments under this provision indicating that studio chiefs and their labor-management executives will comprise the board henceforth.

Third step in the program is interpreted as presaging a concerted attack on industry problems, which have been subject to daily discussion since the arrival here of Johnston, was the establishment of an executive committee empowered to act quickly and decisively, within a province outlined by the board. Membership of the executive committee has not yet been decided upon.

Strotz Resumes NBC Post

HOLLYWOOD, Feb. 28.—With the completion of his temporary assignment to reorganize television operations of National Broadcasting, Sidney N. Strotz has resumed his post as administrative vice-president in charge of the network's Western division and will henceforth make his permanent headquarters on the Coast.

Balaban Hails

(*Continued from page* 1)

nature of the decree. "If our stockholders approve," he said, "starting Jan. 1, production and distribution in Paramount will stand on its own feet. There can no longer be any claims that one end of our business is dependent upon or favors the other. There can be no shifting of responsibility."

Reviewing the course of the developments leading to divorcement, Balaban said that "we knew a consent decree was in the making" by the latter part of 1948. He authorized the studio to plan its 1949 production schedule on the same budget as in 1948, Balaban said, "provided the studio could effect savings to give us an additional number of quality pictures." This meant work for production employees, Balaban said, and it meant that production continued during a critical period.

Ample Funds Available

"We face the future with ample funds to meet the needs and opportunities of the new company," Balaban continued, but he warned that the problem of costs is still of vital importance. If the balance between production costs and film rental revenues breaks down, he warned, production will falter.

"Our ability to keep production going at full blast depends upon the economical operation of our studio and the kind of pictures we produce," Balaban said.

"If the studio makes the right pictures," he continued, "I promise you that advertising and distribution will deliver the dollars to keep the wheels turning here. That applies even in the face of a highly selective market and foreign restrictions."

Despite signs of decline in the domestic economy and the difficulties of the foreign market, Balaban insisted that the domestic film market shows a decline only in relation to the "freak" boom year of 1946 and that American films still dominate the world market.

'Live Within Means'

Nothwithstanding this favorable condition," he continued, we must continue to live within our means. We cannot afford to spend more for the making and marketing of pictures than we can collect."

The Paramount chief said that, with 11 features complete, six others being edited, five in the shooting stages and 18 others in preparation, the studio has forty pictures ready for the future.

He paid tribute to Zukor, Henry Ginsberg, Y. Frank Freeman, Jack Karp, George Weltner, Paul Raiborn and Al Schwalberg, all top leaders of Paramount production-distribution, and asked the support of the entire personnel in attaining the goal of "world leadership in the production and distribution of motion pictures."

New Building Code

(*Continued from page* 1)

levied for an infraction of a theatre regulation.

Under the proposed law the main aisle would be at least three feet six inches in width; in theatres of less than 450 seats, two feet eight inches; if there are side aisles, two feet four inches. Side aisles would be required where there are more than 18 seats in a row, or 25 seats with an 18-inch space between self-raising seats. The measure also sets stringent exit requirements.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 42 NEW YORK, U. S. A., WEDNESDAY, MARCH 2, 1949 TEN CENTS

$1,500,000 Yearly Raise At Exchanges

6,300 'IA' Workers Will Get $500,000 Back Pay

Salary increases totaling nearly $1,500,000 a year, under two-year contracts, have been won by the IATSE for 6,300 exchange workers in the 32 exchange centers, following over three months of negotiations, "IA" headquarters here disclosed yesterday. Retroactive to last Dec. 1, the new scales will go into effect the week ending March 19, and back pay checks totaling nearly $500,000 will be issued as soon as possible thereafter, the union reported.

The salary increase amounts to $4.50 per week per employee—11¼ cents per hour on a 40-hour basis. The new contracts, scheduled for signing on Friday, establish a minimum of $34 per week, which is an increase of $4.90, in the minimum, with scales ranging upward from that point to an

(*Continued on page 6*)

See Extension of Pickford-UA Option

Indications are that Mary Pickford's 30-day option on her partner's, Charles Chaplin's one-half interest in United Artists, which is scheduled to expire at midnight tonight, will be extended for an additional 10 days under provisions of the option agreement.

The option provides that if Miss Pickford has negotiations for the sale of Chaplin's UA stock under way when the agreement expires tonight, she will be permitted an additional 10 days in which to endeavor to consummate a deal.

Insofar as could be learned yester-

(*Continued on page 7*)

GOP Leaders Back Ticket Tax Slash

WASHINGTON, March 1. — The House Republican high command lined up solidly today behind the fight to reduce the admission tax and other excises.

The 26-man House Republican policy committee, top G.O.P. policy-making group in the lower chamber, unanimously voted to make excise tax reduction one of its first orders of

(*Continued on page 6*)

Launch Drive For Red Cross

Tribute to the industry for its generosity in contributing money and services to worthy causes was paid by Basil O'Connor, American Red Cross president, at a luncheon attended by industry representatives at the Metropolitan Club here yesterday, opening day of the 1949 fund appeal of the Red Cross.



Spyros P. Skouras

Spyros P. Skouras, 20th Century - Fox president and chairman of the industry division for the Red Cross appeal, presided at the luncheon.

"It is unnecessary to urge the mo-

(*Continued on page 7*)

James Cagney Back To Warner for 3

HOLLYWOOD, March 1.—Warner production vice-president Jack L. Warner disclosed here today that James Cagney will return to Warner

(*Continued on page 7*)

Buyers Line Up For Para. Theatres

Chicago, March 1.—Aaron Jones, who owns the McVickers, Chicago first-run, in a partnership with Paramount, stated today he might buy out the film company's interests. Paramount must divest itself of its share in the house under its trust suit consent judgment.

Essaness Theatres is also interested in buying both the Lamar and Lake theatres in Oak Park, Ill. However, Paramount is forced to sell its interests in only one of these.

Hughes Names Two Firms to Receive RKO Theatre Bids

Howard Hughes has designated Merrill Lynch, Fenner and Beane and The First Boston Corp. to receive proposals from prospective purchasers of his holdings in the new RKO theatre company to be formed under the RKO consent decree and reorganization, provided company stockholders approve the plan at their March 28 meeting.

Hughes has agreed to sell the 929,000 shares of stock, representing a 24

(*Continued on page 6*)

Film Exports Down Only 5½ Per Cent in 1948

WASHINGTON, March 1.—Exports of exposed or developed features film were off only about 5½ per cent in 1948 from the record 1947 levels, while rawstock shipments were down about 15 per cent, and equipment exports off over 30 per cent, according to a report released here today by Commerce Department film chief Nathan D. Golden.

Exports of exposed 35mm. and 16mm. positive and negative feature films totaled 294,677,542 feet, nominally valued at $8,511,454 in 1948, against 1947 exports of 311,240,153 feet, nominally valued at $8,520,258.

Shipments of exposed 35mm. negative last year totalled 11,497,484 feet, valued at $511,068, compared with 11,582,539 feet valued at $484,985 in 1947. Exports of exposed 35mm. positive film dropped from 281,836,571 feet, valued at $7,460,162 in 1947 to 260,637,848 feet valued at $7,237,-

(*Continued on page 6*)

British Can Split Dual Film Bookings

London, March 1.—The so-called "Eric Johnston Plan" requiring British exhibitors playing double bills of Hollywood films to book both of them from the same distributor, has been altered. The Motion Picture Association of America and the Cinematograph Exhibitors Association have agreed to an amendment of the plan to permit an exhibitor to book one feature from one U. S. distributor and the second from another provided the exhibitor informs the first company of the name of the second.

Sales Set-Up Overhauled By Paramount

Fifth Division Formed; O'Shea, Others Promoted

HOLLYWOOD, March 1.—Division of the Paramount sales forces into five instead of four U. S. divisions was announced here today by Alfred W. Schwalberg, general sales manager, at the start of the second day of meetings of Paramount New York and studio executives in Hollywood. This change in the sales structure is one of Schwalberg's first moves to meet the "expanded and streamlined" sales setup for the new Paramount picture production-distribution company, it was disclosed.

The promotion of E. K. (Ted) O'Shea from division manager to the post of assistant general sales manager, effective immediately, also was announced by Schwalberg.

Harry Goldstein, who has been Cleveland district manager, has been

(*Continued on page 7*)

Confirm Balaban to Head New Film Co.

HOLLYWOOD, March 1.—Further confirmation that Barney Balaban will become president of the new Paramount Pictures Co., which is to be formed under terms of the consent judgment in the industry trust suit, was made by Adolph Zukor, board chairman of the present parent corporation, at a meeting of the entire studio personnel here today.

While no mention of the new Paramount Theatres Co. was made, it is known that that company will be headed by Leonard Goldenson.

The week-long studio meeting con-

(*Continued on page 7*)

Rank Discharges 550 More Workers

LONDON, March 1.—J. Arthur Rank's latest drastic economy move in production was revealed with the announcement tonight that he had closed his Shepherd's Bush studio, dismissing its 550 workers, and will concentrate future production at his Denham and Pinewood studios.

He told the unions involved that although he regretted this latest cut,

(*Continued on page 6*)

Personal Mention

S. H. FABIAN, circuit operator, has returned to New York from Florida.

•

MELVIN L. GOLD, director of advertising-publicity for National Screen Service and president of the National Television Film Council, will address a Chicago conference on March 8, on a "Report from the National Television Film Council on Television Film Standards."

•

ANDY W. SMITH, 20th Century-Fox vice-president and general sales manager, will return here today from the Coast.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Pittsburgh and Cleveland this week from New York.

•

HAROLD KINGSBERG, son of MALCOLM KINGSBERG, president of RKO Theatres here, has joined the Boston Warner branch to train in distribution.

•

RICHARD MORGAN, Paramount home office attorney, is on the Coast from New York.

•

HAROLD WALKER of the Ball Film studios in Miami, has arrived in New York.

•

SAM PINANSKI, American Theatres president, Boston, is on a Florida vacation.

•

VAL PARNELL, owner of the Palladium in London, is visiting in New York.

•

TED GAMBLE, head of Monarch Theatres, is vacationing at Palm Springs, Cal.

•

JACK ELLIS, of Ellis Films, left here last night for Chicago.

New Partington Firm

Jack Partington, Jr., formerly director of photography for the Roxy Theatre, New York, has started a television company known as Jack Partington Television Productions, here. His father, the late Jack Partington, was production director for the Roxy as well as president of Fanchon and Marco.

Warner Theatre Burns

LIMA, O., March 1.—Fire believed to have started in the ladies' lounge completely destroyed Warner's 800-seat Sigma Theatre today. Loss is estimated at $200,000.

Small in New UA Deal

Edward Small has signed a distribution agreement with United Artists for the release of "Black Magic," which stars Orson Welles.

Joseph W. Brennan

BOSTON, March 1.—Joseph W. Brennan, secretary of Allied Theatres of New England, died here Monday of a heart attack.

Mexican Restriction On Newsreels Lifted

MEXICO CITY, March 1.—The government has ended a situation—attributed to departmental misinterpretation of the new film import, export and exhibition supervision law—that has blocked the entry into Mexico of American and other foreign newsreels.

The government has ruled that newsreel imports be subject to the former regulation—one permit per year for 52 newsreels. The new law requires all other pictures to have a single production permit and it was that phase that had been applied to individual newsreels.

Depinet Is Host To Rossellini

RKO president Ned E. Depinet was host here yesterday at the 21 Club at a home office executive luncheon in honor of Roberto Rossellini, who will produce a picture for RKO in Italy starring Ingrid Bergman. Rossellini was accompanied by his associate, Simon Shiffrin.

Robert Mochrie, RKO Radio sales vice-president, greeted the guest of honor while Phil Reisman, foreign sales vice-president, spoke for his field. Sol A. Schwartz, head of RKO Theatres, welcomed him. Others in attendance were:

William Howard, Harry Mandel, Robert Hawkinson, Vladimir Lissim, Don Prince, Ned Clarke, Ralph Doyle, Walter Branson, Nat Levy, Charles Boasberg, Harry Michalson, Len Gruenberg, S. Barret McCormick, Rutgers Neilson, William Clark and Mendel Silberberg.

Israel Project Is Headed by Schwartz

Fred J. Schwartz, Century Theatres vice-president, has been elected chairman of a committee to organize an American-Israeli amusements corporation. Other members of the committee are Harry Brandt, Samuel Rosen, George J. Schaefer, Robert Goldstein, Albert Margolies and Jack London.

Norman Lourie, president of Palestine Films, who has been designated by the committee to report on the possible scope and structure of the proposed corporation, will leave here today for Tel-Aviv.

Marks, Gottlieb Honored

CLEVELAND, March 1.—A dinner here attended by 50 industry people honored Lou Marks and Leo Gottlieb, film salesmen, who are leaving the city for new posts. Marks is becoming M-G-M assistant branch manager in Detroit and Gottlieb will be Film Classics branch manager in Pittsburgh.

Variety Honors Susse

ALBANY, N. Y., March 1.—Ed Susse, former M-G-M office manager here and now a salesman in Buffalo, was honored at a Variety Club dinner held at the Ten Eyck Hotel here last night.

Award to 20th, Salmon For 'The Snake Pit'

In a ceremony honoring 20th Century-Fox's "The Snake Pit" at the Rivoli Theatre here yesterday, the Broadway Association presented a plaque to Montague Salmon, managing director of the theatre, and to Richard Conte in behalf of the film company. The plaque was presented by Robert K. Christenberry, president of the association.

Among those present yesterday were Charles Einfeld, Jack La Rue, Jessie Royce Landis, Natalie Schafer, Glenn Langan, and representatives from press and radio.

Award for "Snake Pit"

Twentieth Century-Fox's "The Snake Pit" will be cited again today when Dr. Daniel Poling, editor-in-chief of the *Christian Herald*, presents a plaque to Spyros P. Skouras, president of the film company, naming the production "Picture of the Month" for January. The award will be made in cooperation with the national Protestant Motion Picture Council, and brings the total number of citations for the film to more than 50.

Sydney Gross Gets FC Advertising Post

Temporary appointment of Sydney Gross as Film Classics advertising-publicity manager here, was put on a permanent basis yesterday by B. G. Kranze, FC's sales vice-president, who at the same time confirmed the appointment of Stephen Strassberg as assistant to Gross. The latter succeeded Al Zimbalist, who resigned two weeks ago.

Strassberg had been with Republic at its home office, Gross had been assistant to Zimbalist.

Heads Coast Ad Agency

LOS ANGELES, March 1.—Frederick N. Polangni, director of the Buchanan advertising agency's West Coast motion picture department and recently elected company vice-president, will be executive head of the agency's Los Angeles office, Rudolph Monteglas, president, announced today.

Weiss Gets 24 Westerns

HOLLYWOOD, March 1.—Louis Weiss has acquired several series of films for television distribution from A. W. Hackle, of Supreme Pictures. The deal gives Weiss world-wide rights, television and non-theatrical, to 24 Westerns starring Johnny Mack Brown and Bob Steele.

New Altec Microphone

The Altec companies will give a luncheon tomorrow to a group of executives in the radio, motion picture, television, advertising and allied branches, in the Essex House here for the first presentation of a new Altec miniature microphone.

Zeitels in New Post

Harry Zeitels, formerly with RKO Radio for 17 years and with Mayer-Burstyn for the past two years, has joined Distinguished Films here as sales director.

Newsreel Parade

THE Hawaiian volcano and the Israel-Arab exchange of prisoners are current newsreel highlights. Other items include Red Army Day, new planes, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 18—Hawaiian volcano erupts again. U.S. Naval aviation. Caroline Mars and Mauler planes. Spring hat fashions. Sports: Santa Anita handicap, ski jumping, gliding, diving.

NEWS OF THE DAY, No. 252—Hawaiian volcano. Red Army Day. President Truman at Jefferson-Jackson Day dinner. Raid Miami gambling. Santa Anita handicap. New ski jump record. Daredevil diving.

PARAMOUNT NEWS, No. 55—War report from Greece. Israel-Arabs begin exchange of prisoners. Red Army Day. Fritz Kuhn freed. Spring hemlines.

UNIVERSAL NEWSREEL, No. 226—Caroline Mars makes record flight. Navy Mauler plane. Hawaiian volcano erupts. U.S.'s Hungarian minister Chapin arrives in New York. Dutch princesses ski. Train wreck in Spain. Ski jumping. Washington University sculling practice.

WARNER PATHE NEWS, No. 57—Red Army Day. Hawaiian volcano. Israel's prisoner exchange. Planes: Caroline Mars and Navy Mauler. Cliff diving. Ski meet. Santa Anita handicap.

McGuinness Leaves MGM After 16 Years

HOLLYWOOD, March 1.—James Kevin McGuinness today completed a settlement of his contract with M-G-M and severed connection with studio he has served for 16 years as a writer, producer and executive. Contract, which had several years to run, was settled on terms giving McGuinness his participation in the M-G-M pension plan, although freeing him for any other affiliation he chooses.

McGuinness said he intends to make a motor tour of the country before making any other commitment. He originally was under personal contract to the late Irving Thalberg, and functioned as editor-in-chief on many M-G-M producers' pictures over the past seven years.

Sues Over Actress

HOLLYWOOD, March 1.—Republic Pictures is named in a suit filed here for $330,000 by Lewis Lewyn, producer, who claims Dale Evans, Western actress, broke a contract with him under the urgings of Herbert Yates, Republic president, Roy Rogers and others, who persuaded Miss Evans to appear as a leading lady opposite Rogers. Lewyn claims the contract was for a series of pictures that would have established Miss Evans as a star and that Yates had indicated acceptance of the scripts.

Two Ansco Meetings

BINGHAMTON, N. Y., March 1.—E. Allan Williford, vice-president of General Aniline Film Corp., in charge of the Ansco division, has left here for Chicago and Hollywood to take part in the annual district sales conferences planned for Midwest and West Coast field representatives of Ansco. Chicago meetings will be held tomorrow and the Hollywood meetings will be held Friday through Monday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

STRAND New York
WARNER Hollywood
WARNER Los Angeles
STRAND Hartford
LYRIC Indianapolis
WARNER Bridgeport
MERRITT Bridgeport
REGENT Rochester
STATE Waterbury
GARDE New London
STRAND New Britain
PALACE Norwalk
EMPIRE Syracuse
PALACE Norwich
CARLTON Evansville
PALACE Danbury
HOOSIER Muncie
CAPITOL Willimantic
PPODROME Buffalo
WARNER Torrington
RAMOUNT Boston
FENWAY Boston
CAPITOL Springfield
WARNER Worcester
STANLEY Pittsburgh
WARNER Erie
STATE Johnstown
OLUMBIA Sharon
MANOS Greensburg

WILTERN Los Angeles
BRAMFORD Newark
STANLEY Jersey City
GARDEN Paterson
CAPITOL Passaic
WARNER Lynn
STRAND Albany
PALACE Lawrence
TROY Troy
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SPECIAL RETURN ENGAGEMENT!! THE 2 WARNER PICTURES NOMINATED FOR 16 ACADEMY AWARDS!

Johnny Belinda





NOMINATED FOR "BEST PICTURE" PLUS 11 OTHER AWARDS!

"BEST ACTRESS"

"BEST ACTOR"



"BEST SUPPORTING ACTOR"
"BEST SUPPORTING ACTRESS"
"BEST DIRECTION"
"BEST SCREENPLAY"
"BEST CINEMATOGRAPHY"
AND 4 OTHER AWARDS

JANE WYMAN · LEW AYRES
in "JOHNNY BELINDA"
with CHARLES BICKFORD
AGNES MOOREHEAD
STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO
PRODUCED BY JERRY WALD
Screen Play by Irmgard Von Cube and Allen Vincent
From the Stage Play by Elmer Harris • Produced
by Harry Wagstaff Gribble • Music by Max Steiner

Treasure of Sierra Madre



NOMINATED FOR "BEST PICTURE" PLUS 3 OTHER AWARDS!



"BEST SCREENPLAY"
"BEST DIRECTION"
"BEST SUPPORTING ACTOR"
(IT WON THE N. Y. FILM CRITICS AWARD TOO!)

TREASURE OF SIERRA MADRE
starring HUMPHREY BOGART
AND WALTER HUSTON
TIM HOLT • BRUCE BENNETT
DIRECTED BY JOHN HUSTON
PRODUCED BY HENRY BLANKE
Screen Play by John Huston Based on the Novel by B. Traven.
Music by Max Steiner

The Strand is happy to forego its usual stage show in order to present this extraordinary double-hit screen program. *The Management*

NOW! WARNER BROS. STRAND

TIMING!! SHOWMANSHIP!!

THEY MEAN MORE THAN EVER NOW-TOGETHER!!!



PART OF THE PLAN!

TERRIFIC OPENINGS NATIONWIDE!

"COMMAND DECISION"
Clark Gable • Walter Pidgeon
Van Johnson • Brian Donlevy
Charles Bickford • John Hodiak
Edward Arnold

WORLD PREMIERE MUSIC HALL!

"LITTLE WOMEN" (*Technicolor*)
June Allyson • Peter Lawford
Margaret O'Brien • Elizabeth Taylor
Janet Leigh • Rossano Brazzi
Mary Astor

"TAKE ME OUT TO THE BALL GAME"
(*Technicolor*)

NEXT AT LOEW'S STATE, N. Y.

Frank Sinatra • Esther Williams
Gene Kelly • Betty Garrett

"NEPTUNE'S DAUGHTER"
(*Technicolor*)
Esther Williams • Red Skelton • Ricardo Montalban
Betty Garrett • Keenan Wynn • Xavier Cugat

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE BARKLEYS OF BROADWAY"
(*Technicolor*)
Fred Astaire • Ginger Rogers • Oscar Levant

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith • Wendell Corey
Audrey Totter • Barry Sullivan • Frank Morgan
Mary Astor • Lewis Stone

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas
Walter Huston • Ethel Barrymore
Frank Morgan • Agnes Moorehead

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

AND LOTS MORE!

"M-G-M's PROSPERITY PLAN" IS SWEEPING THE INDUSTRY!

We appreciate the letters from exhibitors
And the editorials in the trade press
Telling us that M-G-M again has
Galvanized this industry into action.
In every Home Office of every company
There's a new optimism and vigor—
And a new faith in film business!
M-G-M's "Preview of Product" Conference—
Echoes through the nation as
Hundreds of Hollywood correspondents
Broadcast M-G-M action to the world!
Talk about industry public relations, this is it!
And now the product comes East!
The trade press raves about "LITTLE WOMEN"!
It's Technicolor joy, next at the Music Hall.
Another Big One just previewed is
"TAKE ME OUT TO THE BALL GAME"!
It tops "Anchors Aweigh"—
It's the happiest piece of Technicolor
Musical merchandise that this industry
Has seen in years!
"M-G-M's Prosperity Plan" is under way!
Big pictures produced under the auspices
Of courage, optimism, faith!
Latch on to Leo and catch the new spirit!
You'll be on the winning side!

(Book "Movies And You" Series For Your Industry's Sake!)

Seek U. K. Help on Currencies, Exports

London, March 1. — The Board of Trade is seeking the assistance of the British Foreign Office in the collection of foreign currencies on British film screenings under the Export Guarantees Act. It is also seeking Foreign Office help to stimulate film exports, similar to the help given other industries.

While no statement was forthcoming, it is understood that Harold Wilson, BOT president, has promised producers that the Foreign Office would do all it can to help.

Rank Discharges 550

(*Continued from page* 1)

the move was inevitable in view of the present economic situation in British production. Late last week, Rank said he hoped that it would not be necessary to issue any further lay-off notices and would not do so unless causes beyond his control demanded such action. He had agreed at that time to meet every two weeks with secretaries of the production unions to discuss developments.

When a laying off of 200 Shepherd's Bush studio workers threatened last week, some 350 protesting workers marched to the House of Commons to protest. Rank has now layed off over 3,000 production workers to date.

Film Exports Down

(*Continued from page* 1)

254 last year. Shipments of 16mm. exposed film, both positive and negative, increased considerably.

Rawstock shipments dropped from 454,905,051 feet valued at $6,781,822 in 1947 to 383,482,225 feet worth $6,653,873 in 1948. Exports of 35mm. positive, 16mm. positive and 8 mm. negative film were off, while shipments of rawstock in the 35mm. negative, 16mm. negative and 8mm. positive categories increased.

Exports of equipment dropped from $16,245,487 to $10,972,516.

Review

"El Paso"

(*Pine-Thomas—Paramount*)

PURPORTING to depict the turbulent outlawry and post-Civil War life in and around the then infant Texas city of El Paso, this is a sizeable, obstreperous Cinecolor Western which stretches familiar plot-work across an excessive amount of footage. It is one of the first to come from the producer team of William Pine and William Thomas in its switch to "big ones." In terms of production effort, cast, camera work and general approach, "El Paso" does indeed emerge as a contender for deluxe theatre playing time, and suggests the future will bring bigger—and better—offerings from the new Pine-Thomas team. Where this picture falls short of the "big one" mark, however, is in its rigid adherence to stock situations and its failure to lend depth and conviction to its characters. The film's future would appear to promise so-so grosses from the standpoint of discriminating patronage and robust business from the standpoint of the "hoss opera" and action patronage.

Director Lewis R. Foster's screenplay, based on a story by J. Robert Bren and Gladys Atwater, has personable John Payne in the role of a dashing attorney, an ex-captain in the Confederate Army, who leaves Charleston to consummate a brief bit of business in outlaw-ridden El Paso. He decides to remain in the Texas frontier town to introduce law and order and to win for himself the hand of ex-Southern belle Gail Russell. Sterling Hayden and Dick Foran are appropriately villainous as corrupt town officials who stand in Payne's way, while George (Gabby) Hayes, as a friend of the latter, contributes touches of very broad comedy. Henry Hull, as a dipsomaniac judge whom Payne sets right but who dies for his defiance of the corrupt authorities, is good in support, and so are Mary Beth Hughes, Eduardo Noreiga, H. B. Warner, Bobby Ellis, Arthur Space and others. The picture offers some eye-filling Cinecolored shots of the Southwest's wide-open spaces, gunfightin, brawling and, finally, a noisy sand storm as the background for an active showdown gun battle between the forces of good and evil.

Running time, 101 minutes. General audience classification. Release date, April 1.

CHARLES L. FRANKE

Ticket Tax Slash

(*Continued from page* 1)

business and to support a measure already introduced by Minority Leader Joseph W. Martin, Jr., which would cut the admission tax back to the pre-war 10 per cent and cut other excises back to their pre-war levels.

What the Republicans can do to carry out their policy is still a question. Martin said one way to get the excise tax cuts into law would be to have "the five Democrats on the Ways and Means Committee who favor excise tax reduction vote their convictions."

A statement by Martin, approved by the policy group today, declared that "wartime excises should be cut back at once to 1941 rates. All history tells us that no nation can carry wartime tax rates indefinitely in peace times."

Hughes Names Two

(*Continued from page* 1)

per cent interest, which he will receive in the new RKO theatre company under the reorganization plan. Hughes said yesterday that RKO management is confident that stockholder approval of the reorganization will be granted.

Under the terms of an option agreement between Hughes and Atlas Corp., the latter has the right to meet all bids received by Hughes for his interest in the new theatre company. Also, if acceptable bids are not received, Hughes agrees to sell his theatre company stock to Atlas for a maximum price of $4,500,000. Last year he paid Atlas in excess of $9,000,000 for the 24 per cent interest in RKO he now owns. He will retain his interest in the new RKO picture company.

"*Magnificent performance.*"
SAN FRANCISCO CHRONICLE



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN

Exchange Raises

(*Continued from page* 1)

average of approximately $75 per week for head bookers.

Companies involved are Paramount, Loew, RKO Radio, 20th Century-Fox, Universal-International, Columbia and Republic. Separate "IA" negotiations will open in the near future for exchange workers employed by United Artists, which dropped out of the recent negotiations before an agreement was reached, and Monogram, Eagle-lion, Film Classics and National Screen. In the past, "IA" points out, deals signed with the smaller companies have followed the major pattern.

The three months of negotiations, which were studded with deadlocks and talk of work stoppages, were transformed finally into mediation meetings in the presence of Federal Mediation and Conciliation Commissioner L. A. Stone who, after four parleys, brought both sides to the basis of an agreement.

The union, it had been reported, originally sought a general increase of between 10 and 15 per cent, while the companies reportedly were disinclined at the outset to grant any increase in view of the need for industry economies. Hence, the increase agreed upon represents a compromise, it is said.

The "IA" negotiating committee, appointed by international president Richard F. Walsh, consisted of assistant international president Thomas J. Shea, chairman; vice-president Louise Wright and international representative Joseph D. Basson. Representing the companies were: Clarence Hill, 20th-Fox, chairman; Charles O'Brien, Loew; C. J. (Pat) Scollard, Paramount; A. A. Shubart, RKO Radio; G. J. Malafronte, U-I; H. J. Kaufman, Columbia, and Al Schiller, Republic.

SAG Warns Members On TV Contracts

HOLLYWOOD, March 1.—The Screen Actors Guild declared its intention of proceeding alone in its claim of jurisdiction over actors in television films, according to a report issued to Guild members today, though the way was left open for Eastern talent guilds to work out their own agreements.

SAG members were advised against signing television contracts without submitting them to the Guild for approval, or signing contracts for more than one year, and to make no commitments concerning theatre television.

Screen Writers Appoint Television Negotiators

HOLLYWOOD, March 1.—The Screen Writers Guild last night appointed a five-man negotiating committee to work out a basic minimum plan with the Television Films Producers Association to cover video writers.

Orders Dissolution Of Princess Medina

CLEVELAND, March 1.—The Medina Princess Corp., formed in 1935 as a pooling instrument for joint operation of the Temple and Princess theatres in Medina, Ohio, was ordered dissolved today by Common Pleas Judge Arthur Day.

Medina Princess directors had previously voted dissolution at a board meeting held here in January, providing that the theatres revert to the original owners.

Pickford, Selznick Talk Italian Deals

Mary Pickford, David O. Selznick and a number of other U. S. industry leaders are scheduled to confer with Italian producer-distributor-exhibitor Feruccio Caramelli during the next four weeks in connection with an Italo-American cooperative production program which Caramelli has drawn up. In making this disclosure yesterday, Caramelli, who is here from Italy pending his departure for the Coast on Saturday, reported that already he has virtually concluded with Miss Pickford a one-picture mutual production deal.

A distributor in Italy of United Artists, Selznick and M-G-M product, Caramelli said his plans call for production at his studios in Italy of three pictures a year, with American producers' participation to be in terms of actors, equipment, technicians, raw stock and, if necessary, blocked currency and screenplays. However, he said, American participation per picture would be limited to about 50 per cent and need not involve every one of the designated factors. Caramelli said that while in the U. S. he will purchase "several hundred thousands of dollars" worth of American studio and laboratory equipment.

Caramelli believes his "formula" embodies a solution to the difficulties which have been dogging Italy's production industry. Blending of Italian and American elements would, he holds, give a film good saleability in both Italy and America.

Pickford Option

(*Continued from page* 1)

day, Miss Pickford has no firm offer for Chaplin's stock but does have inquiries which are being explored currently. It is surmised that the inquiries are sufficiently promising to warrant the 10-day extension of the option in Miss Pickford's favor. Otherwise, the option reverts to Chaplin tomorrow, with the latter being given 30 days in which to conclude a sale of Miss Pickford's half interest in UA, also with a 10-day extension permissible in the event a deal is in negotiation but not concluded at the end of 30 days.

Trade opinion holds that a deal is more likely to be concluded after the option is transferred to Chaplin because the latter is willing to sell his own interest in addition to Miss Pickford's, who wishes to remain in the company with a new partner. Thus complete ownership could be acquired when the option passes to Chaplin, but not while it remains with Miss Pickford.



Para. Overhauls

(*Continued from page* 1)

named Mid-Eastern division manager. His territory will comprise Cleveland, Detroit, Cincinnati, Pittsburgh, Philadelphia and Washington, with headquarters in Cleveland.

Harold Wirthwein, who has been assistant West Coast division manager, has been named Mid-Western division manager. His territory will include Kansas City, St. Louis, Omaha and Des Moines, with headquarters in Kansas City.

The West Coast division, including Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Denver, will be under the division managership of George A. Smith who will have headquarters in Los Angeles.

James Donohue will continue supervision of the Central division, comprising Chicago, Milwaukee, Minneapolis, Indianapolis, Dallas, Oklahoma City and Memphis, with headquarters in Chicago.

Completing the division manager setup is Hugh Owen, Eastern division manager, with territory including New York, Boston, New Haven, Albany, Buffalo, Atlanta, Charlotte, Jacksonville and New Orleans.

Schwalberg further announced that Gordon Lightstone will continue as Canadian division manager.

Sale of short subjects and Paramount News will continue under the direction of Oscar Morgan.

Duke Clark has been promoted from district manager in the Central division to assistant division manager of the same division.

Balaban to Head

(*Continued from page* 1)

tinued today with statements by Balaban on future plans and policies. Increasing the quality of product and decreasing its cost were cited as "our two principal and very vital objectives."

Henry Ginsberg, vice-president and studio head, and Zukor paid tribute to Balaban's leadership in addressing the 2,500 who attended today's session. Zukor, who received a standing ovation when introduced, said of Balaban:

"His entire make-up is to build up Paramount, not only financially but also to earn and retain the respect of the world. That's a big job and I think we should dedicate ourselves, each individual here, to support this man who makes Paramount his life's work."

Eric Johnston, MPAA president, was scheduled to address Paramount executives at a dinner to be held in the studio commissary tonight.

Cagney to Warner

(*Continued from page* 1)

Brothers to appear in three pictures. Negotiations were consummated with William Cagney, president of Cagney Productions.

"White Heat," original by Virginia Kellogg, and "The West Point Story," a musical with U. S. Military Academy background, are two of the pictures in which Cagney will star. Both will be produced by Lou Edelman. A third will be selected later.

Warner also announced completion of a deal with William Cagney for the filming by that company of three pictures for Warner release. It is contemplated that one of these productions will star James Cagney in "A Lion in the Streets."

Now It's 'Little 5' And 'Big Three'

It's the "Little Five" now that Paramount has consented to a decree ending its theatre operations, an industry attorney pointed out yesterday.

The government anti-trust suit started out almost 11 years ago as an action against the so-called "Big Five" theatre owning companies and the "Little Three" theatreless companies. RKO joined the ranks of the latter last November. Now it's the "Big Three" and the "Little Five" remaining in the suit.

Red Cross Drive

(*Continued from page* 1)

tion picture industry to help causes such as this," O'Connor said. "It has repeatedly made unbelievable contributions to worthy causes, contributions which cannot be appraised in terms of dollars only."

Skouras, explaining that there will be no theatre collections for the Red Cross 1949 fund appeal, urged those present to cooperate to the fullest in the campaign and to assist in enlisting the wholehearted participation of every member of the industry in getting in contributions.

The 1949 Red Cross budget is $81,684,600, of which $21,684,600 is available from American Red Cross reserves, leaving $60,000,000 to be raised in the current drive. New York City's share of the national goal is $4,635,000.

See $500,000 Cut From NT Settlement

Contention that 20th Century-Fox stands to lose some $500,000 of the estimated $3,500,000 which has been offered in settlement of the National Theatres stockholder actions was voiced in New York Supreme Court here yesterday by attorneys for those minority stockholders who do not favor accepting, without qualification, referee Jacob S. Demov's recommendation that the proposed settlement be approved.

Opposition attorneys base their contention on the belief that lower levels of film company earnings are in prospect and would therefore reduce the prospects of 20th-Fox's benefiting to the full extent of $1,750,000 under the arrangement whereby a ceiling is to be placed on compensation to National president Charles P. Skouras and three other executives over the next seven years.

Stockholder plaintiffs charged in their actions that Skouras under stock option deals, profited $4,281,250, that executives Elmer C. Rhoden and F. H. Ricketson, Jr., gained $1,027,000 each, and that executive Harold J. Fitzgerald profited $513,000.

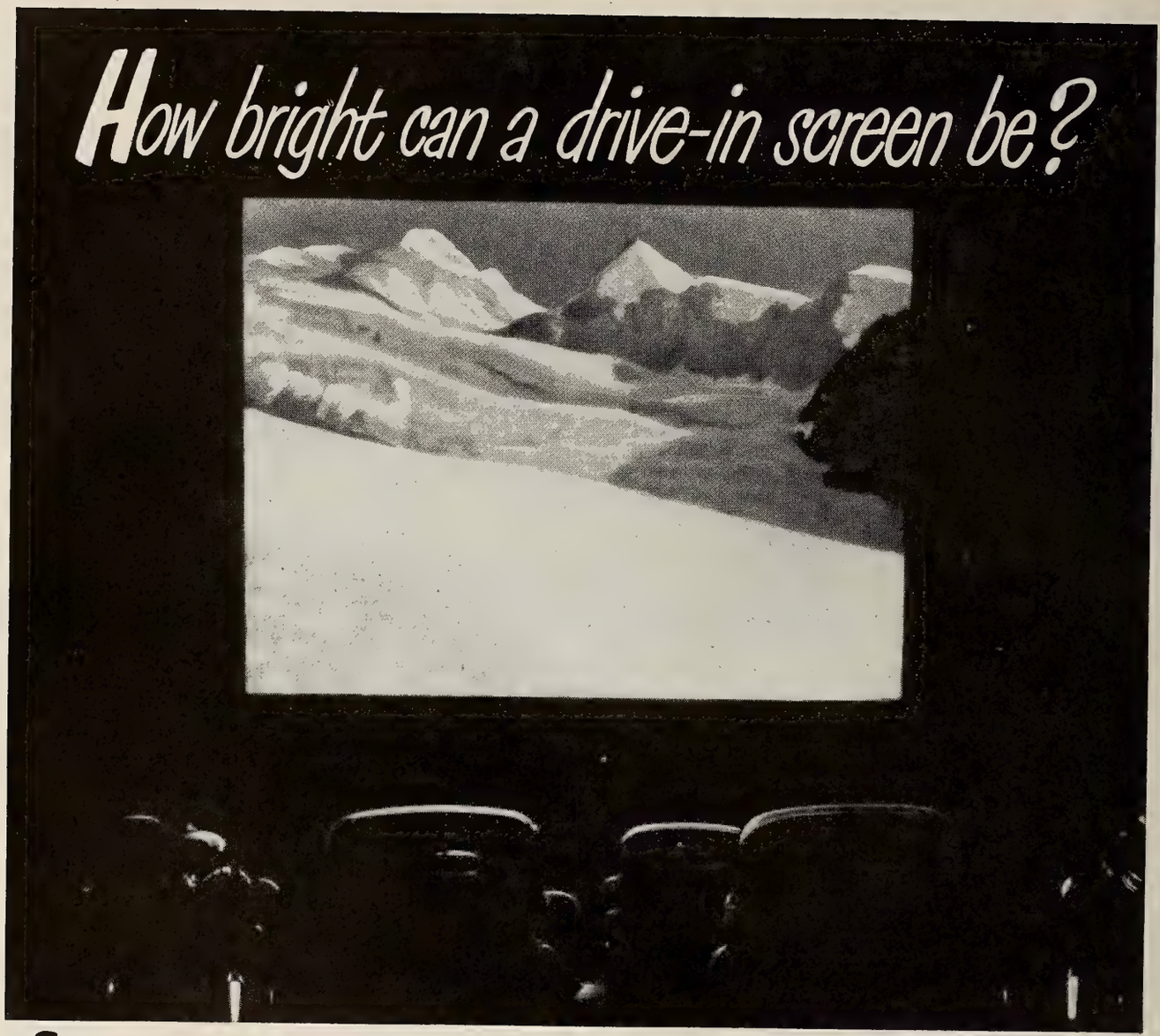
Hearings on Demov's report will continue today before Justice Ferdinand Pecora.

FTC Complaint Stalled

WASHINGTON, March 1.—A Federal Trade Commission examiner has taken under advisement the FTC's unfair advertising complaint against United Artists in connection with the selling of "The Life and Death of Colonel Blimp."



How bright can a drive-in screen be?



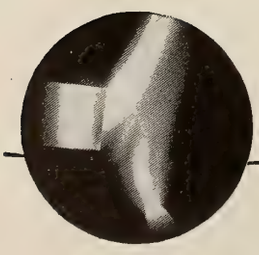
Use "National" Super-High Intensity Carbons and see!

THESE jumbo screens used in big, drive-in theatres require projection light of terrific brilliance. Otherwise, your patrons can't get that bright-screen sparkle they are used to in first-run, conventional theatres. They have to squint to see.

Give your patrons vivid, easy-to-see pictures by using "National" *Super-High* Intensity carbons in your drive-in theatre. These carbons give you brighter light than any other source of projection light obtainable. And, because "National" *Super-High* Intensity carbons produce light of almost perfect color balance, your color movies glow with rich detail.

The slight extra cost of "National" *Super-High* Intensity carbons is negligible when you consider the advantages in audience approval and bigger box office. Write for complete details.

The term "National" is a registered trade-mark of
NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation
UCC
30 East 42nd Street, New York 17, N. Y.
Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco



Use "National" Super-High Intensity carbons for "the brightest spot in the world."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 43 NEW YORK, U.S.A., THURSDAY, MARCH 3, 1949 TEN CENTS

'Must' Bidding Seen in Para. Pact with U. S.

Levy Also Sees Decree Imperiling Combines

That portion of the Paramount decree which directs the new distribution company to sell picture-by-picture and theatre-by-theatre in non-discriminatory fashion is characterized as "vague and ambiguous," and could be taken to mean the licensing of product on a compulsory competitive bidding basis, Herman Levy, general counsel of the Theatre Owners of America, asserted here yesterday in a report on the decree. Levy points out the U. S. Supreme Court, "in no uncertain language, discarded compulsory, competitive bidding."

Levy also notes that the consent document is worded in a manner that opens to question the legality of buying-and-booking combines. He referred to the decree section which enjoins Paramount from booking or buying features for any of its theatres through any agent who is known by it

(*Continued on page 7*)

TOA Attacks Bill To Lift Bingo Ban

ALBANY, N. Y., March 2.—The Theatre Owners of America in this area has started a campaign against the proposed new Scanlon-Delgiomo bill which would legalize Bingo for non-business institutions and organizations in New York State and thus create what was described as unfair competition.

Leonard Rosenthal, TOA executive director here, explained that under the

(*Continued on page 7*)

N. J. Allied Sets Meet On Censorship Bill

Allied Theatre Owners of New Jersey will hold a membership meeting at the Newark Athletic Club, Newark, next Wednesday to plan to press its attack on film censorship legislation which has been introduced in the New Jersey legislature. Organization president Edward Lachman and legislative chairman George Gold will conduct the meeting.

U. K. Exhibitors Assail Quota

LONDON, March 2.—Restrictions in the importation of American films were termed the cause of the crisis in the British industry, the annual report of the Cinematograph Exhibitors Association said today.

The government requirement that 45 per cent of all first-run features shown in the country must be British-made had disastrous results, the report said, and it recommended that the quota be cut to 25 per cent. Imposition of the quota, the exhibitor association report continued, allowed British producers to "churn out films" that did not appeal to the public.

Reviewing events that led to the present crisis which has put 40 per cent of the industry's technicians out of work, the report said that the "first serious jolt" came when the government imposed the 75 per cent tax on

(*Continued on page 6*)

Theatre Television An SMPE Highlight

The 65th semi-annual convention of the Society of Motion Picture Engineers will be held at the Hotel Statler (formerly the Hotel Pennsylvania), New York, April 4-8.

Reports and demonstrations of late developments in theatre television and high-speed photography will be the subjects of special sessions, it was announced here by Earl I. Sponable, president of the Society and technical director of 20th Century-Fox.

"With theatre television rapidly approaching the commercial stage and other technical facilities of the motion picture industry undergoing intensive laboratory development, a major concentration of the scientific and engineering leaders of filmdom is expected at the convention," said a statement

(*Continued on page 7*)

Famous Players Has Video Plans Ready

TORONTO, March 2.—Famous Players Canadian Corp. has plans ready for the installation of television broadcasting and receiving facilities but they are being held up because of the uncertainty of Canadian government policy on video operation.

Revenue Minister McCann has disclosed in the Canadian Parliament that a government announcement on television will be made "in the near future." He was answering a question of a member who wanted to know what the government planned to do

(*Continued on page 7*)

Para.'s Program Set a Year Ahead

Hollywood, March 2.—Marking the first time in years that a Paramount production program for an entire year in advance has been fully prepared and laid out in detail, Paramount production vice-president Henry Ginsberg tomorrow will present to the meeting here of home office and studio executives the company's production plans for all of 1949.

The Ginsberg announcement will keynote another day-long session to be devoted to discussion of the company's forthcoming product, with Paramount president Barney Balaban, board chairman Adolph Zukor and other top executives participating.

Costs Are Up 282%, Says Eric Johnston

HOLLYWOOD, March 2.—Motion picture costs today are up 282 per cent over those of 1941, Motion Picture Association of American president Eric A. Johnston disclosed at a Paramount studio dinner held here last night.

That fact and the situation in the foreign field are among the problems he has been discussing in the series of meetings which he has been holding with the heads of MPAA-member studios during the past several days, Johnston declared at the dinner, which was a highlight of the five-day conference of Paramount home office and studio executives.

Introduced by Paramount studio head Henry Ginsberg, Johnston pointed out that many countries are stimu-

(*Continued on page 7*)

Split in New Coast Council Is Mending

HOLLYWOOD, March 2.—Organizational troubles complicating developmental progress of the Motion Picture Industry Council to further industry goodwill appeared to be easing last night following a meeting at which Cecil B. DeMille was unanimously elected by ballot to the chairmanship, with Screen Actors Guild president Ronald Reagan elected co-chairman, and writer Art Arthur elected executive secretary.

DeMille had been chosen chairman at the last MPIC meeting by the

(*Continued on page 7*)

Expect Court 'OK' of Para. Decree Today

'Little 3', SIMPP, F. & M. May Be Heard on Pact

Paramount's consent judgment with the government in the industry trust suit will be taken up by the New York statutory court at a hearing this afternoon and early approval of the three Federal jurists is looked for by most industry attorneys. Next scheduled step is a meeting of Paramount stockholders, by April 19, to ratify the proposed reorganization of the corporation.

It is recalled that RKO's settlement was signed by the court immediately upon its presentation.

Copies of the Paramount decree were delivered to Judge Alfred C. Coxe, Augustus N. Hand, senior jurist, and Henry W. Goddard, last Friday afternoon. They comprise the statutory court.

Due in court today are attorneys for the Little Three and the Society of Independent Motion Picture Produc-

(*Continued on page 7*)

'Jennie' May Get Chicago Extension

CHICAGO, March 2.—The Selznick Releasing Organization's "Portrait of Jennie" may be able to play beyond the two-week limit downtown, but it may also be without a theatre. A petition entered today in U. S. District Court by SRO attorney Aaron Stein asked for an unlimited run for the film to play specifically at the B. and K. Apollo Theatre. However, Judge Michael J. Igoe, informed that the Apollo has been given

(*Continued on page 7*)

Reject $20,000,000 Proposal for ERP

Washington, March 2.—The Senate Foreign Relations Committee, which is working on a bill to extend the Economic Recovery Program through June 30, 1950, has voted down a proposal to increase from $10,000,000 to $20,000,000 the funds available for guaranteeing convertibility for costs abroad of distributing films and other information media.

Personal Mention

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, is in St. Louis from New York, with stops to be made at Chicago, Toledo, Detroit and Cleveland before his return here.

•

J. MILT JACOBS, M-G-M salesman in Cincinnati for the past 18 years, has been named Central Ohio sales manager for RCA television receivers.

•

HAROLD C. CUMMINGS, formerly manager of the Warner Theatre, Lynn, Mass., has been appointed manager of the Warner at Morgantown, W. Va.

•

JACK CUMMINGS, M-G-M producer, and MRS. CUMMINGS are in New York from the Coast and will sail tomorrow for a European vacation.

•

HENRY L. NEEDLES, Warner district manager in Hartford, and MRS. NEEDLES, have returned to Hartford from a cruise to South America.

•

HARRY A. SAMWICK, president of American Display Co., and MRS. SAMWICK, are in Tucson, Ariz., from New York.

•

JIMMY BELLO, special representative for Astor Pictures of Georgia, is confined to a hospital in Atlanta.

•

SAM ROSEN, owner of Rosen's Film Delivery Service, has returned to New Haven from a Florida vacation.

•

HARRY COHN, Columbia president, is here from the Coast.

400 in Tribute to Joseph Brennan

BOSTON, March 2.—Over 400 motion picture theatre and business men paid tribute here today to the late Joseph H. Brennan, secretary of Allied of New England, who died here on Monday of a heart attack. Among those present at services were William Koster, executive director of the Variety Club of New England; John T. Padden, secretary to Gov. Paul A. Dever; Daniel Lynch, president of the Independent Exhibitors of New England; Edward S. Canter, of American Theatres Corp., and Martin J. Mullin, head of New England Theatres Corp.

Johnston Named Director

BALTIMORE, March 2.—Eric A. Johnston, president of the Motion Picture Association of America, today was elected to the board of directors of McCormick and Co., Inc., large spice and flavoring extract house with headquarters here.

Murray Stein, 55

Funeral services for Murray Stein, 55, brother of Joseph L. Stein, of the motion picture copyright law firm Sargoy and Stein, were held in Portland, Me., yesterday.

Urge Court Accept NT Suit Settlement

Attorneys for National Theatres stockholders who are in favor of accepting referee Jacob S. Demov's recommendation that the proposed settlement of minority stockholder actions against 20th Century-Fox be approved, contended in New York Supreme Court here yesterday that it was a "surprise business boom" that brought stock option profits totaling $6,850,000 to National president Charles P. Skouras and three other executives. Under the proposed settlement, approximately $3,500,000 of the profits would go to 20th-Fox.

Attacking arguments which have been offered in opposition to acceptance of the settlement, the pro-acceptance attorneys told presiding Justice Ferdinand Pecora that Skouras and the other executives, Elmer C. Rhoden, F. H. Ricketson, Jr., and Harold J. Fitzgerald, were instrumental in bringing National out of "the red" between 1931 and 1941 by virtue of their "hard work." The stock option profits received, the attorneys continued, were not "bonuses" but rather were in the nature of promised remuneration contingent upon whether the executives succeeded in putting National "back on its feet."

Yesterday was the third day of hearings before Justice Pecora on Demov's report.

Republic 16mm. Sales Assailed by Lachman

Allied of New Jersey president Edward Lachman has denounced in a letter to Republic distribution vice-president James R. Grainger that company's selling of 16mm. product to units of the Parent Teachers Association for showing in New Jersey schools. Asserting that such sales of 16mm. Roy Rogers pictures and "Bill and Coo" is in direct opposition to established theatres in the area," Lachman has asked Grainger to "correct this abuse."

Because he will not return to New York from a nationwide tour until next Monday, Grainger was not available yesterday for comment on the Lachman letter.

California Bill Would Tax Studios

SACRAMENTO, Cal., March 2.—A film tax levied on motion picture studios and a daylight saving bill are among the measures coming up in the California state legislature, which opens here on Monday.

Wm. Saxton Resigns

BALTIMORE, March 2.—William K. Saxton, manager of Loew's Theatres in Baltimore, resigned today after 25 years with the organization. A leading member of Variety and a former chief barker of the Baltimore Tent,

Eric Stacey Moves Up

HOLLYWOOD, March 2.—Eric Stacey, Warner unit manager, has been named assistant to Tenny Wright, studio production manager.

March 21 Deadline For Ascap Ballots

Four writer members and four publisher members of the American Society of Composers, Authors and Publishers' board of directors are to be elected by mail ballots due on March 21. The new three-year terms commence on April 1.

Three popular music publishers are to be elected from the six-man slate which includes Louis Bernstein, Saul H. Bourne and Herman Starr, all incumbents, and Joe Davis, Redd Evans and Thomas Valando. One standard music publisher is to be elected; the nominees are Gustave Schirmer, incumbent, and Carl T. Fischer.

Board nominees in the popular writer division, three of whom are to be elected, are: Fred E. Ahlert, Paul Cunningham and Oscar Hammerstein, 2nd, incumbents, and Sammy Gallop, Jerry Livingston, John Redmond, Carl Sigman, Nat Simon and Al Stillman. A. Walter Kramer, incumbent, and Marc Blitzstein and W. Clark Harrington are standard music writers nominated, one of whom is to be elected.

Two 20th-Fox Films Receive Citations

The motion picture was called "an instrumentality for the betterment of mankind" by Spyros P. Skouras, president of 20th Century-Fox, as he accepted a plaque from the *Christian Herald* and the Protestant Motion Picture Council here yesterday. The plaque, presented by Dr. Daniel Poling, the magazine's editor, was for "The Snake Pit." Skouras cited Darryl F. Zanuck for the production. He remarked that the industry was conscious of its responsibility "not only to entertain, but to inform and enlighten" and help bring about "good will."

Also yesterday, Phil Wilcox, motion picture relations director of *Parents Magazine,* presented Skouras with a gold medal for "Down to the Sea in Ships."

Four Finished, Four Started on Coast

HOLLYWOOD, March 2.—The production tally remained at 19 again this week, with four productions starting and four finishing.

Shooting commenced on "Thelma Jordon" and "After Midnight," Paramount; "Frontier Investigator," Republic, and "Curtain Call at Cactus Creek," Universal-International.

Shooting ended on "Rusty's Birthday" and "Tokyo Joe," Columbia; "Dear Wife," Paramount; "Streets of San Francisco," Republic.

WB in 'IA' Wage Pact

IATSE headquarters reported here yesterday that the union inadvertently omitted Warner Brothers from its Tuesday announcement of the new exchange workers' contract agreement reached with several distributors. Details of the agreement were published in yesterday's MOTION PICTURE DAILY. Bernard Goodman represented Warner in the negotiations with "IA."

Short Subject

"Asia's New Voice"

(March of Time—20th-Fox)

India—its birth and growing-pains as well as its conflict of classes and creeds are shown in this latest March of Time. A MOT cameraman was in India for many months gathering footage and the final result is a comprehensive subject that tells a graphic story. As the film shows, one of the vital questions facing this nation is whether it can establish internal order in time to overcome the pressure from Communism.

Some leading figures, including the late Mahatma Ghandi and Prime Minister Nehru are highlighted. The film is an interesting job, coupled with an informative commentary. Running time, 17 minutes.

Schary Will Assist Industry Bond Drive

Dore Schary, M-G-M production executive, will head the Hollywood committee for the industry's participation in the U. S. Treasury's savings bond drive, May 15-June 30.

Announcement of Schary's acceptance as chairman of the Hollywood committee was made here yesterday by Maurice A. Bergman, chairman of the industry drive, following receipt of advice from Eric A. Johnston, president of the Motion Picture Association of America, now in Hollywood, and who also pledged full cooperation of the directors of the Association of Motion Picture Producers. As part of their contribution to the campaign, the producers will make a six-to-eight-minute film urging bond purchases. They will also make available leading Hollywood personalities to assist in the campaign.

Ellis Forms a New Distribution Firm

Jack Ellis, former Eastern district manager of United Artists, has formed Crest Films, Inc., with offices here, to specialize in the distribution of foreign films.

Officers are: Ellis, president, in charge of distribution; Arthur H. Canton, vice-president, in charge of publicity-advertising, Sanford Weiner, vice-president in charge of administration. The board of directors also include Emil K. Ellis and Arthur Stang, attorneys.

Currently in preparation is the new Italian film "Outcry," directed by Aldo Vergano which will have its American premiere at the Avenue Playhouse, New York, on Saturday, March 12.

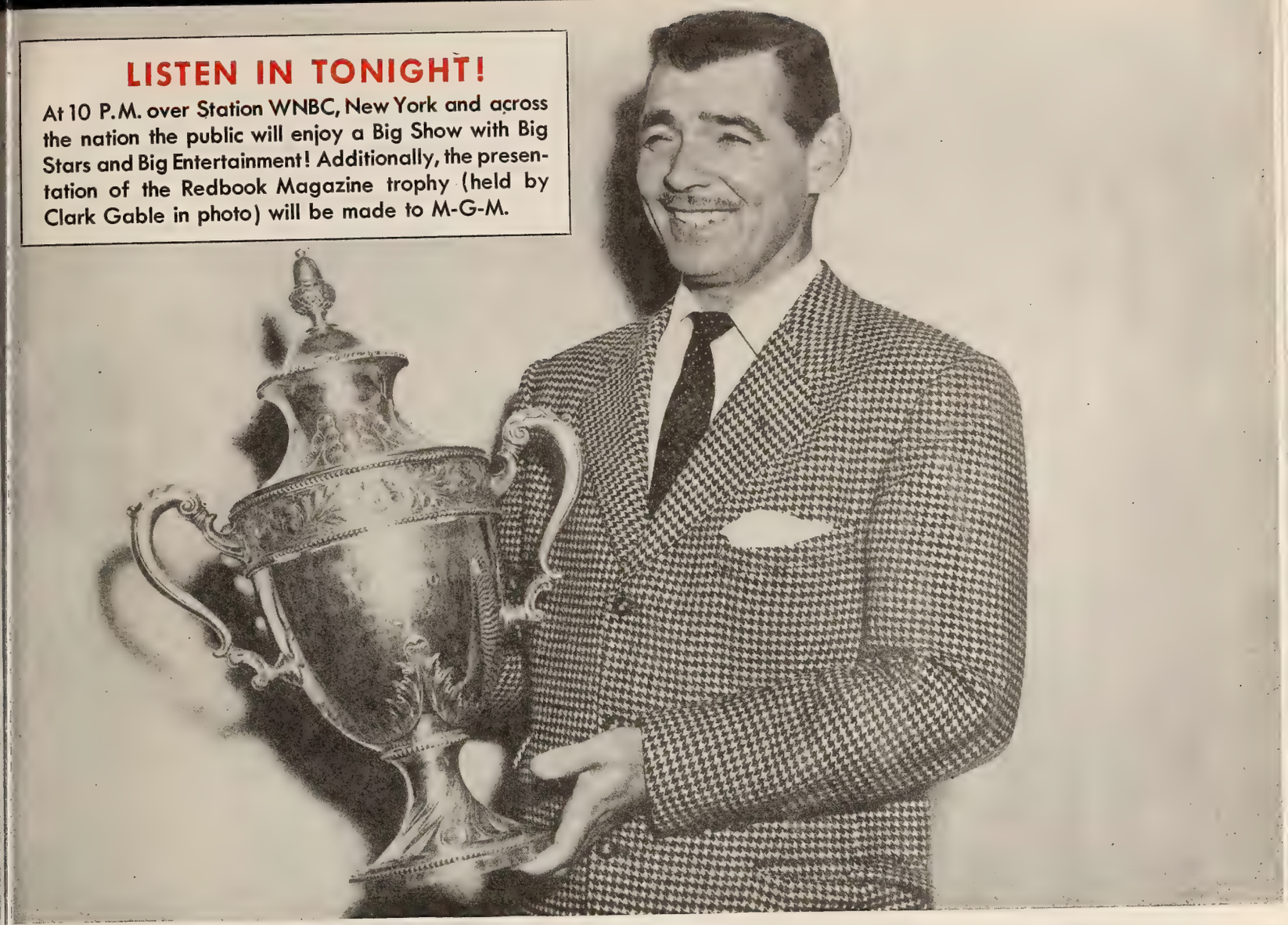
Monogram Club Elects

HOLLYWOOD, March 2.—Elected officers of the Monogram Studio Club are Harold Olson, president; Pat Offer, executive vice-president; Rose O'Donnell, Fred Messenger, Bill Broidy and Mafalda Muilieri, vice-presidents; James Lawlor, treasurer; and Jean Tompkins, secretary.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

LISTEN IN TONIGHT!

At 10 P.M. over Station WNBC, New York and across the nation the public will enjoy a Big Show with Big Stars and Big Entertainment! Additionally, the presentation of the Redbook Magazine trophy (held by Clark Gable in photo) will be made to M-G-M.



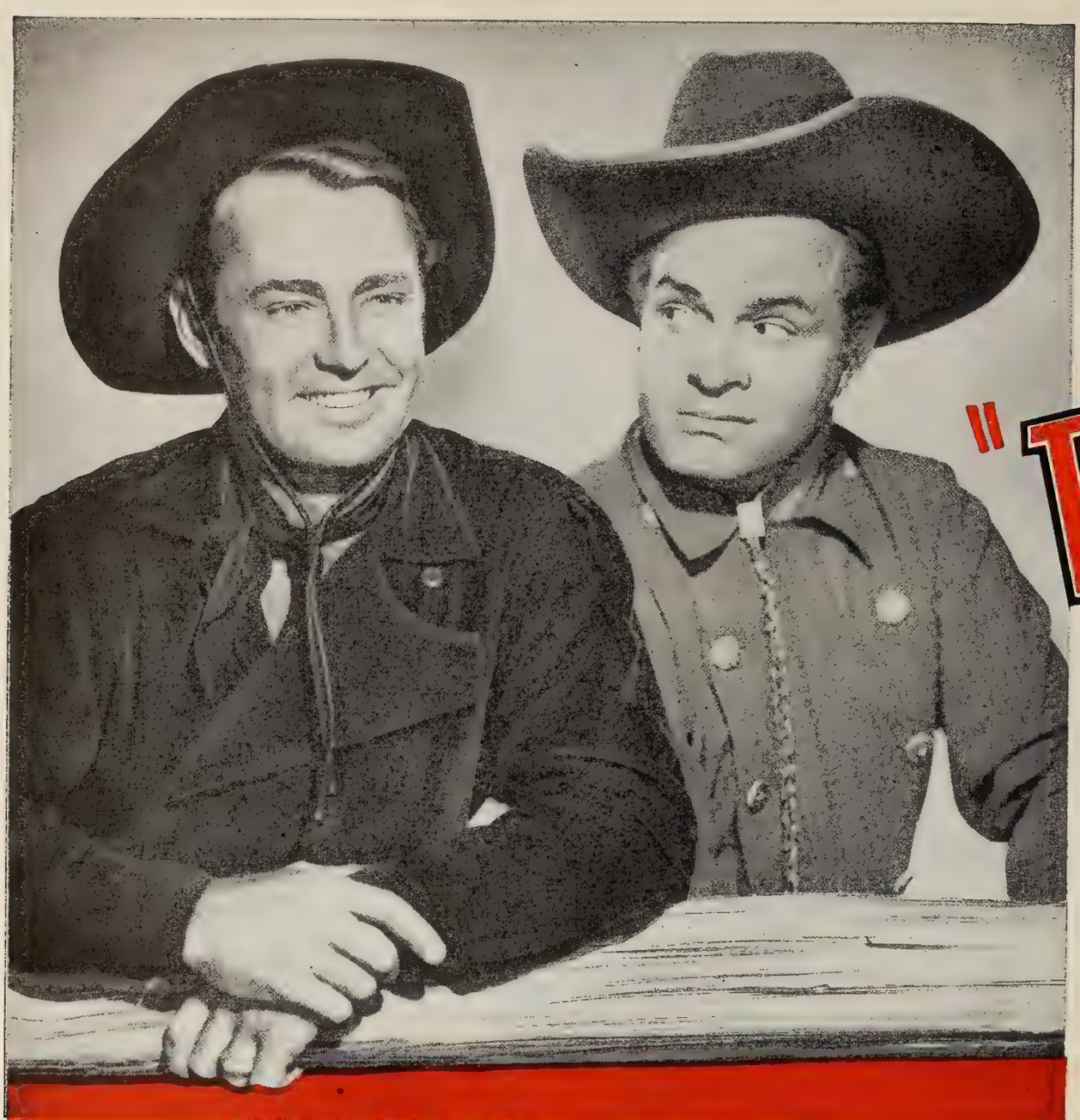
M-G-M's "COMMAND DECISION" WINS REDBOOK MAGAZINE ANNUAL AWARD!

One of the most coveted honors in the film world comes to M-G-M and to all those who contributed to the making of "Command Decision." Each year Redbook Magazine presents its Silver Trophy to honor "the most distinguished contribution to the art of the motion picture." This year "Command Decision" has been selected.

Tonight the presentation ceremonies will be broadcast from Hollywood by the Screen Guild Players (courtesy Camel Cigarettes) over 171 N.B.C. network stations and highlights of "Command Decision" will be re-enacted by the voices of the stars, Clark Gable, Walter Pidgeon, Brian Donlevy, John Hodiak and Edward Arnold.

★

M-G-M presents CLARK GABLE • WALTER PIDGEON • VAN JOHNSON • BRIAN DONLEVY • CHARLES BICKFORD • JOHN HODIAK • EDWARD ARNOLD in "COMMAND DECISION" with Marshall Thompson • Richard Quine • Cameron Mitchell • Clinton Sundberg • Ray Collins • A SAM WOOD Production • Screen Play by William R. Laidlaw and George Froeschel • Based on the Play by William Wister Haines • Directed by SAM WOOD • Produced by SIDNEY FRANKLIN • In Association with GOTTFRIED REINHARDT



"Wh

Which TWIN Gets Most Money?

You can't tell 'em apart at the boxoffice!

Biggest Ladd hit ever—shoots "Paleface" records to "Whispering Smithereens" in dozens of first dates...

Heading for over-all gross right up in that sensational "Paleface" bracket!

Paramount
chalks up another terrific hit in the
GOLD RUSH OF '49

spering SMITH"

Does "Paleface" Business—Plus—

first week N. Y. Paramount—and in Denver, Minneapolis, Salt Lake, Worcester, Sioux Falls, Wheeling, Altoona, Reno, Marion, O., Hazelton, Pa., Newark and Bangor . . .

Matches "Paleface" Business

in Duluth, San Francisco, Springfield, New Haven, Newport, Torrington, Conn. and Hartford . . .

Leads Leaders Like "Welcome Stranger," "Unconquered" and "California"

in spots like Phoenix, Boise and Tucson.



—And Even Guns for the Industry's No. 1 Grosser of '48, "Road to Rio"

as, in cities like Boise and Salt Lake, it tops that great attraction's records!

ALAN LADD
ROBERT **PRESTON** · BRENDA **MARSHALL** · DONALD **CRISP**
in
"WHISPERING SMITH"
Color by TECHNICOLOR
with
WILLIAM DEMAREST · Fay Holden · Murvyn Vye · Frank Faylen
Associate Producer MEL EPSTEIN · Directed by LESLIE FENTON
Screenplay by Frank Butler and Karl Kamb · Based on the Novel by Frank H. Spearman

7% Foreign Revenue Drop, McCarthy Says

HOLLYWOOD, March 2. — Industry revenues from the foreign market in 1948 were only seven per cent below those in 1947, John McCarthy, Motion Picture Association of America international department head, told studio international department executives at Beverly Hill Hotel luncheon here today given by Joseph Breen, Production Code Administration director.

McCarthy, who spoke at length and detailed conditions prevailing in each country that exhibits American product, said the prospect for foreign revenue in 1949 is less promising. Eric Johnston, MPAA president, also spoke briefly at the meeting.

With the series of studio meetings held by Johnston and MPAA staff members nearing completion, members of the party are preparing to leave here. Edward T. Cheyfitz left for Washington tonight and McCarthy will leave Friday. Johnston plans to leave Sunday or Monday.

U.K. Exhibitors

(*Continued from page* 1)

all proceeds from U. S. films, a provision that has since been rescinded in favor of the 40 per cent quota.

The report said flatly that "everyone" knows the British producing industry is incapable of filling the gap caused by the 40 per cent quota.

In addition to requesting a cut in the quota, the exhibitors asked for collaboration between American and British producers to spur the making of new pictures.

Republic to Release Impossible Cartoons

"Beyond Civilization to Texas," first in a series of Trucolor cartoons produced by Impossible Pictures, will be released March 15 by Republic Pictures, James R. Grainger, Republic executive vice-president, has announced.

Three remaining cartoons of the series, all complete, will be released at monthly intervals following March 15. Kenny Delmar, radio's "Senator Claghorn," does the narration.

Reviews

"Song of India"

(*Columbia*)

THE SPECTACULAR dangers involved in hunting wild game in the the heart of India provide several points of merchandising in "Song of India." The story is one of popular appeal, but developed in standard mold. Filmed in a sepia tint, it features Sabu, Gail Russell and Turnhan Bey.

Unrest caused among the inhabitants of a jungle province when it is invaded by a hunting expedition is the basis of the story. Heading the expedition are a prince and his fiancee, portrayed by Bey and Miss Russell. The village folks have lived in harmony for years with the jungle animals, and it is their belief that a person must die for every animal slain. Thus the first shot by the hunters brings reprisals. The task of opposing the hunters is taken up by jungle prince Sabu and the story soon becomes a contest between Sabu and Bey.

There are many conflicts, flights and chases before peace is finally restored to the province. Some catching scenery is provided as the camera moves through jungle trails and mountain tops. Albert S. Rogell produced and directed. The screenplay was written by Art Arthur and Kenneth Perkins, from a story by Jerome Odlum.

Running time, 77 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

"I Am With You"

(*Studio Films-Carlson Productions-Swedish*)

THE personal tragedies and satisfactions experienced by a young Protestant missionary during the early phase of his tenure among the natives of Rhodesian Africa are set down with unadorned simplicity in this Swedish-made, English-dubbed feature which has been imported by Rudolph Carlson Productions for release to American theatres and by the Religious Film Association for distribution to churches, clubs, service organizations and fraternal and civic groups. Reportedly the first Swedish-produced feature with English dialogue to be scheduled for U. S. showings, "I Am With You" is having its American premiere at New York's Normandie Theatre.

Recounted without excessive emphasis on the non-mundane aspects of church work, the story is about Swedish pastor Rune Lindstrom, who, with his wife and his four-year-old son, leaves his homeland for Africa to assume the responsibilities of Nils Dahlgren, an elderly and kindly pastor who has earned retirement. At the outset Lindstrom is able to cope manfully with the climate, hostile natives and other instigators of hardship. But when his son dies from a snake bite and his wife succumbs to malaria, the burden of sacrifice becomes too heavy for him. He turns his back on faith, only to reembrace it with renewed understanding when an African native woman makes an exemplary display of religious strength in the face of circumstances similar to those which had tried the young missionary.

Performances are forthright in a cast which includes Carin Forsberg, Victor Seastrom, Ake Fridell, several African native actors and others. Gosta Stevens directed, from a screenplay by himself and Lindstrom. Dubbing is adequate.

Running time, 75 minutes. General audience classification. For February release.

CHARLES L. FRANKE

Blank Joins Pathescope

Pathescope Productions, New York, has appointed Gerald Blank, formerly of the *New York Star,* director of public relations.

Radio Engineers Meet

A four-day convention and show will be held by the Institute of Radio Engineers at the Grand Central Palace here beginning Monday.



Congress Hears of Minn. Tax Bill

WASHINGTON, March 2.—Another indication of the readiness of states and municipalities to leap for local admission taxes as soon as the Federal tax is reduced or abolished appeared in the *Congressional Record* this week.

Sen. Humphrey, Minnesota Democrat, called to the Senate's attention a resolution of the League of Minnesota Municipalities recommending to the 1949 state legislature the enactment of a bill authorizing "the council of any city or village in the state to levy a tax on admissions when the Federal admission tax is reduced or abolished, such local tax not to exceed the amount of the reduction in the Federal tax."

The resolution also called for repeal of the Federal tax "so as to leave that field of excise taxation for appropriate state and local action."

It declared that the financial plight of some municipalities is acute, and that the admission tax is "among the taxes best adapted to local administration because it is fair and easy to administer, because it provides for a minimum of inter-municipal competition, and because it is being increasingly and successfully used by municipalities throughout the country."

Noonan Will Discuss Bill

ALBANY, March 2. — Assemblyman Leo Noonan, who introduced a bill into the state legislature requiring that the original release date of motion pictures more than one year old be in all advertising, said here that he would be glad to confer with exhibitor representatives on amendments. He said Attorney Orrin Judd, representing MMPTA, has talked with him and cited several reasons why exhibitor organizations thought the bill unfair and unreasonable for small theatres.

Sues Lasky Productions

HOLLYWOOD, March 2.—Raymond Polnaszek, Glen Lyon, Pa., undertaker, today filed suit in Federal Court here seeking $500,000 damages from Jesse L. Lasky Productions for invasion of his privacy, allegedly committed in "Miracle of the Bells," which, Polnaszek asserts, represented him as "mean, petty, grasping, stupid, ignorant person" and thereby deprived him of his standing as a leader in his community.

Indiana Chain Sues

INDIANAPOLIS, March 2.—Syndicate Theatres, operator of nine houses in Indiana towns, filed suit in Marion County Circuit Court here today to force Republic Pictures to deliver "Wake of the Red Witch," under terms of a contract approved in July, 1948.

TV Meet in Chicago

CHICAGO, March 2.—Chicago's first national television conference will be held March 7-9 at the Palmer House and will feature speakers representing every important phase of television, it was announced by James L. Stirton, president of the Chicago Television Council. One of the panel discussions will be "The Movie Industry Looks at TV."

Levy on Para.

(*Continued from page* 1)

to be also acting in such a manner for any other exhibitor, independent or affiliate. On this Levy states:

"It would seem that it would be most difficult for a buying-and-booking combine to operate either legally or beneficially for its accounts, under such a provision, or under the findings of the courts."

While at the moment TOA has no plan to renew its objections to competitive bidding at the hearing on the Paramount decree in New York Federal Court today, it was reported yesterday that the "Little Three," or one of them, might fight that type of selling when the court convenes.

Calls Provision 'Vague'

Levy regards as "unfortunate" that the wording of the provision on selling in the Paramount consent judgment is "vague and ambiguous," because it is "the point of greatest interest to independent exhibitors contained in the decree." He adds: "It would seem that no language should be used which could possibly be interpreted to mean that competitive bidding is the only method by which the distributor may license its pictures."

Levy notes that the new Paramount Pictures Co., which will "start out stripped of its present theatre holdings," will not be enjoined from subsequently acquiring houses, although not from other defendants in the case or from the New Paramount Theatres Co. MOTION PICTURE DAILY on Tuesday reported that the new pictures company has no plans to purchase theatre properties, although it is free to do so.

Approves Franchises

Levy voices approval of that portion of the decree which legalizes franchises for independent theatremen who are in competition with affiliates. "This," he said, "will be received warmly by many independents." The restriction on conditioning one licensing deal on another is limited to features, Levy points out, adding, however, that he doubts that the distributor would use shorts or newsreels in conditioning the sale of product.

The clearance injunctions against Paramount "may well be of great advantage to many exhibitors," Levy holds. In many instances they could mean the complete elimination of clearance, he adds.

TOA Attacks Bill

(*Continued from page* 1)

bill religious, charitable, fraternal, hospital, welfare, civic or veterans organizations "shall no longer be subjected to criminal law when conducting or participating in Bingo games; for these groups, the penalty suggested is a civil action to recover the amount wagered by a person or persons with whom such wager is made."

Rosenthal said, "If passed, theatres can expect open and increased competition from the organizations conducting Bingo, while theatres will still be subject to the penal law when conducting any game of chance.

"Proposed measure is unsound and discriminatory," he said, adding, "why should Bingo, when played or conducted by non-tax-paying organizations be less harmful for the public than if under the guidance of a theatre The reasons for condemning lotteries remains the same."

The Senate bill "may very well be passed this week," he warned.

Review

"Snowbound"

(Rank-Prestige-Universal-International)

THE Italian Alps provide the setting for an intermittently exciting and scenically picturesque post-war study in international intrigue in "Snowbound," which is from J. Arthur Rank's Gainsborough Studios in England. Robert Newton, Dennis Price, Herbert Lom, Marcel Dalio and Mila Parely are the principal players.

Villainy develops in the form of the treacherous capers of an erstwhile Gestapo chieftain hankering to start building the Fourth Reich. Curiously, it is not until very near the finale that the film lets its audience in on the motives of the ambitious Nazi and, for that matter, just what all parties to the complicated scheme of things are up to. Consequence of this is that the spectator, while treated to good melodramatics in individual sequences, is at times left to wondering what it is all about.

The mysterious characters are unveiled and all things are explained, plausibly enough, in a bang-up, highly-flavored conclusion wherein millions in gold, looted by the Nazis during the war and hidden in a ski-hut, is disclosed to be the objective of all concerned. The unsavory Nazi, a former British Intelligence officer and others are killed when the hut believed to be the hiding place for the gold goes up in flames. Another dramatic highlight is a nocturnal, torch-light search for a missing skier. Aubrey Baring produced and David MacDonald directed, from a Keith Campbell screenplay.

Running time, 85 minutes. General audience classification. For February release.

GENE ARNEEL

Costs Are Up 282%

(*Continued from page* 1)

lating their own motion picture production by quotas, subsidies and similar measures because they realize the importance of their domestic industries and some countries have a "cinema minister of cabinet rank looking after their film interests."

"During the past week, in industry sessions, it has been my task to bring to the leaders of the industry some facts and figures," continued Johnston. "The population of the United States has increased 16,000,000 since 1941, and the real purchasing power of the population has increased 50 per cent, but motion picture attendance probably has decreased in relation to that growth."

Johnston to Speak Here March 10

WASHINGTON, March 2.—MPAA president Eric A. Johnston is scheduled to speak before the Economic Club of New York on March 10. He is due back here from the Coast early next week.

Coast Council Split

(*Continued from page* 1)

"name from the hat" process, which precipitated the withdrawal of the Hollywood AFL Film Council and a protest by the SAG, and last night it voluntarily subjected his chairmanship to a vote.

The chairmanship is to be rotated semi-annually, with the co-chairman succeeding the incumbent. MPIC leaders believe the action taken will lead to the return of the AFL to the fold at the next meeting in April.

F.P.'s Video Plans

(*Continued from page* 1)

about television in view of its continued progress in the United States.

A government commission to investigate television has been authorized, but, regardless, the situation points to a government monopoly.

Famous Players plans a television tower atop the tall Royal Bank Building in Toronto, with receiving equipment at the Imperial and Nortown theatres here for the first screen presentations.

'Jennie' May Get

(*Continued from page* 1)

notice by the Ashland Block to vacate on April 1 to make way for a bus terminal, set the hearing for April 4.

Thomas McConnell, Jackson Park attorney, was opposed. The SRO petition asserted that the "Jennie" run will require installation of $4,500 worth of special sound equipment and is an "unusual fantasy" requiring careful handling.

Para. Decree

(*Continued from page* 1)

ers, who are expected to express themselves on the merits of the Paramount decree in relation to their respective positions. They may oppose some phases of the decree.

Also scheduled to be heard are attorneys for Partmar Corp., a Fanchon and Marco subsidiary, who claim the decree means they must vacate the Paramount Theatre, Los Angeles, in favor of Paramount, the lessor of the house. This, they say, is contrary to the U. S. Supreme Court's opinion in the case.

Theatre Television

(*Continued from page* 1)

from the SMPE. Papers are being assembled by chairman Norwood L. Simmons, Jr., and vice-chairmen Joseph E. Aiken, Lorin Grignon, Edward S. Seeley, R. T. Van Niman and H. S. Walker, of the papers committee.

William H. Rivers, chairman of the Atlantic Coast section of the SMPE, is in charge of local arrangements, and William C. Kunzmann, convention vice-president, will supervise registration and information for the meetings. The committee for the Society's traditional get-together luncheon, to be held on Monday, April 4, and the 65th semi-annual banquet, on Wednesday, April 6, is headed by Oscar F. Neu, chairman, and Lester B. Isaac, vice-chairman.

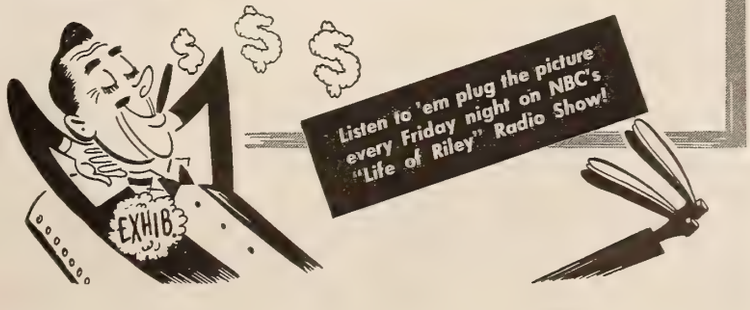
Chairmen of other committees are: Publicity, Harold D. Desfor; public address equipment, R. E. Warn; hotel and transportation, William F. Jordan; membership, Lee Jones.

BULLETIN #8

Radio networks salute U-I's "The LIFE of RILEY"

NEW YORK – Digger O'Dell, "The Friendly Undertaker" of NBC's "THE LIFE OF RILEY" radio show, who brings his funereal hilarity to the U-I comedy hit based on the show, will be featured on Fred Allen's coast-to-coast program March 6 in a specially written sketch plugging the picture.

This is the third national network program in as many weeks to salute the motion picture "THE LIFE OF RILEY." Other two are NBC's "Truth or Consequences," which is honoring a lucky Riley family with a "LIFE OF RILEY" week in Cincinnati during world premiere celebration, and the Groucho Marx ABC quiz show "You Bet Your Life."



HOW!



The Hollywood Reporter

TRADE VIEWS by W. R. WILKERSON

• WE HAVE BEEN impressed by the superlative quality and the excellent uniformity of the 20th-Fox product.

Congratulations are due Darryl Zanuck for the marvellous job he, his producers and studio personnel are doing in batting out one good picture after another.

While many of the studios were shutting down or curtailing output throughout 1948, Zanuck and his organization were turning out the highest number of successful pictures in the company history. And to date for 1949 release, judging by what we've seen, even this record will be surpassed.

Already "The Snake Pit," which Anatole Litvak and Robert Bassler produced, is setting a merry pace, and Lamar Trotti's production of "Yellow Sky," and "A Letter to Three Wives" which Sol Siegel produced, are right on top of the business barometer. Just out of the cutting rooms are such pictures as "Mother Is a Freshman," "Mr. Belvedere Goes to College," "Down to the Sea in Ships," "Slattery's Hurricane," "Sand," and "The Beautiful Blonde from Bashful Bend." Their respective producers are the late Walter Morosco, Sam Engel, Louis Lighton, Sol Siegel, Robert Bassler, and Preston Sturges. Productions of importance are coming from George Jessel, Fred Kohlmar, Otto Preminger, William Perlberg and Nunnally Johnson—so it can be seen that all of the Zanuck production staff is delivering in full force.

A glance over the 1948 list of releases shows how high the studio's current year's sights must be set to surpass it. Starting off with the Academy winner, Zanuck's own "Gentleman's Agreement," the roster included "Sitting Pretty," produced by Sam Engel, Photoplay's Popularity picture; "Call Northside 777," produced by Otto Lang; "The Iron Curtain," produced by Sol Siegel; "Street With No Name," produced by Sam Engel: "Apartment For Peggy," produced by Bill Perlberg; "Green Grass of Wyoming," from Robert Bassler; and the George Jessel musical, "When My Baby Smiles at Me."

Almost without exception these pictures made one or more of the Ten Best lists, but what is even more important in a period of declining theatre attendance, they kept black ink flowing in the ledgers of the exhibitor and the studio itself.

There's No Business Like 20th Business AND HOW!

CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 44 NEW YORK, U.S.A., FRIDAY, MARCH 4, 1949 TEN CENTS

All-Industry Arbitration Parley Urged

TOA Is Prime Mover in Citing Decree's Omission

Theatre Owners of America's board of directors is slated to consider a proposal that the U. S. Department of Justice be called upon to summon an all-industry conference "so that all voices may be heard on a constructive and impartial arbitration plan," it was disclosed here yesterday by Gael Sullivan, TOA executive director. The TOA executive committee is expected to meet here within the next 10 days to set a board meeting at which the proposal will be acted upon.

TOA, Sullivan said, "regrets that so little progress has been made in developing an industry-acceptable system of arbitration." He deplored the fact that the Paramount-U. S. government decree "makes no reference at all to a workable arbitration plan that could stem the rising tide of litigation

(*Continued on page 4*)

Cites 'High Moral Ad Standards'

"High moral standards for motion picture advertising, already well established by the industry through 14 years of administration of the Advertising Code, were strongly supported and maintained during 1948 in the face of all the stresses and pressures of the first post-war financial readjustments," reported Gordon White, administrator of the MPAA's Advertising Advisory Council, yesterday, at the annual meeting of the Council held here.

Mort Blumenstock, Warner vice-

(*Continued on page 4*)

$100,000 Raise for D. C. Theatre Staffs

WASHINGTON, March 3.—The District of Columbia Minimum Wage Board has approved boosts in the minimum wage for female and minor employes of motion picture theatres which will add an estimated $100,000 annually to the wage bill of district theatres, according to A. Julian Brylawski, head of the Theatre Owners Association of Washington.

The board's order boosts the mini-

(*Continued on page 4*)

Ginsberg Lists 21 for Para. Through 1949

HOLLYWOOD, March 3.—Henry Ginsberg, Paramount vice-president and studio head, today announced the company's complete production schedule of 21 features up to Jan. 1, 1950, in an address before Paramount's East and West Coast executives in conference here this week. This marks the first time that a Paramount production program has been fully detailed an entire year in advance.

The list of productions forming this year's schedule follows: "Mr. Music," starring Bing Crosby, directed by Richard Haydn, and produced by Robert Welch; "Sunset Boulevard," Charles Brackett-Billy Wilder production with a cast including Montgomery Clift; a Mabel Normand-Mack Sennett story starring Betty Hutton and John Lund, with Welch as producer; "Eagles of the Navy," starring

(*Continued on page 5*)

'Riley' Premiere in Cincinnati Today

CINCINNATI, March 3.—Universal-International's Irving Brecher production, "The Life of Riley," will have its world premiere at the RKO Grand Theatre, renamed the Life of Riley Theatre, here tomorrow, and 160-odd day and date engagements will start in Ohio, Indiana, West Virginia and Kentucky. The premiere is a benefit for Cincinnati's Home for Children

(*Continued on page 4*)

NY COURT APPROVES PARA. SETTLEMENT

Is Unchanged, Despite Opposition; Motions To Intervene Are Denied

Paramount's consent judgment in the industry trust suit was approved without change by the New York Federal Court here yesterday, leaving only ratification by stockholders of the corporation necessary to permit its reorganization.

Federal Judges Augustus N. Hand, Henry W. Goddard and Alfred Coxe signed the decree document following almost three hours of efforts to modify it or prohibit its approval.

Extensive discussion of the film licensing section of the judgment, while not resulting in any change of phraseology, made it clear that the directive on selling theatre-by-theatre and picture-by-picture does not mean a system of compulsory competitive bidding. Exception to this provision had been taken by Herman Levy, general counsel for Theatre Owners of America, Edward Raftery and Louis D. Frohlich, for United Artists and Columbia, respectively.

Robert Wright, government counsel,

(*Continued on page 5*)

18,000 Contracts For 20th in 9 Weeks

An all-time record for contracts sold on new product during the first nine weeks of 1949 has been established at 20th Century-Fox, it was disclosed here yesterday by A. W. Smith, Jr., sales vice-president.

Smith said that 82.84 per cent more contracts on new pictures were sold than in the same nine-week period in 1948.

Specifically, this means 18,000 contracts were signed since Jan. 1 against 9,900 in 1948, it is understood. These figures are for new product only and do not include reissues or old product.

Contributing to the sales record was the performance of "The Snake Pit," which has chalked up a new company

(*Continued on page 4*)

Ruff Named MP Sales District Manager

ALBANY, N. Y., Mar. 3.—Edward Ruff, who recently resigned the Paramount branch manager post here, has joined the Motion Picture Sales Corp. as district manager in charge of Boston, New Haven, Buffalo and Albany. He will have headquarters in Boston.

Ruff served Paramount for 26 years, managing in Boston, New Haven, Portland (Maine) and Albany.

Para. Stockholders Meeting April 12

Special meeting of Paramount stockholders to consider and vote on the company's consent decree reorganization plan will be held here April 12, the Federal statutory court was told yesterday by A. C. Bickford, Paramount attorney.

Proxies and details of the reorganization plan under which Paramount theatre operations will be divorced from production-distribution will be

(*Continued on page 5*)

Telecasting Imperiled by Labor 'War,' Walsh Warns

The jurisdictional "war" which has developed on the television labor front could "possibly" interrupt or seriously interfere with National Broadcasting and American Broadcasting telecasting after April 30, Richard F. Walsh, IATSE international president, indicated here yesterday. Walsh emphasized, however, that he hoped a satisfactory settlement will be reached by the "IA" and the National Association of Broadcast Engineers and Technicians, the unaffiliated union which is battling AFL's "IA," before a point is reached where management and the public are inconvenienced or otherwise injured.

April 30 is the expiration date of NABET's contracts with the telecast-

(*Continued on page 4*)

Finally! Exclusive Anti-Film-Tax Bill

Washington, March 3.—Rep. Rogers, Florida Democrat, revealed a new twist today in the drive to repeal the admissions tax.

All bills introduced so far would reduce or repeal the admission tax on all types of motion pictures, plays, sports, etc. Rogers introduced a bill today providing that "the tax shall not apply to any amount paid for admissions to a motion picture theatre."

Ask Admissions Rise For 'Joan': Doyle

RKO Radio has petitioned the Australian government for permission to increase admission prices on "Joan of Arc," Ralph Doyle, the company's managing director in Australasia, disclosed here yesterday. At present, controls put a price ceiling at $1.25, Doyle revealed. He is here on a periodic visit for three or four weeks, and plans to confer with Phil Reisman, foreign distribution vice-president, and

(*Continued on page 4*)

Personal Mention

LOUIS B. MAYER, M-G-M production head, and HOWARD STRICKLING, studio publicity head, arrived in Boston yesterday from the Coast and are due here Monday.

•

GAEL SULLIVAN, Theatre Owners of America's executive director, left New York yesterday for Washington. General counsel HERMAN LEVY has returned to New Haven from here.

•

WILLIAM MISKELL, Tri-States Theatres district manager, is in New Haven from Omaha, visiting his mother, who is ill.

•

J. R. POPPELE, president of the Television Broadcasters Association, will address the Chicago Television Council on March 8.

•

ADOLPH SCHIMEL, Universal-International attorney, is en route to New York from London and is due here March 8.

•

MAURICE LANCASTER, European director for March of Time, will arrive here today from London on the *S.S. America.*

•

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, has returned here from the Coast.

•

RUTH SIMON, film publicist, has married ALBERT SEMSKER, New York and Florida realtor.

Ga. MPTO Film Series For State Houses

ATLANTA, March 3.—The series of highway safety films produced by the Motion Picture Theatre Owners and Operators of Georgia, under the direction of the National Safety Council, will be shown in practically every theatre in Georgia, with the entire series probably running a year and a half, J. H. Thompson, president of MPTOOG, has disclosed. First of the series has been completed.

The program will be officially launched March 9 with a luncheon and screening at the Henry Grady Hotel here. Governor Herman Talmadge will be a guest along with other officials. Governor Talmadge has commended MPTOOG for their services in the public interest.

Homer H. Harman to Leave Roxy Theatre

Homer H. Harman, director of publicity and advertising at the Roxy Theatre here for the past 11½ years, has resigned, it was announced yesterday by executive director A. J. Balaban. Harman expects to leave the Roxy next week for a vacation and will announce his future plans when he returns.

Harman started his theatrical career in Columbus, Ohio, and was associated with Loew's and Fanchon and Marco theatres in St. Louis before assuming his post at the Roxy.

Insider's Outlook

By RED KANN

THE grapevine has been busy with reports about things to bloom at 20th Century-Fox these days. Yesterday along came Smith—Andy—to confirm what has been known, which is that Twentieth is doing more business today than at any time in its history, not even excepting Fabulous '46.

In the first nine weeks of this year, contracts sold represent an all-time record—82.84 per cent more on new product than in the same period of last year. Also, according to Smith, feature bookings are running 89.13 per cent ahead of last year to establish another all-time, incredible peak.

His calculations on "The Snake Pit" are interesting, too. One claim staked for it maintains this attraction has set new records for moveovers and holdovers since entering general release in January. Another, that its average run in the 174 key cities so far played is three-and-one-half weeks.

■

When they discuss picture values these days, circuit operators and a lot of other exhibitors readily acknowledge that Twentieth has been hitting the cylinders like clockwork. From October, 1947, to September, 1948, *Motion Picture Herald* designated Twentieth for 12 "Monthly Box-Office Champions," five of them among the top money-making attractions of the period covered; these were "Captain from Castile," "Forever Amber," "The Foxes of Harrow," "Gentleman's Agreement" and "Sitting Pretty." The other seven were "Call Northside 777," "Daisy Kenyon," "Green Grass of Wyoming," "The Iron Curtain," "The Street With No Name," "That Lady in Ermine" and "The Walls of Jericho."

From October of last year through February of this, the company already has had five in this classification: "Apartment for Peggy," "Road House," "When My Baby Smiles at Me," "Yellow Sky" and "The Snake Pit." It is interesting that no other distributor has more.

■

In Hollywood recently, competitive studio heads offered without prodding their opinion that Darryl F. Zanuck was doing the best all-around job in the production community. They praised him for his consistency in turning out attractions that were varied in appeal, approach and treatment and made it clear they were not confining their appraisal to musicals or semi-documentaries.

There has been, and even today is, an assortment of viewpoints about "The Snake Pit." Some continue to believe it went too far in subject matter designed for mass audiences. But in Hollywood, where there is occasional appreciation, at least, of new avenues in dramatic content, the conviction is quite widespread that Zanuck certainly was not lacking in courage when he decided to proceed. The rest of the story there is that the film is doing a smash business and may turn out to be Twentieth's top attraction of the season if the pace demonstrated thus far is maintained.

The point is no dissertation on 20th-Fox's production performance, past, present or future, can be complete without full recognition of the part Zanuck plays. He is responsible for the "A" product, plus and minus as the case may be. When he ends up with more plus than minus, he ends up precisely on the beam. So far, he's heavily plus and Twentieth is heavy with thanks.

■ ■

One reason—and it's enough—why there has been no cheering over divorcement:

In 1948, it is understood 89 per cent of Paramount's net profit came from its theatres and 86 per cent of Twentieth's from its exhibition arm.

Samartano Is Named Loew City Manager

Joseph Samartano, manager of Loew's State Theatre in Providence, has been appointed city manager of Loew's Baltimore theatres (Century, Valencia and Parkway), succeeding William K. Saxton, who has resigned to enter a non-theatrical business. The Providence vacancy will be filled by Maurice Druker, of Cleveland.

RKO Foreign Drive Starts on Monday

RKO Radio's 1949 foreign sales drive will begin on Monday and continue for three months, ending June 4, it is announced by Phil Reisman, vice-president in charge of foreign distribution.

It will be known as the "Phil Reisman Drive," and will embrace all of RKO Radio's foreign offices.

Decision Reserved in NT Suit Settlement

Justice Ferdinand Pecora has reserved decision following three days of hearings in New York Supreme Court here on referee Jacob S. Demov's recommendation that the proposed settlement of National Theatres minority stockholder actions against 20th Century-Fox be approved.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CLAUDETTE COLBERT - FRED MacMURRAY
"FAMILY HONEYMOON"
A Universal-International Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD
ROBERT PRESTON
BRENDA MARSHALL
DONALD CRISP
in Whispering SMITH
Color by TECHNICOLOR
in Person
GUEST MC MEL RICH • TORMÉ
and the ORCH.
plus
THE DE CASTRO SISTERS
FOUR STEP BROTHERS
Extra HENNY YOUNGMAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by
RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
17th WEEK! VICTORIA BROADWAY & 46th ST.

Richard WIDMARK Lionel BARRYMORE Dean STOCKWELL
"DOWN TO THE SEA IN SHIPS"
A 20th Century-Fox Picture
On Variety Stage—RUDY VALLEE
Maurice Rocco - MOREY AMSTERDAM
BIG ICE SHOW
ROXY 7th Ave. & 50th St.

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REDBOOK

10th Annual Motion Picture Award Winner

"COMMAND DECISION"

the Metro-Goldwyn-Mayer Picture

with Clark Gable, Walter Pidgeon, Van Johnson, Edward Arnold,
John Hodiak, Brian Donlevy and Charles Bickford

Produced by Sidney Franklin in collaboration with Gottfried Reinhardt and Sam Wood, who directed the film.
Presented on Screen Guild Players radio program Thursday, March 3rd (NBC, 10 P. M. EST)

Ten More Pictures Reviewed by Legion

Ten additional films have been rated by the National Legion of Decency, with RKO Radio's "Brothers in the Saddle" receiving a "B" classification. Rated A-I are RKO Radio's "The Clay Pigeon," Screen Guild's "Dead Man's Gold," Monogram's "Jiggs and Maggie in Court," Screen Guild's "Mark of the Lash," and 20th Century-Fox's "Mother Is a Freshman." Rated A-II are Screen Guild's "Bells of San Fernando," Eagle-Lion's "Canterbury Tale," Screen Guild's "I Shot Jesse James" and Columbia's "Knock on Any Door."

Arbitration Parley

(*Continued from page* 1)

and give the small theatre operator a tribunal where his grievances might be aired and adjusted."

TOA general counsel Herman Levy yesterday interpolated that he had been inclined to look for an arbitration provision in the signed Paramount decree, and also expressed regret that it was not included. He pointed out that the Department of Justice did not see fit to approve the arbitration proposals which had been offered prior to the decree's issuance.

Sullivan said the TOA board will consider the matter "in the hope that such a system may yet be created, with the approval of all segments of the industry." Pointing out that "TOA since its inception has taken a consistent and forceful stand in favor of such a system as an alternative to time-consuming and expensive litigation," Sullivan said it is "imperative that the small exhibitor have a source of relief where the time and cost factors are reduced to a minimum."

'Riley' Premiere

(*Continued from page* 1)

and has been supported by the three Cincinnati daily newspapers.

Highlighting the ceremonies, the N.B.C. network program "The Life of Riley," will originate from the stage of the theatre. Stars of the picture and the radio show, headed by William Bendix, will be on hand.

TV Labor 'War'

(*Continued from page* 1)

ers. "IA" is seeking, Walsh explained, to establish with NABET the same informal jurisdictional agreement which the former has concluded at Columbia Broadcasting with the International Brotherhood of Electrical Workers (AFL), and also with NABET's local in Detroit. The agreements give "IA" jurisdiction over employes who work in front of television cameras and those who project motion picture film for television cameras, and give IBEW and Detroit NABET control of employes who operate the television cameras and who work "behind" them.

The case is before the National Labor Relations Board. It was postponed on Jan. 26 to permit officers of NABET and the "IA" to meet and seek a solution that would be acceptable to the industry and provide harmony between the unions. The deadlock which has evolved centers, for the most part, around the 30 motion picture operators which represent NABET's total nationally in that category. Walsh feels that these and 15 NABET kinetscope operators rightfully belong under "IA" jurisdiction, and disputes NABET's contention that these are "exhorbitant demands." He pointed out that NABET is a union of electronic engineers. When a television scene is recorded on film, he said, "we naturally hold that our IATSE crafts are involved, but NABET seeks to extend its jurisdiction even into the developing, printing, cutting and editing of the film."

Walsh reported that whereas a year ago "IA" had in New York 15 television stage employes, it now has 110.

From MGM to Ryan, O'Brien and Goldberg

Every Ryan, O'Brien and Goldberg in the Manhattan, Brooklyn, Queens and Bronx telephone directories, some 7,400 of them, will receive a telephone call tomorrow advising them that namesakes of theirs contribute a great deal to the goings-on in M-G-M's "Take Me Out to the Ball Game," which will open for their pleasure at Loew's State next Wednesday.

Altec Shows A New Microphone

George L. Carrington, president of the Altec companies, here from Hollywood, was host yesterday to press and other representatives of motion picture, television, radio, advertising and allied fields at a luncheon at the Essex House, where Altec Lansing gave its first public demonstration of a new miniature microphone which, upon inspection, weighed less than a quarter of an ounce, and was smaller in height that a dime.

First film-stage house to install the "mike" for stage-show performers is the Capitol in New York. The Roxy will follow.

$100,000 Raise

(*Continued from page* 1)

mum rates for minors and for females other than cleaners from $17 for a 44-hour week to $31 for a 32-to-40-hour week. For anything less than a 32-hour week, theatre owners must pay 86 cents an hour, with the minimum of four hours for any person called to work, compared with 75 cents and two hours now.

The minimum rate for female cleaners is boosted from $14.50 for a 48-hour week to $29.75 for a 44-hour week, Brylawski said. He stated the theatre owners did not oppose the boost for cleaners, but did oppose the increase for other female workers and for minors, which will affect practical all ushers now employed in the theatres.

18,000 20th Contracts

(*Continued from page* 1)

record for moveovers and holdovers since its general release in January, Smith said. The Darryl F. Zanuck production has averaged three and one-half weeks in 174 key cities where it has played, Smith added.

Production activity at the company studio has been stepped up, it is announced, with nearly a dozen films ready for early shooting. "Twelve O'Clock High," with Henry King directing, will have Gregory Peck in the lead, while Clifton Webb will star in "21 Bow Street," a Scotland Yard picture to be made in England.

Grosses Increase On 'Joan' Holdovers

Higher grosses on holdover weeks above opening weeks are reported by RKO Radio for Sierra Pictures' "Joan of Arc."

Now in its 16th week at the Victoria, New York, where the 15th week exceeded the 14th by more than 25 per cent, "Joan" is in its 10th week at the Karlton, Philadelphia and the Palace, Los Angeles. The Colony, Miami, reports a big 7th week. In Boston, after two record weeks at the Keith, it moved over to the Astor, to complete a second week well ahead of the first and is in for an indefinite run.

At the Palace, Montreal, "Joan" starts its fifth week, marking the longest run of any picture at that house. It is being held indefinitely.

RKO's Doyle Here

(*Continued from page* 1)

Walter Wanger on the selling of "Joan." Doyle said he was hopeful of a favorable price change. A July release is planned.

Doyle reported a severe pre-Christmas slump but said that business has now leveled off to about 25 per cent of the war boom. A remittance deal with the Australian government is now "approaching the inking stage," Doyle said, adding that it very likely would be the same deal as in 1948, under which remittances of 50 per cent of the base year of 1946 were allowed. Companies cannot use their frozen funds to buy or build theatres, but can buy government bonds and industrial stocks. Doyle sees no likelihood of RKO producing in his territory, but said the company has bought a processing laboratory which is capable of processing 5,000,000 feet annually. There is a reasonable need for new theatres in Australia, he said, but building is prohibited because of material shortages.

High Ad Standards

(*Continued from page* 1)

president in charge of advertising-publicity, was elected chairman of the Council at the meeting, succeeding Charles Schlaifer.

In approving the administrator's annual report, the Council adopted the following resolution:

"The advertising and publicity directors are gratified that during the past year—with the cooperation of members, companies and theatres—motion picture advertising maintained an exceptionally high standard of quality, integrity and good taste.

The Council commended the MPAA "for its intelligent and conscientious administration of the Advertising Code," and appealed to all branches of the industry for "complete and unfailing cooperation in applying the principles of the Code to all advertising and publicity with which motion pictures are presented to the American public."

Pine at Chicago Luncheon

CHICAGO, March 3.—William H. Pine, of Pine-Thomas Productions, will reveal future plans at a luncheon to be given next Tuesday at the Blackstone Hotel, at which exhibitors throughout Illinois will attend. Latest production from Pine-Thomas is "El Paso," released by Paramount.

"*Infinite delight.*"
MOTION PICTURE DAILY



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN

Para. Settlement

(*Continued from page* 1)

and A. C. Bickford, for Paramount, both admitted for the record that the provision on licensing is designed solely to prevent discrimination, and does not require compulsory competitive bidding, as opponents feared.

The provision "does not mean bids," Bickford flatly stated. To that, Judge Hand offered: "It isn't thousands of miles from it."

The consequence of this is that Paramount may engage in competitive bidding licensing but is not forced to do so and cannot claim that it is.

Another highlight of yesterday's session was the unsuccessful attempt by Columbia, UA and Universal to clear the way for their possible purchase of any of the theatre properties which Paramount must dispose of.

Raftery argued that the three companies heretofore had not been considered by either the courts or the government with regard to injunctions on theatre acquisitions and said he saw no valid reason for the order which enjoins Paramount from selling theatres to them along with the theatre-owning defendants. Judge Hand lent a sympathetic ear, actually expressing the opinion that he failed to see the advantages to the government of the injunction.

Wright's position was that to permit any of the distributor defendants to acquire Paramount's houses could mean merely transferring theatres from one distributor to another. This could "create the same type of situation that has brought about the suit," he complained.

Judge Goddard wondered how arbitration would figure in industry practices as a result of the consent judgment. Wright answered that arbitration is a "subsidiary matter" and will be taken up later, probably on a voluntary basis.

Robert J. Rubin, counsel for the Society of Independent Motion Producers, voiced objection to the court's sanction of the new Paramount Theatres Co. which will comprise more than 600 theatres. He said he "deplored" the creation of such a concentration without "restraining its activities," suggesting that the producers might be at the mercy of one group to gain access to theatre outlets. Rubin said he spoke primarily for the record, doubting that his remarks would mean a revision of the settlement.

To this Wright said that Paramount's divestiture spells out theatre competition in every area and that the producers always will have alternate theatres to whom they could license their product. Judge Joseph Proskauer, for Warners, inferred that the independent producers' "prosperity" is evidence that they were not being discriminated against, adding that they "never have trouble showing 'decent' pictures."

Much of yesterday's session was taken up by parties to outside, private suits which, they said, had a definite bearing on the Paramount judgment. Counsel for Robert Ball, operating the Penn, Ambridge, Pa., asked in effect that the court order the State Theatre in that city closed because it "is the fruit of the conspiracy." The State is operated by Paramount and the Notopoulos Circuit in competition with Ball's house.

Russell Hardy, for the Partmar Corp., a subsidiary of Fanchon and Marco, asked that Paramount be enjoined from evicting Partmar from the Paramount Theatre, Los Angeles. Paramount is the lessor and Hardy said the eviction stems from the fact that Paramount, under the decree, is prevented from selling pictures individually, thus its exclusive licensing contract with Partmar is not enforceable.

The court rejected all such claims and denied all motions to intervene in the Paramount decree settlement.

Ginsberg Lists 21

(*Continued from page* 1)

Alan Ladd, with Robert Fellows as producer; "Copper Canyon," starring Ray Milland, Hedy Lamarr and Macdonald Carey, in Technicolor, directed by John Farrow and produced by Mel Epstein; "Lariat Loop," Bob Hope comedy in Technicolor, to be directed by George Marshall and produced by Welch; "I Married a Dead Man," starring Barbara Stanwyck and John Lund, under direction of John Farrow and produced by Richard Maibaum; "Little Boy Blue," starring Betty Hutton and Fred Astaire, with Norman McLeod directing and Welch producing; "Beyond the Sunset," with William Holden heading an all-star cast and Epstein producing; "Dead Letter," starring Alan Ladd and directed by William Keighley, under production supervision of Fellows; "World on a String," Bob Hope vehicle to be produced by Welch; "Counter Intelligence," starring Ray Milland with Fellows as producer.

Crosby's 'Riding High'

Also, Frank Capra's "Riding High," with a cast headed by Bing Crosby, based on a Mark Hellinger story; "Montana Rides," to be produced by Fellows; "After Midnight," starring Alan Ladd and Wanda Hendrix, with Mitchell Leisen directing and Richard Maibaum producing; "Red, Hot and Blue," starring Betty Hutton and Victor Mature with John Farrow directing and Fellows producing; "Dear Wife," all-star cast including William Holden, with Richard Haydn directing and Richard Maibaum producing.

Also, "Rope of Sand," Hal Wallis production starring Burt Lancaster, Paul Henreid and Claude Rains, with William Dieterle directing; "Thelma Jordan," Wallis production starring Barbara Stanwyck and Wendell Corey, under direction of Robert Siodmak; "My Friend Irma," Wallis production with a cast headed by John Lund, Diana Lynn and Marie Wilson, and directed by George Marshall. Another Wallis production is scheduled to go before the cameras later in the year.

Ginsberg had Paramount stars, producers, directors and writers appear before the conference to personally outline the 1949 productions in which they will participate.

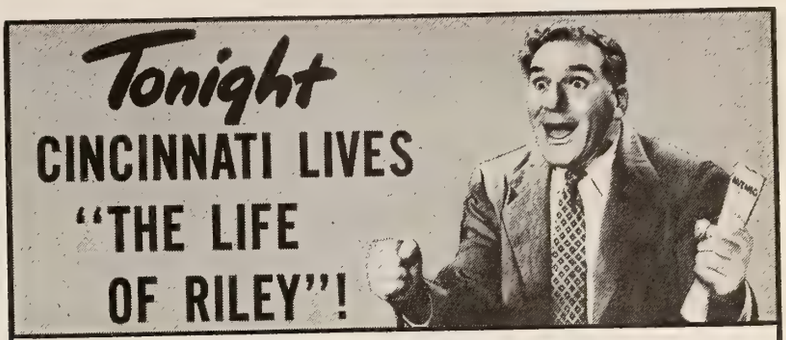
Y. Frank Freeman, production vice-president, also addressed the group.

Para. Stockholders

(*Continued from page* 1)

mailed to stockholders of the company on Monday.

The Paramount consent decree, which was approved by the court yesterday, will be ineffective unless it is approved by the stockholders by April 18.



CINCINNATI, March 4—Tonight's the night all Cincinnati starts living "The Life of Riley."

Paving the way for tomorrow's world premiere and 4-state territorial kick-off to follow in Ohio, Indiana, West Virginia and Kentucky, U-I's "The Life of Riley" bows in at the RKO Grand Theatre before a ten-dollar-a-ticket benefit preview audience.

It's the climax of a powerful five-week build up for "The Life of Riley" which hit a high note with Mayor Albert D. Cash's official proclamation of "The Life of Riley Week." The whole town's on the "Riley" bandwagon!

Cincinnati's leading stores saluted "The Life of Riley" with full-page newspaper ads and window-displays.

Enquirer, Times-Star and Post tied up with special news-making Riley contests.

WLW radio network, penetrating four states, devoted entire facilities to star interviews, spot announcements, continuous picture plugs.

Traffic Safety Council heralded "The Life of Riley" in a poster campaign throughout the city.

Every drug store window in town carried "The Life of Riley" displays in a city-wide merchandising promotion by Procter & Gamble, sponsors of "The Life of Riley" hit radio show on which the motion picture is based.

The lucky Riley family chosen on the "Truth or Consequences" radio show to live "The Life of Riley" in Cincinnati during premiere week made front-page news in the city's press.

Even the Grand Theatre was re-named "The Life of Riley Theatre" for the world premiere!

Tonight critics, columnists and radio commentators from the entire Midwest territory will be on hand to tell the nation's movie-goers about the gala preview festivities with William Bendix heading an in-person Hollywood caravan and a live broadcast of "The Life of Riley" hit radio show from the stage of the Grand.

It's a big night for Cincinnati... and for U-I showmen everywhere who are getting set to live "The Life of Riley."

On the air, in magazine and newspaper merchandising tieups, through every exploitation medium all through the picture's national release, the vast resources of Procter & Gamble, National Broadcasting Company and Universal-International will go on giving all America that "Life of Riley" feeling.

U-I wants you to live "The Life of Riley"!

The LIFE OF RILEY — Starring WILLIAM BENDIX as "RILEY"





Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage . . . save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath . . . inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness . . . as film representing "box-office gold" literally slips through his careful fingers . . . motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective . . . the burden of constant vigilance lessened . . . when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 45 NEW YORK, U. S. A., MONDAY, MARCH 7, 1949 TEN CENTS

New Para. Companies to Have Huge Cash Bulwarks

McConnell Will Seek Revised Chicago Plan

Some Subsequents Shy On Bids for RKO Films

CHICAGO, March 6.—Discussions for a revision in RKO Radio's selling plan in Chicago, which would enable the company to recoup lost bookings in fourth and fifth subsequent-run theatres, will begin Monday in New York. Thomas McConnell, Allied States of Illinois attorney here, is to confer with RKO Radio executives and their attorneys for a possible adoption of negotiation-selling in the later runs, rather than competitive bidding selling which is now being used.

Desired revision is based on a de-

(*Continued on page 3*)

Select Top Showmen In 15th Quigley Poll

The 15th annual judging in the Quigley Awards Competition for Showmanship, conducted by *Motion Picture Herald's* Managers' Round Table, will take place in the Le Perroquet Room at the Waldorf-Astoria today. Beginning at 11 A.M. the judges will inspect 28 entries, with luncheon served at about one o'clock.

The 28 contenders represent the top winners of the four quarters of 1948, and a selection of "Scroll of Honor" winners. Judges will name their first three choices, and one in the foreign field who will receive a special Overseas Award, given separately. Martin Quigley will introduce the guest speaker, S. H. Fabian, head of Fabian Theatres. Announcement of the winners will be made in the *Motion Picture Herald* and MOTION PICTURE

(*Continued on page 3*)

Wilbert Named Roxy Ad-Publicity Chief

Appointment of Christy Wilbert as director of advertising-publicity for the Roxy Theatre here was announced at the weekend by A. J. Balaban, executive director of the theatre.

Wilbert has held the post of advertising manager for 20th Century-Fox since 1945, having been in the company's advertising department for 13 years. He will assume his new duties today, succeeding Homer Harman, who resigned and who, after a vacation, will announce new plans.

Balaban Urges Stockholders Ratify Decree

Continuation of the litigation in the industry trust suit to an ultimate U. S. Supreme Court decision would have meant risks and uncertainties and possibly a court order seriously impairing the values of its theatre properties, Barney Balaban, president of Paramount, told the corporation's stockholders in a special letter accompanying proxy statements mailed over the weekend.

Paramount's acceptance of the consent judgment represented the "wisest course to follow," Balaban said, adding: "Your board and I recom-

(*Continued on page 6*)

Para. Theatres Can Add Video Outlets

Following divorcement from Paramount, the new independent theatre company will be free to own and operate four new television stations in addition to Station WBKB, Chicago, which it will receive from Paramount, company stockholders are advised in the reorganization proxy statement.

The new picture company will receive Paramount's stock interest in DuMont Television and, therefore, under Federal Communications Commission rulings limiting to five stations the number that may be operated under single or joint ownership, the new picture company, or DuMont, will be free to acquire only one more television station. DuMont operates stations in New York, Washington and Pittsburgh now and the new picture company will receive Station KTLA, Los Angeles.

Para. Dividends from Canadian Theatres

Paramount's 66.27 per cent of Famous Players Canadian's 370 theatres paid it a maximum of $2,154 000 in 1947 and a minimum of $811,000 in 1940, the company reports.

Reorganization Plan for Company Is Sent To Stockholders; Contemplates Separate Film and Theatre Companies Within a Year

The new Paramount independent picture and theatre companies will be launched with strong cash and credit resources, to be assumed by the new theatre company, which will provide Paramount Pictures, Inc., with approximately $30,000,000 in cash assets deriving from the present company, Paramount's plan of reorganization now being distributed to stockholders reveals.

United Paramount Theatres, Inc., the new independent theatre company, will have a $12,500,000 credit earmarked for acquisition of theatre interests permitted it by the Paramount consent decree, with a total of $18,000,000 in cash and government securities.

Approval of the plan of reorganization will be sought of company stockholders at a meeting to be held at the home office on April 12. Two-thirds of Paramount's 6,656,539 shares of stock outstanding must approve the plan for it to become effective.

Under the plan, Paramount's domestic theatre operations will be separated to form the new independent theatre company. Production-distribution operations, 370 Canadian and 14 foreign theatres and a division of Paramount's television interests with certain other assets will comprise the new independent Paramount Pictures.

The reorganization of the company, if approved by stockholders, is to be consummated by Dec. 31, next, with a March 3, 1950, deadline for start of independent company operations.

Paramount stockholders will receive one-half share in each new company

(*Continued on page 6*)

Para. Reorganization Plan Highlights

HIGHLIGHTS of the plan of reorganization for Paramount which will be voted upon by company stockholders on April 12:

Proposes formation of new United Paramount Theatres company with maximum of 647 theatres, to be headed by Leonard H. Goldenson.

New picture company, to be headed by Barney Balaban, to have all production-distribution assets, 370 Canadian and 14 foreign theatres and bulk of television assets. Company will be known as Paramount Pictures, Inc., and will have the right to acquire theatres in the future.

Stockholders to receive one-half share in each new company for each present share of Paramount stock held.

Reorganization to be consummated by end of this year with absolute deadline for independent companies' start by March 3, 1950.

1949-50 Prospects 'Encourage' Balaban

HOLLYWOOD, March 6.—Barney Balaban, president of Paramount, declared here at the weekend prior to his departure for the East that he has never been so encouraged over company prospects as he is for 1949 and 1950. He cited Paramount vice-president and studio head Henry Ginsberg for the long-range production program which he has set up.

Balaban, Paul Raibourn, Russell Holman, Stanley Shuford and Ben Washer, who have been attending the

(*Continued on page 3*)

mount.

Balaban, Goldenson Set for Top Posts

Proxy statement sent to stockholders at the weekend confirms that "it is expected" Barney Balaban, president of Paramount Pictures, Inc., will be elected president of the New Picture Co. and Leonard Goldenson, Paramount vice-president, will be elected president of New Theatres Co. That both were slated for the respective top positions, subject to a vote by each company's board of directors, had been reported previously but without official confirmation.

Coming Events

March 9—Motion Picture Theatre Owners and Operators of Georgia Luncheon, Hotel Grady, Atlanta.
March 25—Academy of Motion Picture Arts and Sciences annual awards, Hollywood.
April 4-5—Colorado Association of Theatre Owners convention, Denver.
April 4-8—Society of Motion Picture Engineers 65th semi-annual convention, Hotel Statler, New York.
May 15-June 30—U. S. Treasury savings bond drive.
May 2-7—Variety Clubs International annual convention, San Francisco.
June 7-8—Allied Independent Theatre Owners of Kansas and Missouri annual convention, Kansas City.
June 21-23—Associated Theatre Owners of Indiana annual convention, French Lick Hotel, French Lick, Ind.

Stockholders Sue To Void Cohn Pact

Columbia president Harry Cohn and the company's directors were named defendants in a minority stockholder action filed in U. S. District Court here on Friday in protest against the new salary and death benefit contract which was voted Cohn over minority stockholder objections at the company's Feb. 8 stockholders meeting.

Plaintiff is David Cohn, a minority stockholder who is said to have no kinship with Harry or Jack Cohn, the latter being Columbia's executive vice-president and also a defendant in consequence of his board membership. The action alleges the directors' approval of the Cohn contract was "a fraud on the rights of minority stockholders," and asks that a receiver be appointed to replace the board which is charged with being "incapable of handling company affairs because of the domination of Harry Cohn."

Columbia Directors Cite Harry Cohn

Directors of Columbia Pictures cited president Harry Cohn at their recent board meeting, passing a resolution thanking him as the executive head of the studio, and his production staff," for the quality of pictures recently completed, and expressing the board's appreciation for the schedule of pictures now in production and planning stages," the home office states.

Set SIMPP N.Y. Quarters

Society of Independent Motion Picture Producers of Hollywood, has leased offices in the International Building, Rockefeller Center, to serve as Eastern headquarters. Marvin Ferris, executive secretary, and Robert J. Rubin, general counsel, expect to spend most of their time here, rather than on the Coast, hereafter.

Personal Mention

ERIC JOHNSTON will leave Hollywood today for San Francisco enroute to Washington, where he is due to arrive Saturday.

•

C. J. FELDMAN, Universal-International Western sales manager, is visiting the Chicago, Omaha, Des Moines and Kansas City exchanges, and will return here about March 11.

•

W. C. RICORD, a Fox West Coast theatre manager, and MRS. RICORD, are the parents of a boy born at Queen of Angels Hospital, Los Angeles.

•

L. J. MCGINLEY, sales manager of the Prestige Pictures unit of Universal-International, is visiting Charlotte, Atlanta and Memphis.

•

JERRY WHITESELL, M-G-M booker at Cleveland, is in the Bayview Hospital there, recovering from an emergency appendectomy.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave New York today for Dallas.

•

KURT GOLDBERGER of Loew's home office accounting department was married to MARGARET HELLER here Friday at City Hall.

•

AL HORWITS, Universal-International studio publicity director, is in Cincinnati and goes to the Coast from there.

•

JAMES B. HARRIS and DAVID L. WOLPER, of Harris-Wolper Pictures, are in Toronto from New York.

•

BILL KELLY, JR. of Brooklyn has been appointed a U-I student sales representative in Atlanta.

JULES K. CHAPMAN, Film Classics assistant general sales manager, will leave here today for a tour of the company's exchanges in the South and Southwest.

•

MAURICE GLOCKNER, manager of Schine's confectionery department, and MRS. GLOCKNER, announce the engagement of their daughter, YOLANDA, to HARVEY T. LYON, of Los Angeles.

•

ARTHUR PINCUS, assistant director of Loew's International advertising-publicity, will leave here today for a three-month tour of M-G-M offices in Central and South America.

•

CHARLES JUDGE, assistant manager of the Philadelphia Trans-Lux theatre, has been promoted to manager, replacing TOM SPECK, who resigned to enter another business.

•

HAROLD BOYD, formerly with the Welworth circuit in Sioux Falls, S.D., is manager of the East Park, a drive-in of the same city.

•

LEE COKEN, RKO divisional manager in charge of vending, is in Washington from New York and will return here tomorrow.

•

RUDY BERGER, M-G-M Southern sales manager, returned to Washington over the weekend from Charlotte and Atlanta.

•

WALTER TITUS, Republic Eastern division sales manager, is in Cleveland from New York.

•

CAROL PUCIATO, Realart home office executive, is in Cleveland from New York.

•

DONALD WOLF, son of NAT WOLF, Warner Ohio zone manager, has been named assistant manager at Warner's Vogue Theatre in Cleveland.

Woethe Heads Ohio Booking Combine

CINCINNATI, March 6. — Louis Woethe, local circuit operator, has been elected president of the reorganized Theatre Owners Corp., buying-and-booking combine, originally established three years ago, and now serving approximately 50 theatres in Cincinnati and surrounding areas.

Others elected were: Herman H. Hunt and Willis Vance, first and second vice-presidents, respectively; Charles Ackerman, secretary, and Frank W. Huss, treasurer. Rex Carr was renamed general manager. Directors are Don Reda, Willard Gerves, John Hewett and Maurice Chase, in addition to the officers.

Republic Omits Dividend

At a meeting of the board of directors of Republic Pictures, held here Wednesday, no action was taken with respect to the dividend on the preferred stock due April 1, the company reports.

Regional Ads Aid 'Canadian Pacific'

SAN FRANCISCO, March 6.—Newspaper and radio spots are being used extensively to obtain widespread regional coverage for the premieres of "Canadian Pacific," the Nat Holt production to open this week in 94 theatres throughout the Far West.

Newspapers and radio stations in San Francisco, Denver, Salt Lake City, Seattle and Portland are being used in the campaign, which will open at the Fox Theatre here on Thursday with a delegation of stars attending, including Randolph Scott, Jane Wyatt, Victor Jory, Nancy Olson and J. Carroll Naish, all of whom have top roles in the film.

Broidy, Aides to Chicago

HOLLYWOOD, March 6.—Steve Broidy, Monogram president, will leave here Wednesday, accompanied by company executives George D. Burrows, Harold J. Mirisch and Howard Stubbins for Chicago, where the Monogram-Allied Artists annual stockholders meeting is scheduled for Saturday.

Newsreel Parade

CARDINAL SPELLMAN leading "gravediggers," and the globe-circling bomber are current newsreel highlights. Other items include the Mardi Gras in New Orleans, Joe Louis retiring and fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 19—Giant bomber circles globe. Historic armistice signed between Israel and Egypt. Brussels meeting of European union heckled by Reds. Gerard Dennis, modern Raffles, held by police. New Orleans Mardi Gras. New York Yankees and St. Louis Cardinals start training. Water ballet at Smith College.

NEWS OF THE DAY, No. 253—Global non-stop flight. Cardinal Spellman takes hand in graveyard strike. Yanks open spring training. Co-eds learn life saving. M-G-M party marks 25th anniversary.

PARAMOUNT NEWS, No. 56—Spring and baseball. Cardinal Spellman heads students digging graves. B-50 circles globe. Joe Louis hangs up his gloves.

UNIVERSAL NEWSREEL, No. 227—Cardinal Spellman leads "gravediggers." National Urban League fund launched. Whaling ship puts into New York drydock. Mardi Gras in New Orleans. Ram contest at market day in Spain. B-50 circles globe. Hat fashions.

WARNER PATHE NEWS, No. 58—B-50 flies around the world. Reds fail to stop Churchill speech. Army convicts spies in German spy ring. "DP's" cross U.S. on long voyage home. Mardi Gras in New Orleans. French beach styles. Ski championships. Do you remember 1927?

'Life of Riley' Off To a Good Start

CINCINNATI, March 6.—Climaxing one of the most extensive five-week exploitation campaigns, the "Life of Riley" premiere, Friday night, had an overflow audience at the RKO Grand Theatre, renamed "The Life of Riley Theatre" for the occasion. William Bendix, John Brown, Rosemary DeCamp, Meg Randall, Richard Long, NBC personalities in the weekly network "Riley" show, broadcast from the stage, preceding the premiere. Bendix presented a check from the proceeds of the premiere for approximately $5,000 from the stage to the Cincinnati Children's Home, for which the premiere was held.

Approximately 160 theatres in the Cincinnati and Indianapolis exchange territories have opened day-and-date.

Paul Lazarus, Sr., Is Hospitalized in K. C.

KANSAS CITY, Mo., March 6.—Paul Lazarus, Sr., manager of United Artists' contract department, has entered St. Joseph's Hospital here after having suffered a stroke while en route from his home in New York to Albuquerque for a vacation. He was accompanied by his wife.

Paul Lazarus, Jr., executive assistant to UA president Gradwell Sears, came here late last week to be with his father.

Leve to Northern Calif.

SAN FRANCISCO, March 6.—Spencer Leve, Fox West Coast Southern California district manager, has been appointed temporary Northern California district manager, replacing Richard Spier, who is in Notre Dame Hospital, during the latter's illness.

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Meet the New Para. Companies by Name

The present corporate name "Paramount Pictures, Inc.," possibly with some variation, will be the name of the New Picture Co. The New Theatres Co. will be known as "United Paramount Theatres, Inc.

Canadian Action on Television Is Due

OTTAWA, March 6.—The Canadian government is expected to reach a decision about the manner and method of procedure for video in Canada in a few days and this may mean that the Canadian Broadcasting Corp. can proceed immediately with the development of its television plans.

The opinion here is that a loan may be given to CBC for such purpose since one of the reasons advanced for the slow video progress here to date has been the heavy expenditures involved in television for a country like Canada with its comparatively small population and wide spaces.

The first television station would be located in Montreal or Toronto, or possibly both.

It is believed that one point which will be stressed in the development will be to make telecasts as distinctly Canadian as possible and not merely an offshoot of the U. S. video industry, with this entailing governmental control to a large extent right from the start, though private enterprise would enter the picture.

At present, the CBC has several applications for private television stations, and it is understood here that a co-operative scheme will be worked out whereby they could fit into the national system. It is certain that private stations would not be permitted to operate alone because it is feared that they would become units of American networks in time.

McConnell Will Seek

(*Continued from page* 1)

cline in bookings in the later runs, because those houses are by-passing the product due to a refusal to pay high rentals under a bidding set-up. Under negotiation, they could probably buy a film for less. The company, however, it is understood, has shown an upswing in rentals as a result of its sales plan adopted since the Jackson Park decree went into effect, and is generally satisfied with sales under the bidding plan for those theatres designated in first, second and third-run zones.

Using a similar zoning-bidding set-up, however, 20th-Fox negotiates with theatres in the later zones, and is receiving full-scope bookings on the majority of its product.

Canadian Exports Nearly $4 Millions

OTTAWA, March 6.—The Canadian government reports that exports of films declined to $370,000 in December, 1948, compared with $449,000 in December, 1947, but shipments advanced to a total value of $3,916,000 in the 12 months of 1948, against $3,305,000 in the previous year.

Para. Pictures Outgrossed Theatres in 4 of 9 Years

Comparison of earnings of Paramount theatres and Paramount production-distribution reveals that in the period from 1940 through the first nine months of 1948, picture company earnings exceeded theatre earnings in four of the nine periods.

The *pro forma* results, showing what the new theatre company and new picture company would have earned had they existed follows:

Year	*Theatre Company*	*Picture Company*
1940	$ 4,089,000	$ 2,313,000
1941	4,097,000	5,109,000
1942	4,562,000	8,563,000
1943	6,581,000	8,004,000
1944	7,838,000	6,905,000
1945	7,421,000	8,004,000
1946	20,498,000	18,701,000
1947	17,505,000	10,735,000
1948 (9 mos.)	10,976,000	4,495,000

The theatre company earnings above do not include undistributed dividends of subsidiaries and affiliates, which ranged from a minimum of $1,025,000 in 1941 to a high of $4,175,000 in 1946.

Picture company earnings likewise do not include undistributed dividends, which ranged from $16,000 in 1940 to a high of $951,000 for the nine months of 1948.

Select Top Showmen

(*Continued from page* 1)

DAILY issues of March 12. Invited judges include:

Edwin W. Aaron, Paul Ackerman, Harry C. Arthur, Barney Balaban, Leon J. Bamberger, Maurice A. Bergman, Joseph Bernhard, David Blum, N. J. Blumberg, Mort Blumenstock, Lige Brien, Steve Broidy, Harry D. Buckley, Dennis Carlin, Samuel Cohen, Jack Cohn, Robert W. Coyne, Harold Danson, William Danziger, George Dembow, Ned E. Depinet, Howard Dietz, Oscar A. Doob, Steve Edwards, Edward C. Dowden, Charles Einfeld, Ernest Emerling, Zeb Epstein, Gus S. Eyssell, S. H. Fabian, Lynn Farnol, W. R. Ferguson, Harold J. Fitzgerald, J. J. Fitzgibbons, Ted R. Gamble, Tom Gerety, Robert M. Gillham, Melvin L. Gold, Harry Goldberg, Louis Goldberg, Gilbert E. Golden, Leonard H. Goldenson, E. C. Grainger, Harry Greenman, Ben H. Grimm, Sydney Gross, Charles Hacker, John H. Harris, William J. Heineman, William K. Jenkins, Ben Kalmenson, G. R. Keyser, Malcolm Kingsberg, Arthur B. Krim, Jock Lawrence, Paul N. Lazarus, Jr., Howard LeSieur.

Also: Louis S. Lifton, Henry A. Linet, Lawrence H. Lipskin, David A. Lipton, S. Barret McCormick, Vincent R. McFaul, Harry McWilliams, Harry Mandel, Sid Mesibov, Dan Michalove, Robert Mochrie, A. Montague, Leon D. Netter, John J. O'Connor, Lew Preston, Paul Raibourn, A. W. Schwalberg, F. H. Ricketson, Jr., H. M. Richey, Herman Robbins, William F. Rodgers, Samuel Rosen, E. H. Rowley, Montague Salmon, Sidney Schaefer, J. Myer Schine, Louis W. Schine, Charles Schlaifer, Ted Schlanger, Arthur Schmidt, William B. Schulman, Fred J. Schwartz, S. A. Schwartz, William A. Scully, Silas F. Seadler, Gradwell L. Sears, Joseph M. Seider, Sam Shain, Frank J. Shea, Stanley Shuford, Spyros P. Skouras, Charles P. Skouras, A. W. Smith, Nate B. Spingold, J. P. Springer, Arthur Tourtellot, Joseph R. Vogel, Ben Washer, Robert M. Weitman, William A. White, Christy Wilbert, R. B. Wilby, Herbert J. Yates, Max E. Youngstein, W. Zwilor.

U.S., British Expand German Newsreels

WASHINGTON, March 6.—Film officials of the U. S. and British military governments in Germany have agreed to step up distribution of the German language newsreel, Welt im Film, according to information reaching the War Department here.

Prints of the newsreel, distributed in the Anglo-American zones in Germany and in Austria, will be increased from 356 to 416 per issue. Purpose is to enable audiences in even the smallest towns to get the newsreel two weeks to a month after production.

Balaban Encouraged

(*Continued from page* 1)

five-day conference of Paramount executives in the company's Hollywood studio, are due back at their desks in New York tomorrow.

Alfred W. Schwalberg, E. K. O'Shea, Hugh Owen, George A. Smith, J. J. Donohue, Harry Goldstein, Harold Wirthwein and Gordon Lightstone are remaining in Hollywood for meetings today and tomorrow. William Danziger is returning to New York by way of Dallas, where he will stop over a day or two.

Big Income from Foreign Theatres

The new Paramount picture company would have received $11,016,736 in admissions and receipts during the first nine months of 1948 from its Canadian and other foreign theatre holdings which it will retain under the reorganization plan, the pro forma statement for the new company shows.

In addition, its nine months film rentals in 1948 would have been $52,627,810, and rentals and other income, $2,037,940, for a total of $65,-682,486.

Own Theatres Gave Para. 15% of Gross

Film rentals received by Paramount from theatres which will be operated by the new theatre company ranged from 11 to 15 per cent of total domestic film rentals and eight to 10 per cent of its world film rentals during the eight years and nine months to Oct. 2, 1948, the company reports. Film rentals paid to Paramount by theatres of the new company ranged from 25 to 32 per cent of the total paid by them to all distributors.

Physical Properties Of Companies Listed

All of the domestic theatre assets owned by Paramount will be transferred to New Theatre Co., less, of course, holdings to be disposed of, and all production and distribution facilities, and all theatre properties outside of the U. S., will go to the New Picture Co. upon consummation of the company's plan for reorganization. The television interests are to be divided. It breaks down this way:

NEW THEATRE CO. Will be permitted to retain up to 650 wholly-owned theatres, these to consist of 380 of the 449 theatres which the corporation now fully owns, plus the entire ownership of theatres, roughly 270 of them, which the company is free to acquire in dissolving partnerships.

Will take over operation of Television Station WBKB, Chicago, a subsidiary of Balaban and Katz.

Paramount discloses in its proxy statement to stockholders that 146 of its wholly-owned theatres are held by outright ownership, that is, by fee, will be operated on lease.

To Be Held Permanently

Among the properties which will be held permanently, free of encumbrances, all in fee, are: Paramount Theatre, San Francisco, with stores; State, San Francisco, stores; Radio City Theatre, Minneapolis, stores and radio studio; Florida Theatre, St. Petersburg, office building and stores; Florida Theatre, Jacksonville, office building and stores; Paramount, Los Angeles, office building and stores. Held on lease: State Lake Theatre, Chicago, office building and stores, and Olympia Theatre, Miami, office building and stores.

The Paramount Theatre, New York, may be operated on lease.

NEW PICTURES CO. Will continue the business of producing motion pictures and distributing them throughout the world with present physical assets. Will hold all of the stock of Paramount International Films which owns, among other assets, 66.67 per cent of the outstanding common stock of Famous Players Canadian Corp. The latter operates a circuit of 370 theatres in Canada.

Will hold all stock of Paramount Television Productions which operates station KTLA, Los Angeles, as well as all of the stock of Famous Music Corp. and Paramount Music Corp.

Will own 43,200 shares of Class A common and 560,000 shares of Class B common of Allen B. DuMont Laboratories, representing 29½ per cent of the total amounts of all DuMont outstanding.

Will Own Studios

Will own in fee the production studio in Hollywood which covers 26 acres and contains 19 sound stages.

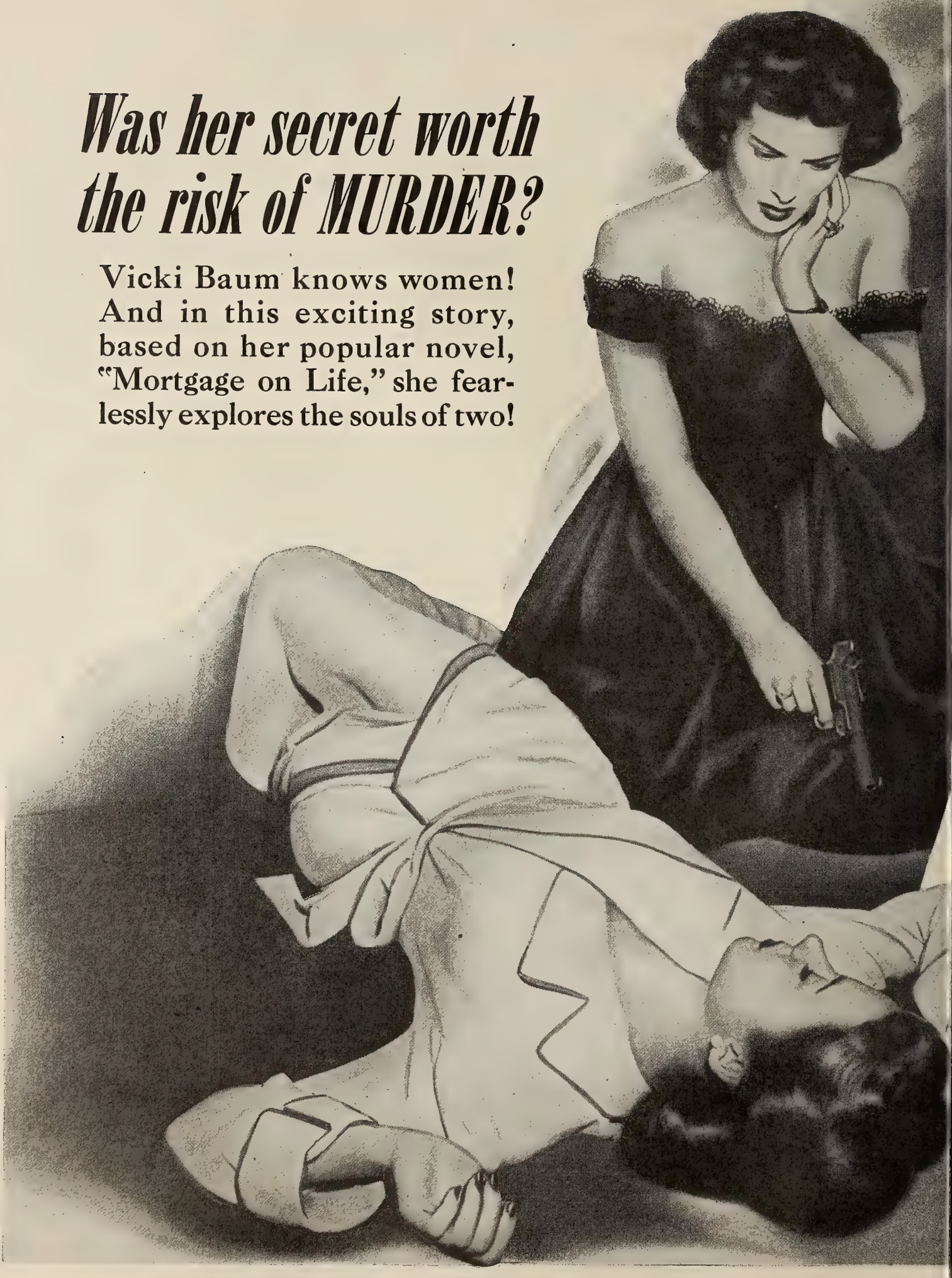
Will own film processing laboratories in New York City, Long Island City, Hollywood and London.

Will have seven theatres in England, all leased to an English exhibitor, and additional leases on two more houses in London. Will have three theatres in France, one in Belgium and one in Lima, Peru.

Will have the 31-story Paramount home-office building in New York with the theatre which it houses going to New Theatre Co. on lease. New Picture Co. must dispose of the entire property within five years of the judgment.

Was her secret worth the risk of MURDER?

Vicki Baum knows women! And in this exciting story, based on her popular novel, "Mortgage on Life," she fearlessly explores the souls of two!




MAUREEN O'HARA
MELVYN DOUGLAS
GLORIA GRAHAME
BILL WILLIAMS
in
A Woman's Secret
with
VICTOR JORY • MARY PHILIPS
JAY C. FLIPPEN
A DORE SCHARY Presentation
Produced by HERMAN J. MANKIEWICZ
Directed by NICHOLAS RAY
Screen Play by HERMAN J. MANKIEWICZ
RKO RADIO PICTURES

New Para. Companies

(*Continued from page 1*)

for every share presently owned. Both new companies will have authorized capital stock of 4,500,000 shares, compared with Paramount's presently authorized 9,000,000 shares.

As previously reported, the new theatre company will be permitted to retain 380 of its presently wholly-owned 449 theatres and is authorized to acquire a maximum of 267 of its presently jointly-owned 955 theatres, indicating a total of 647 theatres for the new company.

Earmarked to Buy Out Houses

The $12,500,000 bank credit is earmarked for the acquisition of the authorized 267 presently partially-owned theatres under terms governed by the previously published Paramount consent decree.

Included in the theatre company assets is the WBKB television station in Chicago. The Paramount holdings in DuMont Television, consisting of 560,000 shares of Class B and 43,200 shares of Class A stock and television station KTLA, Los Angeles, will go to the picture company.

The Paramount Building in New York, together with the Paramount Theatre will go to the picture company which, however, must dispose of it within five years. The Paramount Theatre will be leased by the picture company under authorized conditions to the new theatre company.

The new theatre company will assume the obligation of repaying all sums borrowed up to $17,500,000 on the new bank credit agreement, including $13,000,000 inuring to the new picture company.

Share Anti-Trust Liabilities

The theatre company will share with the picture company liability under anti-trust judgments involving the present Paramount company and also will share equally the obligation to Barney Balaban, Paramount president, for convertible notes of Paramount held by him in the amount of $2,000,000.

Paramount stockholders will receive certificates of interest for their shares in the new picture company under a provision insisted upon by the Department of Justice to speed disposal of the securities and encourage new ownership of the two companies. The theatre company stock will be held in trust for owners by the Bank of New York and Fifth Avenue Bank, which is entitled also to withhold during the first two years 50 per cent of dividends paid on the stock by the theatre company, which will be paid to them only upon sale or conversion of their interest in the theatre company.

After two years, if certificates have not been disposed of and if more than one-third of the total still remains with the trustee, the later may hold 100 per cent of the theatre company dividends for the benefit of the certificate holders upon conversion of their interests. When two-thirds of the certificates have been disposed of the voting trust may be terminated.

Both Companies Enjoined

Both of the new companies will be enjoined from engaging in trade practices found illegal by the New York Federal statutory court and the U. S. Supreme Court, as detailed previously under the Paramount consent decree terms.

The new picture company, however, is not prohibited from acquiring theatres in the future under specified conditions and it is to receive the benefits of any more favorable decree which may be entered as to the remaining integrated defendants in the government anti-trust suit, these being Loew's, 20th Century-Fox and Warner.

Barney Balaban will head the new picture company which will have a board of directors comprised mainly of present Paramount directors. Vacancies on the board, however, will be filled by persons who have had no former association with Paramount until such persons comprise a majority.

The new theatre company is required to start life with a majority of its board members consisting of those who have had no previous identification with Paramount. The proposed directors are: John A. Coleman, broker and former chairman of the board of governors of the New York Stock Exchange; E. Chester Gersten, president of the Public National Bank and Trust Co., New York; Leonard Goldenson, president of the new company; Walter Gross, Paramount theatre general counsel; William T. Kilborn, president of Flannery Bolt Co., Pittsburgh; Walter Marshall, president of Western Union Telegraph Co., and Robert O'Brien, Paramount secretary.

Strong Initial Working Capital Is Set For New Para. Independent Companies

***Pro forma* consolidated balance sheets of the new Paramount picture and theatre companies reveal that the former will have initial net working capital of $72,378,497, and the latter, $11,096,473.**

The picture company will have $81,446,738 total current assets, including $45,532,849 in film and other inventories and $30,016,543 in cash and government securities. Its total assets aggregate $120,044,630.

Picture company liabilities include $9,068,241 of current liabilities.

The theatre company's current assets amount to $19,202,550, including $17,852,771 in cash and government securities. Total assets amount to $69,277,198.

Current theatre company liabilities will amount to $8,106,077. Notes payable to banks will amount to $17,500,000.

Employee Investment Plan Is Abandoned

Reorganization of Paramount means the abandonment of its Employes' Investment Co. Plan by which about 45 top executives would have participated in profits through stock purchases. Stockholders had approved the "incentive" plan in 1947, but it was held up by minority holders' court actions against it.

Balaban Urges

(*Continued from page 1*)

mend unreservedly that you give your approval to it." The stockholders will meet here on April 12 to vote on the decree settlement; a two-thirds majority is required for ratification.

Creation of the voting trusteeship to hold stock in the New Theatres Co. is a burdensome arrangement, Balaban admits, but one necessarily agreed to by Paramount to effect the overall setlement, the Department of Justice having made it a condition to its agreement.

Hopes for Two-Year Trusteeship

While under the plan for reorganization the trusteeship could remain in operation for a maximum of five years, Balaban expresses the hope that it will be terminated in two. The trust will cease to exist when the number of shares it holds is reduced to one-third of the outstanding shares and the New York Federal Court is satisfied that there will be no "controlling influence" over either of the two new companies by any one affiliated with the other.

Under the plan for re-distribution of stock, present holders will receive one-half of a share in the New Picture Co. in addition to one certificate of interest for one-half of a share in the New Theatres Co. for each share in the present parent corporation. Certificates of interest will represent the capital stock of New Theatres Co. and may be converted into common shares by anyone establishing by affidavit that he does not possess any Picture Co. securities.

Some Dividends Postponed

The trust arrangement will postpone receipt of part of the dividends on stock of the New Theatres Co., Balaban advises stockholders. "But the postponed portions are your property, are held for your benefit and will be paid to you upon conversion of a certificate of interest into Theatres Co. shares, or a sale of such interest, or upon termination of the trust."

Balaban in reporting on the New Theatres Co., says it will be permitted to retain 380 of the 449 houses wholly-owned by Paramount. Additionally, it may acquire the entire interests of 267 of Paramount's partially-owned theatres, for a total possibly in excess of 600 wholly-owned, he says.

"The two new companies will be thoroughly sound business units," Balaban declares. "There is every reason to believe that the New Picture Co. will continue to maintain" leadership in production and distribution. "It will start in business with substantial financial resources and with an organization of men of proven competence and ability in the motion picture field."

Sees Excellent Prospects

Prospects for New Theatres Co. are similar, Balaban states. It will start with an excellent organization, will be financially sound and fully equipped to continue as successfully as Paramount's theatre enterprise.

"I firmly believe that each of them will possess substantial potential earning power," Balaban summarized.

Beyond preservation of asset values, Balaban pointed out, the accord with the government also frees Paramount from a 10-year-old suit that "has taken its toll, not only in legal fees and other costs, but in its constant encroachment on the time of our officers and other personnel."

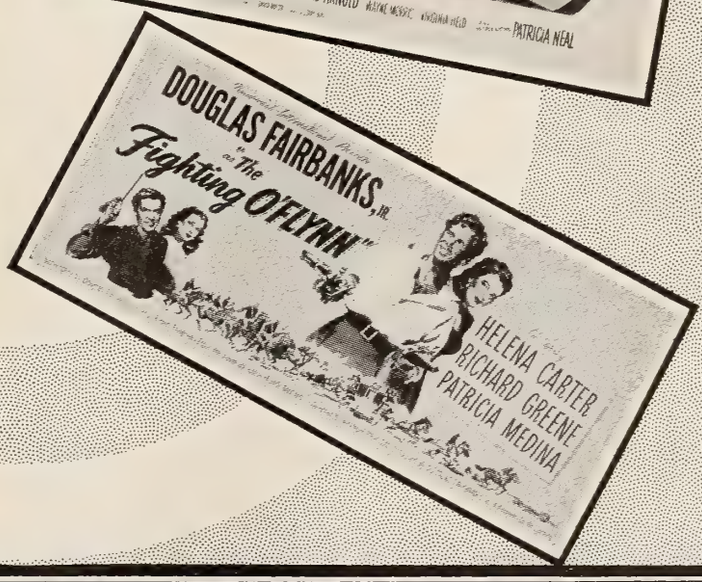


Keep Posting









"The motion picture good enough to sell itself has not yet been made"
Martin Quigley



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PRIZE BABY OF THE INDUSTRY

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A STORY
THAT IS CERTAIN TO MAKE
MOTION PICTURE HISTORY
FOR ITS DARING,
FOR ITS DRAMATIC IMPACT,
FOR ITS
TRUTH!

with BEATRICE PEARSON

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 46 NEW YORK, U.S.A., TUESDAY, MARCH 8, 1949 TEN CENTS

Fabian Calls For Return to Fundamentals

Addresses Judges of 15th Quigley Awards

A return to the fundamentals on which the industry was built and achieved its success will solve its most pressing problems and will level its newer forms of competition, Si Fabian, prominent circuit operator, told a luncheon at the Waldorf-Astoria here yesterday for industry advertising and exploitation executives who served as judges of the 15th annual Quigley Showmanship Awards contest, conducted by the Managers Round Table Department of *Motion Picture Herald*.

Martin Quigley, who presided at the luncheon, said that the annual awards contests not only "have exerted an influence in promoting better showmanship" but also have been

(*Continued on page* 5)

Seek to Lessen Unemployment

HOLLYWOOD, March 7.—Joint action by production management and talent and labor here to rectify conditions which are blamed for a reduction of Hollywood studio employment caused by increasing production by American producers abroad was mapped in a three-hour meeting here yesterday attended by Motion Picture Association of America president Eric Johnston, Paramount production executive Y. Frank Freeman, and a committee representing the Hollywood AFL Film Council, the Screen Actors Guild and the Screen Writers Guild.

The meeting was an outgrowth of the Film Council's proposal last month to mass the entire strength of

(*Continued on page* 6)

Columbia Enters 16mm. Distribution

Columbia has entered the 16mm. distribution field "in areas where the showing of the films would not be in competition to regular theatres," it was announced here yesterday by the company. Distribution will be made through Screen Gems, Inc., operating on a state-rights basis, which will license 16mm. distributors, granting them the right to service libraries,

(*Continued on page* 5)

Fabian Commends Quigley's "Oscars"

The annual Quigley Showmanship Awards were referred to yesterday by Si Fabian, independent circuit operator, as "Quigley's Oscars."

Pointing out that the awards are for "meritorious showmanship," Fabian said in his opinion they are "just as important as the Oscars given in Hollywood for excellence in production."

Saul Rogers to Head B'nai B'rith Here

Saul E. Rogers, industry attorney and one-time vice-president and general counsel of Fox Film Corp., has been nominated to the presidency of New York's Cinema Lodge of B'nai B'rith to succeed S. Arthur Glixon, who has been elected to the presidency of the Metropolitan Council of B'nai B'rith. Election will be held on Thurday in the rehearsal hall of the Paramount theatre. Nomination is tantamount to election.

Nominated for vice-presidencies are Max Blackman, Warner; George Brandt, Brandt Theatres; Julius M. Collins, ASCAP; Harold L. Danson, Eagle-Lion; Harry Friedman, non-industryite; Marvin Kirsch, *Radio Daily;* Harold Hodes, Columbia; Milton Livingston, Universal; Louis A. Novins, Paramount; Robert K. Shapiro, Paramount Theatre; Al Wilde, Moe Gale Agency. Jack H. Hoffberg of Hoffberg Productions has been nominated treasurer; Edward Forer of Maharam Fabrics, secretary; Izzy Grove, monitor, and Rabbis Bernard Birstein of Actors Temple and Ralph Silverstein of the Madison Center of Brooklyn, chaplains.

Cinema Lodge, which has a mem-

(*Continued on page* 4)

New 75¢ Wage-Hour Bill Would Cover All Large Circuits

WASHINGTON, March 7.—Large single theatres and large circuits might come under the Federal wage-hour law for the first time if Congress approves an Administration-backed bill now being voted on in the House Labor Committee.

At present, most retail and service establishments are exempt from the wage-hour law, which sets a minimum wage of 40 cents an hour and calls for time-and-a-half overtime for firms that are covered. The bill pending in the House Committee would boost the minimum wage to 75 cents and would extend the coverage of the law.

One of the groups that would be

(*Continued on page* 5)

Mine Workers Claim Phila. Film Workers

PHILADELPHIA, March 7.—The United Mine Workers yesterday claimed they had organized a majority of the 1,300 motion picture theatre employees in the Philadelphia area. The statement followed a Sunday morning rally in Turners Hall during which 500 theatrical workers voted allegiance to UMW District 50.

UMW leaders estimated that another 350 employees of this area's 80 film houses would back District 50, but claimed they were unable to attend the meeting. At the rally theatre workers voted to support the UMW as first choice in a bargaining election expected to be held soon by the state labor relations board.

Angelo J. Cefalo, regional director of District 50, said the other unions on the ballot would be the International Alliance of Theatrical and Stage Employees and an independent union.

'Take Me Out to the Ball Game'

[*Metro-Goldwyn-Mayer*] Cash Register - Musical

EXHIBITORS who agree that their theatres are places of entertainment and relaxation and who like to give the public that impression by providing pictures in keeping with that idea, have in M-G-M's "Take Me Out to the Ball Game" some screen fare made truly to their specifications.

This reviewer predicts that a few months hence such exhibitors will be penning letters to *Motion Picture Herald's* "What the Picture Did for Me" department reading pretty much like this:

"Best we have played in a long time. The kids enjoyed it as much

(*Continued on page* 4)

Para.'s Assets Value Exceeds Book Listings

Holdings Worth Far More Than Decree Plan Shows

Actual values of assets of the two new Paramount companies far exceed their book values reflected in the company's plan of reorganization.

Some assets in effect are not carried at all. (Pictures already released, for example, are carried at one dollar.) Their reissue worth is considerable. Numerous theatres are listed at the original purchase price, whereas, for purposes of sale or as going concerns, they are actually worth many times the original investment.

As reported yesterday, the balance sheets show that the new Paramount Pictures Co. will have $81,446,738 total current assets, including $45,-

(*Continued on page* 6)

Para. Theatres Co. Is Free to Produce

United Paramount Theatres will be free to engage in production and the new Paramount Picture Company is not enjoined from acquiring theatres, subject to the restrictions of the Paramount consent decree and Federal anti-trust laws. But neither company has any plans for moving into its opposite field.

Leonard Goldenson, slated to head the new theatre company, made it clear at the weekend that the job of transferring interest in 955 theatres precludes any thought of possible production activities. He said that he has not begun any negotiations on splitting with partners, and will not until stockholders approve the reorganization.

Yates Sees July 1 Upturn in Business

HOLLYWOOD, March 7.—Sifting prospects for improvement in the industry's business outlook, Republic president Herbert J. Yates told a gathering of the company's studio officials today that he envisions an upswing around July 1 next.

"While there is no great hope of expanding the foreign situation in the near future, there are certain straws

(*Continued on page* 6)

Personal Mention

JOSEPH. HAZEN, president of Wallis-Hazen Productions, is in Florida from New York. He will return here next week.

•

CLIFF E. ALMY, former Warner manager in the Philippines who returned to his post there after three years of internment by the Japanese, is now in the Pottenger Sanatorium, Moravia, Cal.

•

G. S. EYSSELL, president of Rockefeller Center, Inc., is home from Lenox Hill Hospital here recuperating from a minor operation. He is expected to return to his desk next week.

•

PAUL N. LAZARUS, JR., assistant to the president at United Artists, is back in New York from Kansas City where he visited his father, contract manager for UA, who is ill.

•

JAMES R. GRAINGER, Republic's executive vice-president, returned to New York yesterday from a cross-country business tour.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, arrived here last night from the Coast.

•

ROBERT WOLFF, RKO Radio managing director in the United Kingdom, will leave London today by plane for New York.

•

JEROME J. COHEN, motion picture insurance specialist, will celebrate his birthday today.

•

SAM WOOD, M-G-M director, will arrive here today from the Coast.

Benefit for Henry St. Settlement Saturday

Industry members here of Henry Oldtimers, Inc., alumni organization of the New York Henry Street Settlement, are priming for the annual Founder's Day dinner-dance, to be held Saturday evening at the Biltmore.

Among the many members in the industry are: Max Blackman, Warner; Irving Rice, National Screen; Sam Schlein, Deluxe Laboratories; William Girden, Trans-Lux; James Cagney and William Bendix, and others. The organization is engaged in a fund-raising campaign for youth causes in the city.

Peter Siebel, Pioneer

One of the charter members of the Motion Picture Pioneers passed away last Friday when Peter Siebel died in Long Beach, Cal., according to word reaching here yesterday from the Coast. A resident of Little Neck, L. I., Siebel was identified with the industry almost from its inception. As head of the Peter Siebel Publishing Corp., printers, he devised many of the film business systems followed today.

Nat'l Film to Handle M. P. Sales Prints

Philadelphia, March 7.—Motion Picture Sales Corp. has contracted for National Film Service to provide physical handling of all MPS product. National operates in all 31 film exchange centers of the U. S.

Deal was closed by Neil F. Agnew, MPS president, and William J. Clark, National's executive vice-president.

Three More Speaking Dates for Johnston

WASHINGTON, March 7.—Three more speaking dates this month have been lined up for MPAA president Eric Johnston.

On the 22nd, he will participate in a Philadelphia *Evening Bulletin* Forum. On the 30th, he will speak at the Electrical Institute of Chicago. And on the 31st, as chairman of the board of directors of the American Cancer Society, he will speak at the opening rally of the National Cancer Society's 1949 campaign, here at Constitution Hall.

Johnston is due in New York Wednesday or Thursday, with stopovers at San Francisco and Chicago on his way back from Hollywood. He will address the Economic Club of New York Thursday night, and is expected back here over the weekend.

Senate Group Okays ECA Media Fund

WASHINGTON, March 7.—The Senate Foreign Relations committee today approved a bill for ECA operations through June 30, 1950, including $10,000,000 for the information media guaranty program, following defeat last week of a proposal to raise this sum of $20,000,000.

So far only $1,000,000 of $10,000,000 voted for the current year has been committed, ECA officials said, but unexpended funds of this $10,000,000 cannot be carried over to next year.

Showmanship Cure For Theatre Ills: Pine

ATLANTA, March 7.—There is nothing wrong with the film business that showmanship won't cure, William Pine of the Paramount producing team of Pine-Thomas, declared here in an address before a group of Georgia theatre owners. Pine urged theatremen to get back into "show business" and to regain the enthusiasm which so many lost during the lush war years.

When business is good tell the newspapers about it, Pine urged.

May Re-Assign Griffis

WASHINGTON, March 7.—Stanton Griffis, chairman of the Paramount executive committee and at present U. S. Ambassador to Egypt, may be the next American Ambassador to France, it is rumored here without official confirmation.

Short Subject

"On Watch"

(*This Is America-RKO Pathe*)

An up-to-the-minute report on U.S. Armed Forces is presented in this brisk and interesting This Is America subject. Varied combat maneuvers of the air, ground and sea forces are shown, as well as the latest weapons and instruments in operation. Some of the film's highlights include training under conditions of the sub-zero arctic to steaming tropical jungles. Also shown are GI's standing guard in some of the trouble spots of the world. Intelligent preparation to insure "the blessings of liberty for ourselves and posterity" is a keynote of the film.

Running time, 17 minutes.

"Snake Pit" Named Best Picture of '48

Editors of 85 foreign language newspapers have voted 20th Century-Fox's "The Snake Pit" as the best picture of 1948, it was announced here yesterday by Sigmund Gottlober, executive director of the Foreign Language Press Film Critics' Circle. "Snake Pit" also took top honors as the best American film of the year, with Anatole Litvak qualifying as "producer of the year."

Olivia de Havilland, star of "Snake Pit," won as the best actress, Laurence Oliver takes the actor's award for his performance as "Hamlet," and Roberto Rossellini took the directorial award for the Italian-made, "Paisan." The awards, which also include "Red Shoes" as the best British-made picture of the year, and "Paisan" as the best Continental film, will be made Thursday night over New York's municipal broadcasting station WNYC.

Kaplan to Assist Harris of Reade

Seymour S. Kaplan has been named assistant to Jack P. Harris, executive of the Walter Reade Theatres and head film buyer, by Walter Reade, Jr.

Kaplan, who goes to the Reade organization from the city booking office of RKO Theatres, will assist Harris in film booking. Prior to the war he was associated with his family's film delivery business. He succeeds Joseph Kurse, who resigned.

Waring to CBS for Sunday Night Video

Fred Waring has joined the trek to Columbia Broadcasting, being slated for the television spot on Sunday nights from nine to ten, EST. General Electric will sponsor the show. Ed Sullivan's program, currently on that period, will move up an hour. It is understood that "Riddle Me This" will shift from CBS to American Broadcasting. National Broadcasting has Waring on an exclusive contract for radio and video during the daytime.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CLAUDETTE COLBERT - FRED MacMURRAY
"FAMILY HONEYMOON"
A Universal-International Picture
SPECTACULAR STAGE PRESENTATION

"ALIAS Nick Beal"
A Paramount Picture starring
RAY MILLAND
AUDREY TOTTER
THOMAS MITCHELL
IN PERSON THE KING COLE TRIO plus LARRY STORCH plus HELENE & HOWARD Extra ELLIOT LAWRENCE His PIANO & His ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
17th WEEK! VICTORIA BROADWAY & 46th ST.

DANE CLARK • GAIL RUSSELL
ETHEL BARRYMORE in
Frank Borzage's Production
"MOONRISE"
BRANDT'S GLOBE
BROADWAY & 46th STREET

MYRNA LOY
ROBERT MITCHUM
"THE RED PONY"
A REPUBLIC PRODUCTION
BRANDT'S MAYFAIR
7th AVE. & 47th ST.

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"Knock On Any Door...



it's a strange title- KNOCK ON ANY DCOR. In a lot of ways it's a strange kind of motion picture. It's different, out of the groove, packs a real wallop. Even though I knew every word of dialogue, when I saw it put together, I got a real kick out of it. I hope you'll like it as much as I do."

Humphrey Bogart

Dated in 146 keys starting March 17th!...Now Astor Theatre, B'way!

COLUMBIA PICTURES presents **HUMPHREY BOGART** in **KNOCK ON ANY DOOR**

introducing JOHN DEREK · with GEORGE MACREADY · ALLENE ROBERTS · SUSAN PERRY · Screen play by Daniel Taradash and John Monks, Jr.

A SANTANA PRODUCTION OF THE NOVEL BY WILLARD MOTLEY · Directed by **NICHOLAS RAY** · Produced by **ROBERT LORD**

Earthquake Hits Salt Lake Houses

Salt Lake City, March 7.—A medium-sized earthquake in Salt Lake City last night caused slight panic in one downtown theatre and shut off power at another. Utah Theatre patrons started to run as the building shook, but ushers leaped to the stage and quieted the panic, asking everyone to leave orderly. When the Capitol Theatre current shut off, patrons left without commotion.

Mono. Stockholders Meeting Tomorrow

HOLLYWOOD, March 7.—Steve Broidy, president; George D. Burrows, executive vice-president and treasurer; Harold J. Mirisch, vice-president, and Howard Stubbins, Pacific Coast franchise holder, will leave Los Angeles Wednesday for Chicago, where annual stockholders' meetings of Allied Artists Productions and Monogram Pictures will be held on March 12 at the Drake Hotel. Other members of the board are: W. Ray Johnston, Edward Morey, Arthur C. Bromberg, William Hurlbut, Herman Rifkin, Norton V. Ritchey and Charles W. Trampe.

Following the meetings Broidy will continue to New York to attend the premiere there of Allied Artists' "Bad Boy" at the Palace theatre on March 22.

Rangers at Premiere

BROWNSVILLE, Texas, March 7.—Texas Rangers, of the present and past eras, will be on hand here tomorrow for the premiere of "South of St. Louis," Warner Technicolor production, with the film's stars, Joel McCrea, Alexis Smith and Dorothy Malone, also here for personal appearances.

Need a change?



How about giving yourself the new outlook? Just take a few days for a TWA Quickie Vacation and pack them full with fun in Southern California or the Southwest Sun Country. Phoenix, Las Vegas or Los Angeles are but hours away by swift TWA Skyliner. *Big savings on family travel and round trips!* Call your local TWA office or your travel agent.

'Take Me Out to the—'

(*Continued from page* 1)

as their elders, even if they didn't get all of the swifter curves. Should have booked it for extra time. We packed them in in spite of bad weather, a fire next door and the opening of a new television station nearby. Good songs, swell dances, fine Technicolor and plenty of laughs to the story. Sinatra, Esther Williams and Gene Kelly are tops. Metro had better give us more with Betty Garrett and Jules Munshin. Our audiences liked them. Buy it."

That about tells the story, but you need to know that Busby Berkeley directed this slick piece of entertainment and Arthur Freed produced it in a manner to appeal to the largest and most varied audiences.

The laughs, songs and dances are not all there is to it either. There is a fairly substantial story line, as such things go in musicals, and some engaging romantic business involving Miss Williams, Sinatra and Kelly at first, and eventually Miss Garrett, who can give with the songs and the comedy.

Sinatra and Kelly are a couple of baseball stars doubling between seasons as a vaudeville team. Miss Williams is the new owner of the ball club, for whom Sinatra goes whole-hog but whom Kelly runs afoul of in breaking training while indulging his weakness for night life. The feud and accompanying misunderstandings pursue them through the season and up to the pennant race when Edward Arnold, as a big time gambler, further complicates things by his efforts to break up a star double-play combination by conniving to remove Kelly from the line-up in order to win a bet on the series. Meanwhile, Miss Garrett literally has jumped out of the stands in romantic pursuit of Sinatra. With the help of more laughs, songs and dances the happy ending is served up as ordered.

Harry Tugend and George Wells did the diverting screenplay from a story by Kelly and Stanley Donen. The latter two, additionally, staged the musical numbers. Lyrics and music were contributed by Betty Comden, Adolph Green and Roger Edens. Musical direction is by Adolph Deutch.

Featured songs include "O'Brien to Ryan to Goldberg," "It's Fate, Baby, It's Fate," "Strictly U.S.A." and "The Right Girl for Me."

Production numbers, sets, costumes, color photography, all are tops.

It is a production that looks like Hollywood had never heard the word economy. And if there were more pictures like it Hollywood never would have to hearken to the word.

Give your audiences and yourself a treat. Buy it! Running time, 93 minutes. General audience classification. April release. SHERWIN KANE

"Cover Up"

(*United Artists*)

THE adventures of an insurance investigator probing a small-town "suicide" has been made into an agreeable picture that takes some novel turns and keeps a brisk pace throughout. Cast names are reliable, headed by Dennis O'Keefe, William Bendix and Barbara Britton. All told, the film easily meets the demands of its classification.

When O'Keefe arrives on the scene, he is all set to wrap up the "suicide" case in a few hours. A little probing, however, convinces O'Keefe that the "suicide" is actually a murder, and thereupon he sets out to prove his contention. The only trouble is that he meets cold resistance from everyone in town, including Miss Britton, a girl he met on the bus and soon grew to like.

The original screenplay, by Jerome Odlum and Jonathan Rix, provides Bendix with an unusual role as the hulking sheriff who is more astute than he pretends to be. As it obviously becomes a case of murder, characters soon start covering up for everyone else, with suspicions cast in many directions. By the time the solution is reached, the audience learns the murdered man was an unmitigated scoundrel and the man who killed him was the town's beloved old doctor who had since died of a heart attack. Thus is explained the townfolks' "cover up," a reaction which may strike some people puzzlingly. Performances are good all around with others in the cast including Art Baker and Ann E. Todd as Miss Britton's father and kid sister; and Doro Merande. Ted Nasser produced and Alfred E. Green directed.

Running time, 82 minutes. Adult audience classification. For March release.

MANDEL HERBSTMAN

Canadian Writ for Rank, Others

TORONTO, March 7.—Authority to issue a writ for service outside the Ontario jurisdiction on J. Arthur Rank in London and other defendants was obtained today by Empire-Universal-Films *et al.* in a breach of contract suit started here more than two years.

Others upon whom the writ may be served are: General Cinema Finance Corp. in England, J. Arthur Rank Organization, Universal, and United World Pictures, all in New York. The original action arose over the distribution of a group of Hollywood features in Canada and Newfoundland, according to Paul Nathanson, president of the plaintiff company.

'U-I' Inspectress Injured in Fire

ATLANTA, March 7.—Fire in the film exchange of Universal-International here today sent chief film inspectress Elizabeth Martinez to a hospital. Her condition is reported to be good.

Through the heroic efforts of James Daniel and Ralph Burgess the fire was confined to the inspection room and a catastrophe to Universal and other adjoining distributors was averted.

Fire Damages Theatre

ALBANY, N. Y., March 7.—Fabian circuit home office executives surveyed their Leland theatre here today after a Sunday morning fire which caused damage that may reach $100,000.

Sidney Lust Fears Video Competition

WASHINGTON, March 7.—Sidney Lust, veteran Washington theatre owner and national director of the Theatre Owners of America, has proposed that the motion picture industry and promoters of sporting events work together to block competition from television.

Lust, in a letter to boxing commissioner Abe Greene, declares he is sure that both theatres and sporting events have suffered attendance drops because television stations have been televising boxing and wrestling matches, basketball games and other events.

"We cannot afford to let our industry fall by the wayside because television people are allowed to televise all these different events (for little or nothing) and stand by and let this continue," Lust wrote Greene. "It should be stopped. The motion picture industry is not going to stand by idly and let this octopus put us out of business. While I want to encourage new developments, it may be possible that we can work hand in hand somehow."

Saul Rogers to Head

(*Continued from page* 1)

bership of 1,600, will mark its 10th anniversary this year. Its honorary president and first president is Alfred W. Schwalberg, sales manager of Paramount. Other past presidents are: Arthur Israel, Jr., Paramount; Irving Greenfield, Loew; Adolph Schimel, Universal; Albert A. Senft, Sterling Sign Co.; Jack H. Levin, Confidential Reports, and Robert M. Weitman, Paramount.

Easter Film To Open With a $1,000 Top

With a top of $1,000 and other seat prices ranging from $100 to $5, the opening at Lawton, Okla., of "The Lawton Story," a Hallmark film based on the Wichita Mountain Easter Sunday Service, is expected to gross $40,000, with all proceeds to go to the association which sponsors the annual Easter pageant.

The film tells the story of the late Rev. Mark Wallock, Lawton minister who devoted 24 years to the development of the pageant. The cast was recruited from Lawton and surrounding communities. Kroger Babb and Jack Jossey, produced the picture.

New Foreign Film Firm

Headed by Marcel Aubry as president and Georges Lourau-Dessus, vice-president, Interfilm Corp. will distribute foreign films.

DU-ART...
A GOOD NAME TO REMEMBER FOR LABORATORY WORK · 16 mm, 35 mm

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Fabian Calls

(Continued from page 1)

"the stepping stones to greater responsibility and greater opportunity for many of the contestants.

Enumerating the problems and changes, both economic and legal, which confront the industry, Fabian called for a return to the fundamentals which "are the foundation upon which our business life was built."

Those fundamentals, he said, are the maintenance of comfortable, attractive theatres; the providing of great entertainment at reasonable prices, and "the showmanlike way in which we have exploited our pictures for our theatres."

Business Will Go Forward

"If we, as theatre men," Fabian continued, "will keep our plants in excellent condition, give better service, make them centers of the community and retain the glamor which the theatre has always had and, if Hollywood does its job properly by providing greater and better entertainment, always striving to exceed in quality the great things they have done, and if we, as showmen, will exploit these pictures to reach the maximum audience, our business will go forward, no matter the competition."

Fabian called attention to the work that needs to be done in rehabilitating and modernizing many theatres.

"We must see that our chairs, our carpets, our ventilating systems, our projection, our service, our rest rooms reach higher standards than ever before. We must instill in the minds of the people the idea that our theatres are more inviting even than their own homes.

Audiences Are "Shopping"

"As to the quality of pictures, it is evident that the American audience is shopping today as in every other line of business. Yet when a season's product includes such pictures as 'The Snake Pit,' 'Letter to Three Wives,' 'Johnny Belinda' and 'The Paleface' the audiences we attract approach in numbers those of the hectic war days when all you had to do was throw open your doors. People will pay to see great entertainment and Hollywood must do its job to provide it."

"In the matter of showmanship," Fabian continued, "we have done a great job but not great enough. There are still millions who go to the theatre very rarely or occasionally, but the millions of steady patrons we have made proves that perhaps we can get many of the millions who are not regular patrons.

"They may be converted by more enthusiastic exploitation through newspapers, radio and even television. Others may be won by greater community consciousness on the part of exhibitors, to the extent that the theatre becomes a center of community activities. We cannot live on the past glories of our wartime contributions. If we do not continue our community service we cannot maintain our position in the community."

"From a lifetime spent in this industry," Fabian concluded, "I tell you that we have nothing to fear from other forms of competition if we are willing to give the effort and energy, the hard work, it requires to make the fundamentals of our business accomplish the results they have heretofore."

Quigley said: "While we have in no way lessened our efforts toward the promotion of showmanship, the past year has not been a conspicuous one in this area of the industry's activity. Due to a long list of reasons, there has not been issuing in recent times from many key positions the kind of example that in itself promotes showmanship. There has been too much public discussion of what figures the books show and not enough discussion of what pictures the theatres show.

"Fortunately, however, there have lately been indications of an early return to that aggressive brand of showmanship which once made motion pictures the best promoted service before the world public."

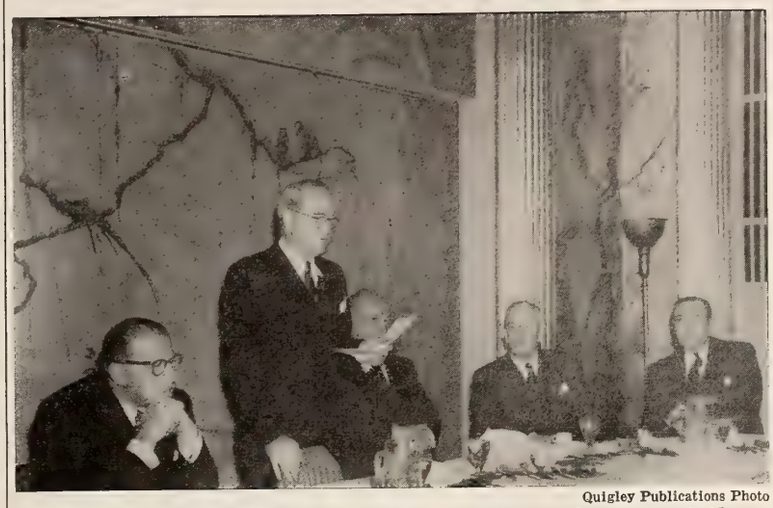
Awards judges present at the luncheon included:

Ulric Bell, David Blum, Mort Blumenstock, Lige Brien, Dennis Carlin, Samuel Cohen, Robert W. Coyne, Jerry Dale, Harold Danson, Ned E. Depinet, Bernard Diamond, Oscar Doob, Steve Edwards, Edward C. Dowden, Ernest Emerling, S. H. Fabian, Lynn Farnol, W. R. Ferguson, Harry Goldberg, Louis Goldberg, E. C. Grainger, Ben H. Grimm, Charles Hacker, William J. Heineman, G. R. Keyser, Gus Lampe, Jock Lawrence.

Also, Henry A. Linet, Lawrence H. Lipskin, S. Barret McCormick, Harry McWilliams, Harry Mandel, A. Montague, James Nairn, John J. O'Connor, Jerry Pickman, H. M. Richey, Samuel Rosen, Milton Silver, Montague Salmon, Sidney Schaefer, Louis W. Schine, Arthur Schmidt, Silas F. Seadler, Frank J. Shea, A. W. Smith, Jr., Ben Washer, Max E. Youngstein, W. Zwilor.

Awards winners will be announced in the near future.

Quigley Awards Luncheon



Quigley Publications Photo

Martin Quigley addressing nearly 100 judges and guests at the annual Quigley Showmanship Awards luncheon held yesterday at the Waldorf-Astoria Hotel here. In the photo above are Si Fabian, Quigley, Louis Schine, A. W. Smith, Jr. and Sam Rosen.

Wage - Hour Bill

(Continued from page 1)

covered would be the employes of any retail or service firm engaged in Interstate Commerce and grossing more than $500,000 a year. Officials of the wage-hour law administration declared that they have no doubt that the courts would rule that theatre employes are engaged in interstate commerce, since the films move in interstate commerce, and therefore any theatre or circuit grossing more than $500,000 annually may have to comply.

An original version would have also covered all circuits with more than four theatres, regardless of how little they grossed each year. This provision has been dropped, however.

The bill also contains a section put in at the request of the International Alliance of Theatrical and Stage Employes to leave in effect certain weekly salary-guaranteed wage plans they now have with the studios on the West Coast. The bill would have thrown out all such plans, and IATSE vice-president Roy Brewer asked the committee to word the provision in such a way that the IATSE plan would stay in effect.

16mm. Films

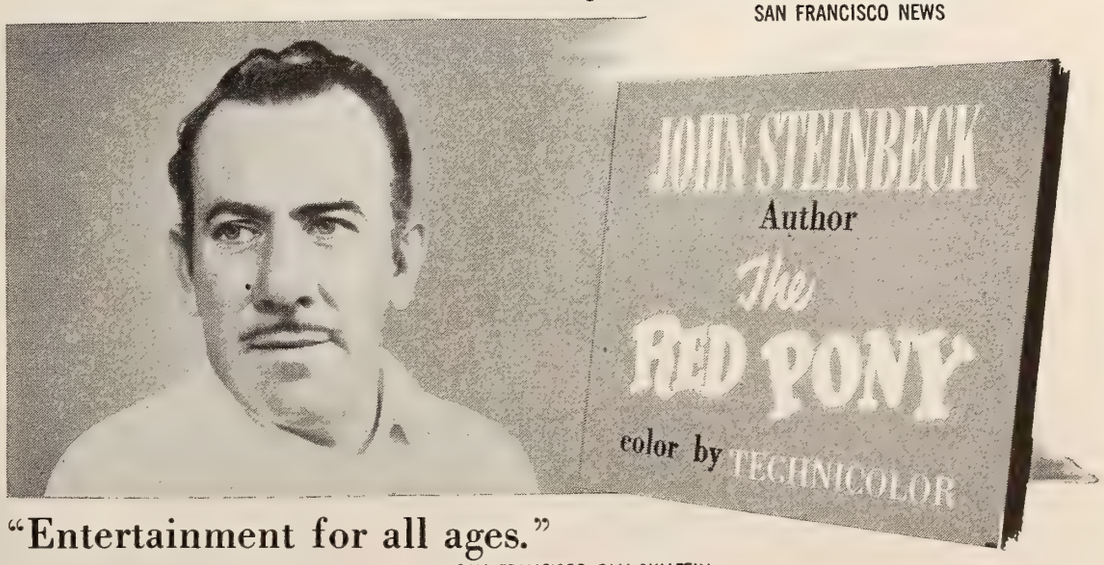
(Continued from page 1)

schools, churches, shut-in institutions and theatreless towns "where the showing of 16mm. product would in no way infringe on the right of recognied theatre operators."

The company said it devised this plan "in an effort to protect its regular customers from undisciplined use of 16mm. product," adding: "Unregulated" showings of 16mm. film have already proved of detriment to recognized exhibitors, and the current "bootlegging" of top product is another of the dangers to exhibitors which this system of distribution will attempt to correct. Screen Gems will at all times maintain the closest control over the final exhibition.



"Vastly entertaining."
SAN FRANCISCO NEWS



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN

Para. Assets

(*Continued from page 1*)

432,849 in film and other inventories and $30,016,543 in cash and government securities.

However, it was pointed out by Paramount executives that upon consummation of the plan for divorcement, the new picture company could start out with as much as an additional $25,000,000 in cash derived from the sale of properties listed on the books at a relatively minor fraction of that amount.

Paramount figures its stock in DuMont Laboratories has a market value of about $10,000,000. The company paid $160,000 for its holdings. Paramount also could realize up to a maximum of $7,500,000 from sale of theatres, whereas, company officials say, this figure represents perhaps three or four times the amount of the original investment.

Office Building Value Rises

Sale of the Paramount home office building in New York could bring the new picture company up to $12,000,000. The original investment was $7,700,000.

Additionally, the balance sheets do not take into account the millions in earnings which are frozen abroad and which will accrue to the picture company and the huge potential earnings of pictures destined for re-issue, including "Going My Way," other Bing Crosby, Bob Hope and Gary Cooper films. Additionally, it will be entitled to 50 per cent of the yield from Cecil B. DeMille re-issues.

Also as reported yesterday, the theatre company's current assets amount to $19,202,550, including $17,852,771 in cash and government securities. Total assets amount to $69,277,198.

"Hidden assets" are present in the theatre company as in the picture company.

For example, the assets include Paramount's initial investments in theatre partnerships at $7,930,087. Paramount's share of the profits in both dividends and undistributed earnings in these affiliated in one year alone, 1947, actually exceeded this original investment. Paramount is to sell its interests in 688 jointly-owned houses with the expectation of receiving several times over the amount of money originally invested and the above comparison of investment with one-year's earnings justifies that expectation, the company feels.

Net Capital Gains in '48

In this respect it is interesting to note that the corporation realized a net capital gain of $1,596,000 during the first nine months of 1948. During that period the only large-scale transaction which Paramount is known to have engaged in was its sale of its interest in New England Theatres.

Under the plan for reorganization and disposal of theatres, both new companies will share amounts received for the theatres in the first year up to $15,000,000 with the theatre company entitled to all proceeds from theatre sales thereafter.

It was suggested by reporters that the new picture company might favor measures assuring that at least $15,000,000 worth of theatre properties would be sold in the first year so that it might obtain its maximum of $7,500,000.

This suggestion of a possible conflict was dismissed by company executives who maintained that their sole objective is to comply with the decree time schedule, that is, one-third of partnership houses to be sold in each of the next three years.

Yates Sees Upturn

(*Continued from page 1*)

in the wind which indicate that all is not completely dark," Yates said, citing the "encouraging political news from most countries in front of the Iron Curtain."

When Europe begins to regain "a greater percentage of productivity," the Republic president said, "there will be an increased demand for American pictures and a lessening of restrictions on quotas and blocked funds." He said he hoped that a "fair plan can be arrived at whereby the American motion picture industry can get more dollar return from these countries."

Economies Do Not 'Cheapen'

Republic is continuing a "forward policy of production, said Yates. "True," he added, "we have made drastic economies in operation at the studio, laboratory and distribution outlets. Yet, none of the essential elements that went into making pictures from the artists, artisans or from the construction standpoints were cheapened. Republic's policy has been one of economy, but this policy meant only dispensing with unproductive things, and did not call for tampering with basic production ingredients, or breaking the morale of our creative manpower."

The only way the industry can meet successfully competition from television "is by paying greater attention to our product and by giving the public more in entertainment value per foot of film per minute, penny-for-penny and dollar-for-dollar than any other form of mass entertainment," Yates admonished.

Seek to Lessen

(*Continued from page 1*)

the AFL, if necessary, behind requests to the State Department in Washington and to Congress for international negotiations pointing to an easement of remittance restrictions held responsible for forcing American producers to make films in countries where funds are frozen.

Immediate result of yesterday's meeting was the appointment of Freeman as liaison between production management and studio labor.

Para. Buys 'Father Goose'

HOLLYWOOD, March 7.—Paramount has acquired Gene Fowler's biography of Mack Sennett for use as the basis of a picture on the producer's life. Biography is entitled "Father Goose."



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 47 NEW YORK, U.S.A., WEDNESDAY, MARCH 9, 1949 TEN CENTS

UA, Fox-Wisc. Clash on Dual Top-Film Runs

Sears Hits 'Sabotage'; Refuses 'River' Prints

Intended double-billing of Paramount's "Paleface" and United Artists' "Red River" by Fox Wisconsin Theatres was branded by UA president Gradwell L. Sears yesterday as "the most flagrant, dangerous and downright stupid abuse of exhibitor power in my recollection," in a press statement in which he announced that he would refuse to deliver prints of "River" to the circuit.

The two films were sold to Fox Wisconsin on flat rental terms by both distributors, it is understood. "River" to date has proved UA's biggest grosser in recent years. "Paleface" is one of Paramount's strongest box-office attractions this season.

"The exhibitor's threats of a freeze-out, direct and implied, do not deter me for one moment from this decision," Sears said.

The double bill was to open in three Fox Wisconsin houses in Milwaukee

(*Continued on page* 9)

Union of Films and Video Is Seen Near

"The rapidly-growing union" between television and the motion picture industry, which is believed to be nearing a full-scale commercial exchange of services, will be the subject of a clinic occupying all sessions during the first two days of the 65th semi-annual convention of the Society of Motion Picture Engineers, an SMPE statement reports.

All aspects of the "approaching

(*Continued on page* 9)

Video No Nemesis of Films, Says Gold

CHICAGO, March 8.—Urging that television not be built up as the nemesis of the motion picture theatre, Melvin L. Gold, president of the National Television Film Council, speaking today at the opening session of the Chicago Television Council's first national conference, declared that "both fields will know great prosperity if they tend to their knitting."

"I don't believe television was ever

(*Continued on page* 9)

Monogram to Invest $4-Millions in UK ProductionProgram

A production-distribution deal involving $8,000,000 has been concluded between Associated British Pictures Corp. and Monogram under the terms of which the equivalent of at least $4,000,000 of American money will be made available by Monogram, the latter said here yesterday. Word from London on Feb. 25 indicated that Monogram was expected to participate in a new ABPC two-year British production plan along with Warner Brothers, which has a substantial financial interest in ABPC.

Announced jointly yesterday by William Moffat, managing director of ABPC-Pathe, Ltd.; Robert Clark, ABPC director, both in London, and Steve Broidy, Monogram president, in Hollywood, the deal calls for expenditure of $8,000,000 for the production of eight pictures to be made either at ABPC's Elstree or Welwyn studios. The arrangements were brought to completion by Norton V. Ritchey, Monogram-International president, who returned here recently from London. In addition to the two

(*Continued on page* 12)

Para. May Increase Production: Balaban

Paramount's production program set up for the first nine months of this year may be increased materially, according to Barney Balaban, company president, who arrived here yesterday following executive conferences at the studio.

Balaban said additions to this year's schedule will be dependent upon the availability of outstanding story, casting and production values. "The years 1950 and 1951 are likely to see ex-

(*Continued on page* 9)

30% U. K. QUOTA COMPROMISE SEEN

Grosses Are Up, Not Down: Pine

Chicago, March 8. — Addressing exhibitors and Paramount personnel here at a luncheon today at the Blackstone Hotel, producer William Pine of Pine-Thomas, urged exhibitors and all members of the industry to immediately quash rumors of bad business allegedly being done by theatres throughout the country.

"Film business is good," Pine said. "Reports show that film grosses are four per cent higher this year than those of the same period in 1948."

$55-Million '48 Net For Eastman Kodak

ROCHESTER, N. Y., March 8.—Increases in Eastman Kodak's production and earnings and a gain of about 24 per cent in sales for 1948 were reported here today by Perley S. Wilcox, chairman, and Thomas J. Hargrave, president, in the annual financial report to stockholders. Nearly 10 per cent of Eastman's business is done with the American motion picture industry.

The report listed 1948 net sales of $435,395,626; sales in 1947 were $351,751,098. Consolidated net earnings in 1948 amounted to $55,494,425, and in 1947 they were $43,199,254. The sales and earnings figures are for the parent

(*Continued on page* 12)

Alexander King, Named Head of CEA, Calls for Anglo-U. S. Film Amity

LONDON, March 8.—The likelihood of a compromise 30 per cent British film quota looms here in the face of disagreement between the British Film Producers Association and the Cinematograph Exhibitors Association. The former has been insisting on continuance of the new 45 per cent quota, while the exhibitors have shown themselves to be equally firm in their demand that a 25 per cent quota be enacted to replace the present law.

CEA maintains that a reduction in the quota is necessary if the shaky British industry is to be able to look to America for product. Sir Alexander King, whom CEA today elected president to succeed Dennis C. Walls, made a powerful plea at this evening's CEA banquet for goodwill between the American and British industries. A. B. Watts, a Cardiff, South Wales, exhibitor and an accountant, was elected CEA vice-president, succeeding Sir Alexander.

(*Continued on page* 12)

Expect U. A. Option To Pass to Chaplin

Indications yesterday were that Mary Pickford's option on the half interest in United Artists owned by Charles Chaplin will expire Saturday without a deal of any kind being concluded.

No firm offers for the Chaplin interest had been received by Miss Pickford as of last night. A deal would have to be concluded by Saturday as Miss Pickford already has ob-

(*Continued on page* 9)

Industry Unscathed in 6 State Legislatures

WASHINGTON, March 8.—Six of the 44 state legislatures meeting this year have already adjourned without taking action harmful to the industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Four more states are expected to adjourn by the end of the week. Bryson said he expects 18 of the 44 will have adjourned by April 1.

The six state legislatures which

(*Continued on page* 12)

Springer Resigns to Lease Six Theatres

Joseph R. Springer, general manager of the Century circuit here, has resigned his post effective July 1 and will enter exhibition on his own with six theatres leased from Century.

The theatres are the Tivoli, Vogue, Triangle and Clinton in Brooklyn, the 43rd Street in Sunnyside and the Town in Flushing.

TOA May Relax Its Shorts Rental Stand

There is a tendency among Theatre Owners of America's directors to relent somewhat in their demand for a strictly nominal rental for the industry's public relations short subjects, it was acknowledged here yesterday by TOA executive director Gael Sullivan. He said a willingness has been expressed to scale the rental charge to small theatres from the originally

(*Continued on page* 9)

'Canadian Pacific' In 94 Coast Houses

SAN FRANCISCO, March 8.—Headed by Nat Holt, producer of "Canadian Pacific," and former San Francisco exhibitor, a delegation of Hollywood stars will arrive here tomorrow for the two-day world premiere activities for the opening of the 20th Century-Fox Cinecolor release.

Director Edward Marin and Randolph Scott, Jane Wyatt, Victor Jory, J. Carroll Naish and Nancy Olson will arrive with Holt, to be welcomed by Canadian Consul General W. E. Scott and Canadian Pacific R. R. representative Sam Corbin, launching the festivities which will end with the premiere at the Fox Theatre Thursday night. Since Sunday, theatres in the area have been promoting the picture by an extensive advertising and radio campaign for a 94-theatre day-and-date opening.

Chairmen Named for Cancer Committee

Harry Brandt, president of Brandt Theatres, will serve as entertainment committee chairman for the New York City Cancer Committee during the committee's 1949 fund campaign for $1,250,000, beginning April 4.

Co-chairmen to serve include Frank W. White, president of Columbia Records, music; Earl Wilson, *New York Post-Home News* columnist, night clubs; Lawrence W. Lowman, vice-president of Columbia Broadcasting, radio; Ted Husing, sports; Brock Pemberton, legitimate theatres. Brandt will also head the motion pictures division.

Two Pass Test for New York Film Post

ALBANY, N. Y., March 8.—Two successful candidates for the post of director of the motion picture unit of the State Department of Commerce are Thomas C. Stoll, of Albany, assistant director of the division of public health education of the Health Department, and Kenneth Abeel, of Schenectady. The Civil Service Commission announced that six failed the test for the $6,700 a year post.

Glen Allvine, formerly of the Motion Picture Association of America's New York publicity department, has held a probationary appointment in the Commerce Department post for a year.

SRO's Lewis Quits UK Post; Joins WB

LONDON, March 8.—Further indication of dissolution of the Selznick Releasing Organization has come with the announcement of Louis Lewis' resignation as Selznick chief here.

Lewis has joined Warner here as a director.

Goldstein in 32 Cities

Field representation in 32 cities is announced by the Jack Goldstein advertising, public relations and exploitation organization, which has moved to larger offices in the General Motors Building here.

Personal Mention

E. T. GOMERSALL, assistant to WILLIAM A. SCULLY, U-I sales vice-president, has returned to New York from California.

•

GEORGE DORSEY, Warner Pathe News Washington bureau manager, will be inducted, for the fourth time, as president of the White House Press Photographers Association, on March 19 at a banquet in honor of President Truman.

•

TED R. GAMBLE, head of Gamble Theatres and board chairman of Theatre Owners of America, is expected in New York from the Coast on Friday.

•

L. J. McGINLEY, sales manager of the Prestige Pictures unit of Universal-International, is visiting the New Orleans, Oklahoma City and Kansas City.

•

HARRY BLAIR, RKO Radio home office trade press contact, has left the French Hospital here after an appendectomy.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Buffalo, Albany and New Haven this week.

•

LOU MILLER, head of RKO Radio's Western contract approval division, and MRS. MILLER, left here yesterday for Miami by motor.

•

MURRAY LAFAYETTE, former 20th Century-Fox field publicity man in San Francisco, has joined National Screen there as salesman.

•

WILLIAM HOWARD, RKO assistant general manager, has left here to visit Boston, Lowell, Providence and Washington.

•

AL RYLANDER, director of special events for Columbia, and MRS. RYLANDER and their daughter, have left here for a Florida vacation.

•

JULIUS GORDON, president of Jefferson Amusement Co. and East Texas Theatres, is visiting here from Beaumont, Tex.

•

HARRY DRESSLER, formerly a Selznick Releasing Organization salesman, has joined Film Classics in Philadelphia.

•

CLIFFORD DAVIS, formerly with Monogram, has joined Realart as a salesman to cover Northern and Southern Minnesota.

•

PREBEN PHILIPSEN, president of Constantin Films, Copenhagen, will leave for Europe today after three weeks in New York.

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, left here yesterday for Boston and will return tomorrow.

•

FRANK ROBBINS, chairman of the theatre and cinema section of the Irish Transport and General Workers Union, has arrived in New York from Dublin for a six weeks' stay to collect Irish historical documents.

•

JAMES W. COTIA, assistant manager of the Warner Regal at Hartford, was honored with a farewell party prior to his departure for Springfield, Mass., where he will manage the Warner Art theatre.

•

PHYLLIS GLORIA SALVIN, daughter of HERMAN SALVIN, owner of the Center Theatre Building, Hartford, will be married to BARNARD SELIGMAN in June.

•

JACK QUIRK of New York has been named exploitation representative for RKO Radio in Memphis and New Orleans, succeeding the late FRED FORD.

•

IRVING ROTHENBERG, of the Warner exchange here, has become a grandfather with the birth of a son to MARVIN ROTHENBERG, of Trans-Film, and MRS. MARVIN ROTHENBERG.

•

HARRY PLATT, head of Warner's studio shop staff, will take a two and a half month's leave to tour England, his birthplace. He will be accompanied by his daughters, LOUISE and MARY

•

HARRY F. SHAW, division manager at New Haven for Loew's Poli-New England Theatres, and MRS. SHAW, observed their 25th wedding anniversary.

•

MARGARET O'BRIEN, with her mother, MRS. DON SYLVIO, will sail today aboard the *S. S. Queen Elizabeth* from New York for Europe.

•

B. W. SMITH, formerly Paramount special sales representative in Tennessee, has resigned to enter business for himself.

•

TOM J. DEEGAN, JR., Robert Young's public relations director, has become the father of his fifth child, a boy, named TIMOTHY J.

•

JAMES R. FLY, M-G-M booker in Memphis, has been promoted to salesman.

•

JOSEPH EAGAN, FRED HAAS and NAT LAPKIN, Fabian circuit executives, are in Albany from New York.

•

PAUL PURDY, manager of the Newington Theatre, Newington, Conn., is ill at home with pneumonia.

In DuMont Sales Post

Trevor Adams, formerly in charge of all radio and television activities for the New York Yankees, has been appointed assistant director of sales for the DuMont Television Network, by Tom Gallery, director of sales.

Censors Okay 93

CHICAGO, March 8.—The Chicago board of censors, which reviewed 95 pictures during February, placed two foreign films, "Four Steps in the Clouds" and "Angel and Sinner," in the adult-only classification.

Newsreel Parade

THE UN vote on Israel and Reds ousted from the U. S. zone in Germany are current newsreel highlights. Red espionage at home, the Pyramid Club fad, and baseball are among other items. Complete contents follow:

MOVIETONE NEWS, No. 20—Vishinsky and Gromyko in Red cabinet change. President Truman on vacation. U.N. votes on admitting Israel. U.S. and Canada move against Red espionage. Swedish freighter aground in Holland gale. Pyramid Clubs. Baseball training in Florida. Basketball.

NEWS OF THE DAY, No. 254—U.S. girl nabbed in spy round-up. New giant of the sky. Newsmen honor Gen. Marshall. President Truman turns reporter. New Zealand volcano erupts. Basketball wizards. Baseball training.

PARAMOUNT NEWS, No. 57—Baseball's world champions look toward hopeful season. Soviet commission forced to quit U.S. zone. News diary of First Family. Security council admits Israel to U.N. Basketball's greatest freeze.

UNIVERSAL NEWSREEL, No. 228—U.S. ousts Soviet commission in Germany. Portuguese President Carmona reelected. Uranium deposit. U.N. admits Israel. Holland's hurricane. "Life of Riley" Cincinnati premiere. Pyramid Clubs.

WARNER PATHE NEWS, No. 59—U.N. votes on Israel. Reds quit U.S. zone in Germany. Holland: rescue at sea. N. Y. Red spy suspects. Secretary Forrestal succeeded by Johnson. Tokyo: Red flier deserts. Mrs. Roosevelt honored in Canada. Gen. Marshall and Dean Acheson in the news. Baseball. Golden Gloves.

Eichler and Berg In Public Relations

Myron Eichler and Herbert Berg, veteran publicists, have formed Eichler-Berg Associates and opened public relations offices at 369 Lexington Avenue, New York.

Eichler, in addition to having been associated with Columbia and 20th Century-Fox, has been vice-president of Hope Associates and publicity director of USO Camp Shows. Berg was associated with Paramount, United Artists, Selznick and Eagle-Lion and also served on the editorial staffs of *Film Daily* and *Box-Office*.

Allied Rocky Mt. Convention June 8

DENVER, March 8.—With John Wolfberg, president, in the chair, Allied Rocky Mountain Independent Theatre Owners will hold its second annual convention on June 8-9 at the Brown Palace Hotel here.

Conn. MPTO Meet Set

HARTFORD, March 8.—Motion Picture Theatre Owners of Connecticut will hold a luncheon meeting on Friday at the Hof Brau, New Haven, to discuss pending legislation in the Connecticut legislature, according to Herman M. Levy, MPTO of Connecticut secretary and TOA general counsel.

Tennessee Allied to Meet

MEMPHIS, March 8.—A meeting of West Tennessee theatre owners will be held at Lexington on March 16 by Allied Independent Theatre Owners of the Mid-South, according to Bob Bowers, manager of the organization.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor: Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup. Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Fourteen More Films Reviewed by Legion

Fourteen additional films have been reviewed by the National Legion of Decency with four of them receiving a "B" classification. In that category are SRO's "The Fallen Idol," Film Rights International's "The Idiot," United Artist's "Impact," and Eagle-Lion's "Miranda."

Rated A-I are: Paramount's "A Connecticut Yankee in King Arthur's Court," Monogram's "The Feathered Serpent" and "The Law of the West," Eagle-Lion's "Mr. Perrin and Mr. Traill" and "A Place of One's Own," and M-G-M's "Take Me Out to the Ball Game." Rated B-II are Universal-International's "City Across the River," 20th Century-Fox's "I Cheated the Law," Warner Brothers' "Kiss in the Dark," and Columbia's "The Walking Hills."

March 14 5th-Walnut Appeal Hearing Set

Hearing has been scheduled for March 14 in U. S. Circuit Court of Appeals here on motions for and against Fifth and Walnut Amusement Co.'s bid for an appeal from a judgment entered last June in favor of major distributors in the Louisville circuit's $2,100,000 triple-damage anti-trust action.

Defendants, which include the "Big Five" and United Artists, Columbia and certain subsidiary companies, have filed briefs with the court opposing the plaintiff's stand that Federal Judge Vincent L. Leibell erred in refusing to admit as evidence when the case was heard in U. S. District Court here, certain findings-of-fact and earlier court opinions submitted by Fifth and Walnut.

Serials - as - Features Trial Slated Here

A $650,000 breach-of-contract suit involving the question of whether 10 Columbia serials may be distributed in France as a regular feature is scheduled to be tried in New York Supreme Court here starting on March 14. Justice Felix Benvenga yesterday set the trial date as he denied the plaintiff, American-European Film Industries, a motion for a temporary injunction to restrain defendants Columbia International and Columbia Pictures Societe Anonyme Francaise from interfering with a 1947 distribution deal for the serials.

Plaintiff claims the deal granted the right to distribute the 10 serials as features, while Columbia claims it does not.

Services for Mrs. Starr

Funeral services for Mrs. Minnie Starr, mother of Myron Starr, United Artists' New Jersey booker, will be held today at Gutterman's funeral home in Brooklyn. Mrs. Starr died at her home in Brooklyn on Monday. Another son, William, is employed in the foreign accounting department of Warner Brothers here. Also surviving is a daughter, Mrs. Dolores Shastack, who was formerly with National Screen Service.

William V. Mancuso

BOSTON, March 8.—William V. Mancuso, well known Boston motion picture and theatre man, died early this morning from pneumonia.

Reviews

"The Green Promise"

(McCarthy Productions—RKO Radio)

TEXAS oilman Glenn McCarthy's first venture into motion picture production results in a country drama of wholesome family appeal. En route to its happy ending the picture has some lively dramatic flourishes, and throughout contains a reliable blending of comedy, sentiment and passing sadness. It seems fated for widest popularity in town and country situations. Merchandising possibilities are abundant.

The cast, headed by Marguerite Chapman, Walter Brennan, Robert Paige and Natalie Wood, goes smoothly through its paces, under the direction of William D. Russell, making the picture as agreeable as the title implies.

The original story and screenplay, fashioned by Monty F. Collins is about a farm family dominated by Brennan, an old-school farmer who resists the techniques of scientific agriculture, as advocated by Paige, a county agent. Thus, when Brennan's daughter, Miss Chapman, falls in love with Paige, tensions become aggravated. At the point when family differences seem widest, a violent storm blows up to lay waste to Brennan's farm. But the silver lining is in Brennan's consequent recognition of the wisdom of modern methods. Along the way, the story throws into interesting dramatic focus the activities of 4-H clubs, members of which set about restoring the ravaged farm in the finale.

Little Miss Wood, as one of four children, bobs mischievously in and out of scenes, playing her role to its precocious hilt. As her elder sister, Miss Chapman is always visually attractive and fills the demands of the romantic angle neatly. Other youngsters who romp about with exuberant talent are Ted Donaldson, Connie Marshall and Robert Ellis. A Glenn McCarthy production, produced by Paige and Collins, it has some photographic effects worthy of special mention.

Running time, 95 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

"Tale of the Navajos"

(Metro-Goldwyn-Mayer)

"TALE OF THE NAVAJOS" can best be described as a dramatic travelogue in Technicolor, with story elements and details based on the lore and legends of the Navajo Indians. The film's locale is a sprawling reservation in Arizona, where some splendid natural scenery is caught by the cameras. As theatre material, its appeal is for specialized tastes of which exhibitor experience in individual situations is the best judge.

The story centers on two boys, one white and the other Indian, who go on a journey for the twofold purpose of finding new deposits of mineral needed for the tribe's craft, and to discover new pastures for its flocks. Along the way are unfolded fragments of the beliefs and ways of life of the tribe. Some of the dramatic situations in the picture arise when the boys meet up with a mystic owl, a raven, a coyote and evil spells. Explanations are given, in an off-screen narration by Edwin Jerome. The picture was produced by John A. Haeseler, from a story by himself and Harry Chandlee.

Running time, 58 minutes. General audience classification. For April release.

M. H.

"The Last Bandit"

(Republic)

EIGHTY minutes of formula Western histrionics and incidents are served here in Trucolor under the guidance of associate producer and director Joseph Kane, a reputable specialist in the field of outdoor action films. An appropriate cast, topped by William Elliott and Adrian Booth, and featuring Forrest Tucker, Andy Devine, Jack Holt, Minna Gombell and Grant Withers, more than adequately purveys the flavor of combat and rivalry embodied in Thames Williamson's screenplay, which was based on a story by Luci Ward and Jack Natteford.

The tried-and-true Western plot involving rival brothers, one upright and honest and the other an unscrupulous villain, is reworked in "The Last Bandit," bolstered by a few relatively fresh twists including the mysterious disappearance of a frontier railroad train. Elliott and Tucker play the good and bad brothers, respectively, and Miss Booth serves as the romantic target of both with Elliott, of course, eventually the successful suitor. Outlaw Tucker and his henchmen rob a train of its cargo of $1,000,000 in gold by secreting the train after its capture in an abandoned mine. Express agent Elliott, however, catches on to the mysterious trick in time to overtake the crooks as they are making away with the treasure in a wagon. Many sequences of gunplay and other forms of fighting as well as some gorgeous Western scenery complete the structural framework of what should be a well-received standard Western.

Running time, 80 minutes. General audience classification. Release date, April 25.

CHARLES L. FRANKE

Award to 'Belinda'

The Venezuelan equivalent of the Hollywood Academy Award has been presented to Warner's production of "Johnny Belinda," according to a cable from Caracas. The presentation was made by the Minister of Education and the Governor of Caracas to Caracas Warner representative Christian Van De Ree.

Bingo Bill Dead

ALBANY, N. Y., March 8.—Probability that the Scanlan-Delgiormo Bill removing the criminal penalty clause for Bingo held under the auspices of non-profit organizations is dead for the current legislature is seen in the fact that the Senate version has been returned to the codes committee with an enacting clause stricken out.

NY First-runs Off; 'St. Louis' in Lead

Many New York first-runs are losing considerable ground at box-offices this week with the weather, for the most part mild and bright, apparently having a discouraging effect on theatre-going.

The only particularly bright spot on the "showcase" scene is the Strand where "South of St. Louis," with Desi Arnaz on stage, is expected to reach a peak first-week's gross of $65,000. Show opened at a record pace on Sunday, chalking up about $13,500 for the day.

Good, but not overwhelming, is "Three Godfathers" which, with Sammy Kaye and Harvey Stone on stage, probably will provide the Capitol with $70,000 in its first week. The third newcomer, "Moonrise," is fair enough with an estimated $17,500 in an initial week at the Globe.

"Little Women" will have its debut at the Music Hall tomorrow, replacing "Family Honeymoon" which, with a stage presentation, figures to wind up a second week with $113,500, which is rather slow. "The Fighting O'Flynn" probably will gross only $13,000 at the Criterion in its final six days (second week) and will be succeeded on Friday by "Criss Cross."

New Paramount Show

"Alias Nick Beal" is the Paramount's tenant today, after "Whispering Smith," with Henny Youngman, Buddy Rich and Mel Torme slipped to $50,000 in its third week. At the Astor, "Knock on Any Door" is doing good with $29,000 expected in a second week after grossing a substantial $40,000 in the first.

Much of the fire has gone out of "Command Decision" after seven weeks at the State. The seventh week's figure of $14,000 is not too disappointing though in view of the length of the run. "Take Me Out to the Ball Game" will bow in at the State today. "Red Pony" opened at the Mayfair yesterday following "Return of October," which grossed a very modest $14,000 in its second week.

'Joan' Still Strong

"Joan of Arc" is still strong at the Victoria where the 17th week's take should reach $17,000. "Down to the Sea in Ships," at the Roxy, with Rudy Vallee, Morey Amsterdam and the ice revue on stage is down to an estimated $55,000, in a second and final week. The Roxy's next will be "Mother Was a Freshman," opening on Friday with Cab Calloway and Phil Baker in person.

"Red Shoes," in a 21st week at the Bijou, and "Hamlet," in a 23rd week at the Park, are good for about $14,500 each. "Snake Pit" is holding up well at the Rivoli with $16,500 in view for the 18th week. "Portrait of Jennie" is due at the Rivoli on March 22.

Launch Ad Campaign For 'Africa Screams'

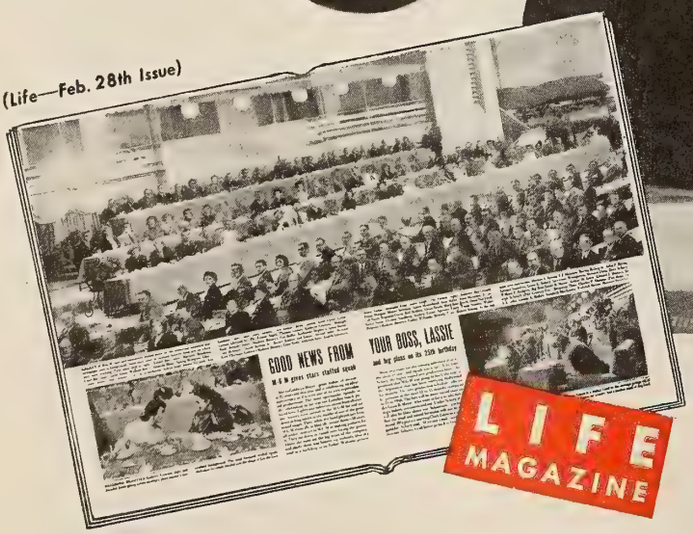
A national campaign, with $200,000 allotted to newspaper, magazine, radio and trade advertising, has been initiated by Nassour Studios to promote their production, "Africa Screams," starring Abbott and Costello.

The William Kester agency will handle the campaign, with Walter Blake as account executive. United Artists will release.

ROARING



(Life—Feb. 28th Issue)



NATIONWIDE FURORE!

Did you see Life Magazine's double-spread photo of M-G-M's Coast Conference with all the might of its stars and production genius gathered together before the press correspondents of the world! Just part of a nationwide deluge of publicity! M-G-M leads the industry forward into a new golden era of showmanship and security!

Nothing like it in the entire history of our industry! The nation knows that film business is on the march, spearheaded by the Roaring Lion! Read the amazing list of product on next page either completed or in work. That's M-G-M's Prosperity Plan told in courageous and optimistic action! Join!

HEADLINES!

(Motion Picture Herald—Feb. 19th Issue)

METRO'S HEADS HIT PESSIMISTS

Schary scores prophets of doom at Anniversary convention at Studio. A resounding whack to Hollywood's perennial pessimists and their fellow-traveling prophets of doom, and a review of M-G-M's operations for the past quarter-century, climaxed M-G-M's week-long "Preview of Product" conferences last Thursday at the Culver City Studio.

That day, in the most impressive show of talent strength staged in more than a decade, M-G-M seated approximately 75 stars and name players in front of the speakers' table occupied by company executives and presided over by Louis B. Mayer, studio executive, at the company's 25th Anniversary party.

(The Hollywood Reporter—Feb. 9th Issue)

GIANT PROGRAM

100 million worth of films planned at M-G-M by mid '50. Giant program greatest in industry history.

HOLLYWOOD—The MGM product lineup currently, announced at the meeting here, is as follows:

COMPLETED PRODUCTIONS

LITTLE WOMEN, starring June Allyson, Peter Lawford, Margaret O'Brien and Elizabeth Taylor, produced and directed by Mervyn LeRoy.

THE STRATTON STORY, starring James Stewart and June Allyson, directed by Sam Wood, produced by Jack Cummings.

EDWARD, MY SON, starring Spencer Tracy and Deborah Kerr, directed by George Cukor, produced by Edwin H. Knopf.

TAKE ME OUT TO THE BALL GAME, starring Frank Sinatra, Esther Williams and Gene Kelly, directed by Busby Berkeley, produced by Arthur Freed.

THE SECRET GARDEN; starring Margaret O'Brien, Herbert Marshall and Dean Stockwell, directed by Fred Wilcox, produced by Clarence Brown.

THE BARKLEYS OF BROADWAY, starring Ginger Rogers and Fred Astaire, directed by Charles Walters, produced by Arthur Freed.

THE GREAT SINNER, starring Gregory Peck, Ava Gardner and Melvyn Douglas, directed by Robert Siodmak, produced by Gottfried Reinhardt.

NEPTUNE'S DAUGHTER, starring Esther Williams and Red Skelton, directed by Edward Buzzell, produced by Jack Cummings.

CONSPIRATOR, starring Robert Taylor and Elizabeth Taylor, directed by Victor Saville, produced by Arthur Hornblow jr.

GOOD OLD SUMMERTIME, starring Judy Garland and Van Johnson, directed by Robert Z. Leonard, produced by Joe Pasternak.

BIG JACK, starring Wallace Beery, Richard Conte and Marjorie Main, directed by Richard Thorpe, produced by Gottfried Reinhardt.

HIGHLAND LASSIE, starring Edmund Gwenn and Donald Crisp with Lassie, directed by Richard Thorpe, produced by Robert Sisk.

ON THE SOUND STAGES

ANY NUMBER CAN PLAY, starring Clark Gable and Alexis Smith, directed by Mervyn LeRoy, produced by Arthur Freed.

THE FORSYTE SAGA, starring Greer Garson, Errol Flynn, Walter Pidgeon and Robert Young, directed by Compton Bennett, produced by Leon Gordon.

MADAME BOVARY, starring Jennifer Jones, Van Heflin, Louis Jordan and James Mason, directed by Vincente Minnelli, produced by Pandro S. Berman.

THAT MIDNIGHT KISS, starring Kathryn Grayson, Jose Iturbi and introducing Mario Lanza, directed by Norman Taurog, produced by Joe Pasternak.

SCENE OF THE CRIME, starring Van Johnson, Gloria DeHaven, Tom Drake and Arlene Dahl, directed by Roy Rowland, produced by Harry Rapf.

BORDER INCIDENT, starring George Murphy and Ricardo Montalban, directed by Anthony Mann, produced by Nicholas Nayfack.

IN PREPARATION

OPERATION MALAYA, starring Spencer Tracy and James Stewart, directed by Richard Thorpe, produced by Edwin H. Knopf.

ANNIE GET YOUR GUN, starring Judy Garland, directed by Busby Berkeley, produced by Arthur Freed.

STORM OVER VIENNA, starring Walter Pidgeon, Peter Lawford, Ethel Barrymore and Janet Leigh, directed by George Sidney, produced by Carey Wilson.

INTRUDER IN THE DUST, starring Claude Jarman jr., produced and directed by Clarence Brown.

BATTLEGROUND, starring Robert Taylor, Van Johnson, John Hodiak, Ricardo Montalban and Keenan Wynn.

ON THE TOWN, starring Frank Sinatra and Gene Kelly, directed by Kelly and Stanley Donen, produced by Arthur Freed.

DEVIL'S DOORWAY, starring Robert Taylor, produced by Nicholas Nayfack.

MAN AND WIFE, starring Spencer Tracy and Katharine Hepburn.

REFORMER AND THE REDHEAD, starring Lana Turner, produced by Norman Panama and Melvin Frank.

PLEASE BELIEVE ME, starring Deborah Kerr and Van Johnson, produced by Val Lewton.

THE MINIVER SEQUEL, starring Greer Garson and Walter Pidgeon, produced by Sidney Franklin.

THE TENDER HOURS, starring Jane Powell and Ricardo Montalban, produced by Jack Cumming.

KEY TO THE CITY, starring Clark Gable, produced by Wayne Griffin

QUO VADIS, directed by John Huston, produced by Arthur Hornblow jr.

YOUNG BESS, produced by Sidney Franklin.

BODIES AND SOULS, starring Glenn Ford, produced by Pandro S. Berman.

SUMMER STOCK, starring Gene Kelly, produced by Joe Pasternak.

THERE WAS A LITTLE GIRL, produced by Robert Sisk.

Other pictures in preparation for the 1949-50 schedule: "Father of the Bride," starring Spencer Tracy, to be produced by Pandro S. Berman; "Follow That Cab," starring Red Skelton; "Duchess of Idaho," starring Esther Willims, to be produced by Joe Pasternak; "The Black Hand," to be produced by William H. Wright; "Side Street," to be produced by Sam Zimbalist; "Ambush," to be produced by Armand Deutsch; "King Solomon's Mine," to be produced by Zimbalist; "Europa," to be produced by Gottfried Reinhardt; "Stars in My Crown," to be produced by Wright; "Royal Wedding," to be produced by Arthur Freed; "Wild Country," to be produced by Carey Wilson; "Lovely to Look At," to be produced by Jack Cummings; "East Side, West Side," to be produced by Voldemar Vetluguin; "His Excellency From Brazil," to be produced by Pasternak; "Murder at Harvard," to be produced by Frank Taylor; "The Outriders," to be produced by Richard Goldstone; "Robinson Crusoe," to be produced by Zimbalist; "Romance of Henry Menafee" and "Red Clay," to be produced by Edwin H. Knopf; "Abiding Vision," "Basra" and "Tahiti," to be produced by Freed; "Manhunt," to be produced by Sam Marx; "Tension," to be produced by Robert Sisk; "Running of the Tide," to be produced by Edwin H. Knopf; "Scaramouche" and "Belle of New York," to be produced by Freed; "Three Little Words," to be produced by Cummings; "Singing in the Rain," to be produced by Freed; "Kiss of Fire," and a Preston Sturges original story to star Clark Gable.

NOTE: *There have been a few title changes in above listing.*

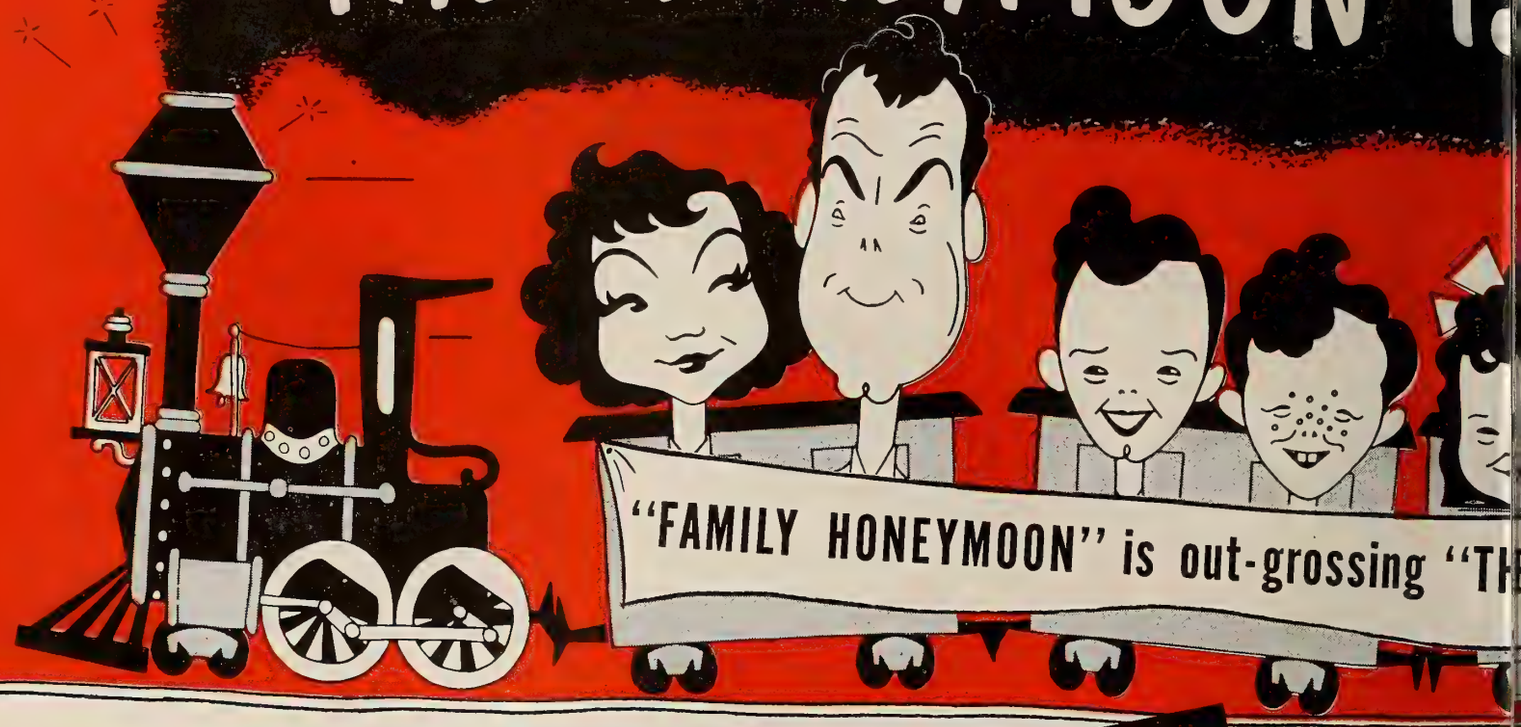
(Boxoffice—Feb. 12th Issue)

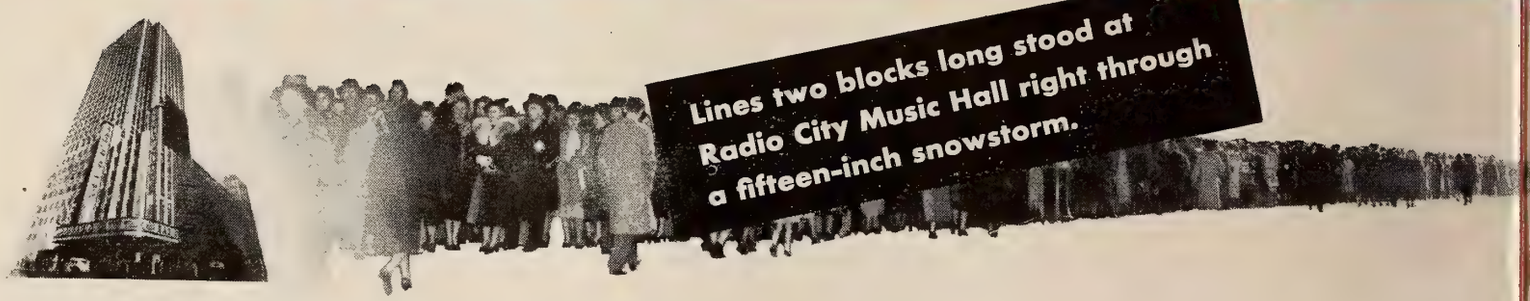
MGM PUTS 67 FILMS IN WORKS

Optimism Is the Keynote As Leo's Toppers Meet

M·G·M's PROSPERITY PLAN!

THE "HONEYMOON" I





House-record business in Oklahoma City set the pace for better than "THE EGG AND I" in a fifty-city territorial premiere.

Top business and holding-over in Washington, D. C.

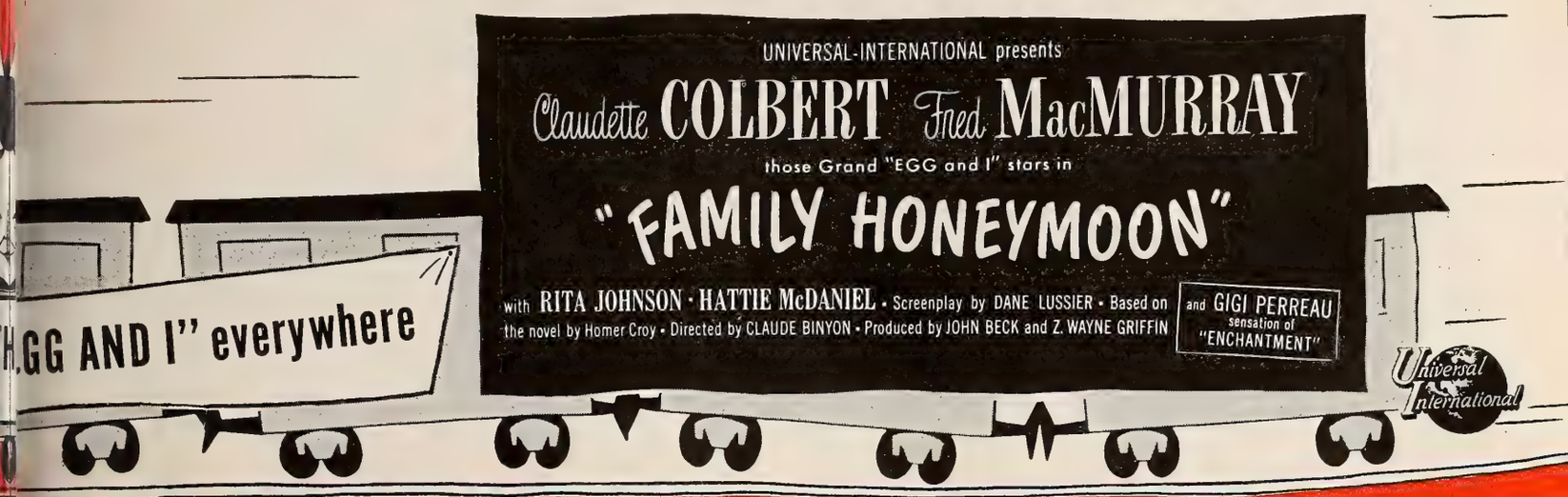
Holding-over with record-breaking business in Columbus, Ohio.

Terrific in Dallas and holding-over.

Outgrossing "EGG AND I" in Nashville, Chattanooga, Tulsa, Norfolk.

— it's the kind of Honeymoon everybody wants to get onto.

JUST BEGINNING!



Stay on the Honeymoon Special with U-I
Get wed to these hits coming up

"THE LIFE OF RILEY" — Teed off in Cincinnati over the weekend in 150 theatres day-and-date Midwest Premiere to *absolute top record-breaking business* the territory has ever known. For exhibitors who want to live "THE *LIFE OF RILEY*," this is it!

"RED CANYON" — March 17th "RED CANYON" week starts in Utah under Governor's proclamation with Hollywood stars and two national network shows in Salt Lake City to mark the territorial premiere. *It's as hot as a firecracker!*

"MA AND PA KETTLE" — The laugh successor to "THE EGG AND I" premieres in Kansas City and territory with Marjorie Main and Percy Kilbride heading a Hollywood troupe to give the city a *great show and a great picture!*

and watch for
"CITY ACROSS THE RIVER"
The natural successor to "THE NAKED CITY" in box-office impact.

and Big plans coming for
"THE LADY GAMBLES" and **"CALAMITY JANE and SAM BASS"**

RIDE HIGH *with* U-I!

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY *correspondents. Estimates omit admission tax.*

CHICAGO

Weekend attendance was lofty, with warm, unseasonable weather an aid. "John Loves Mary," with a stage show, is doing well, while "Miss Tatlock's Millions" is average. Holdovers are fair, with "The Red Shoes" continuing strong. Estimated receipts for the week ending March 10:

ACT OF VIOLENCE (M-G-M)—GRAND (50c-65c-98c) (1,150). Gross: $13,000. (Average: $13,500)
BACK TO BATAAN (RKO Radio) and MARINE RAIDERS (RKO Radio)—PALACE (2,500) (50c-65c-98c) 6 days. Gross: $13,500. (Average: $20,000)
ENCHANTMENT (Goldwyn-RKO Radio)—WOODS (98c) (1,080) 2nd week. Gross: $18,000. (Average: $23,000)
HAMLET (Rank-U-I)—APOLLO (1,200) ($1.20-$1.50-$1.80-$2.40) 15th week. Gross: $8,000. (Average: $12,000)
JOHN LOVES MARY (WB)—CHICAGO (3,900) (50c-65c-98c) On stage: Lawrence Welk and orchestra. Gross: $52,000. (Average: $50,000)
THE KISSING BANDIT (M-G-M)—ORIENTAL (3,400) (50c-98c) On stage: Arthur Godfrey's Talent Scouts. 2nd week. Gross: $45,000. (Average: $43,500)
MISS TATLOCK'S MILLIONS (Para.)—STATE LAKE (2,700) (50c-65c-98c). Gross: $25,000. (Average: $25,000)
THE RED SHOES (Rank-E-L)—SELWYN (1,000) $1.20-$1.50-$1.80-$2.40). 11th week. Gross: $13,000.
SIREN OF ATLANTIS (UA) and ROSE OF THE YUKON (Rep.)—ROOSEVELT (1,500) (50c-65c-98c) 5 days, 2nd week. Gross: $10,000. (Average: $16,000)
STATE DEPARTMENT-FILE 649 (FC) and ALASKA PATROL (FC)—GARRICK (1,000) (50c-65c-98c). Gross: $11,000. (Average: $10,000)
THE WALKING HILLS (Col.)—UNITED ARTISTS (1,700) (50c-65c-98c). Gross: $14,000. (Average: $17,000)

BOSTON

Weather was fine, clear and sunny. Business is just about average. Estimates for the week ending March 9:

ACT OF VIOLENCE (M-G-M) and DARK PAST (Col.)—STATE (3,500) (40c-80c). Gross: $14,000. (Average: $12,000)
ACT OF VIOLENCE (M-G-M) and DARK PAST (Col.)—ORPHEUM (3,000) (40c-80c). Gross: $29,500. (Average: $27,000)
BAD BOY (AA Mono) and THE BIG FIGHT (Mono.)—METROPOLITAN (4,367) (40c-80c). Gross: $22,000. (Average: $27,000)
CRISS CROSS (U-I) and GUN SMUGGLERS (RKO Radio)—RKO-BOSTON (3,200) (40c-80c). Gross: $15,000.
I SHOT JESSE JAMES (SG) and VALIANT HOMBRE (UA)—PILGRIM (1,500) (40c-80c). Gross: $3,500. 2 days.
JOAN OF ARC (RKO Radio)—ASTOR (1,373) (75c-$1.40). Gross: $10,000.
LETTER TO THREE WIVES (20th-Fox) and STRANGE MRS. CRANE (E-L)—RKO MEMORIAL (3,000) (40c-80c). Gross: $22,000. (Average: $22,000)
MINE OWN EXECUTIONER (20th-Fox—Korda) and NANOOK OF THE NORTH (Flaherty)—EXETER (1,373) (40c-80c). Gross: $1,800 (3 days)
PORTRAIT OF JENNY (SRO)—MAYFLOWER (700) (60c-$1.25. Gross: $12,000.
PORTRAIT OF JENNY (SRO)—ESQUIRE (900) (80c-$1.25), Gross: $9,000.
PYGMALION (Ellis) and SECRET LAND (M-G-M)—EXETER (1,373) (40c-80c). Gross: $3,750. (Average: $5,000) 4 days
RED PONY (Rep.) and SO THIS IS NEW YORK (UA)—PILGRIM (1,500) (40c-80c). Gross: $8,500, 5 days.
RED SHOES (E-L-Archer-Rank)—MAJESTIC (1,089) (90c-$2.40). Gross: $7,500.
WHISPERING SMITH (Para.) and KIDNAPPED (Mono.)—PARAMOUNT (1,700) (40c-80c). Gross: $18,000. (Average: $17,000)
WHISPERING SMITH (Para.) and KIDNAPPED (Mono.)—FENWAY (1,373) (40c-80c). Gross: $5,800. (Average: $6,000)

Reviews

"Canadian Pacific"

(Nat Holt Productions—20th-Fox) *Hollywood, March 8*

PRODUCED independently on the scene of the story and with complete cooperation of the railroad of the same name, this Nat Holt production in Cinecolor proffers entertainment in the "Iron Horse" and "Union Pacific" tradition ornamented with the exploitable presence of Randolph Scott, Jane Wyatt, J. Carrol Naish, Victor Jory, Robert Barrat and Nancy Olson atop a large cast. The story, by Jack DeWitt, scripted by himself and Kenneth Gamet, is about the building of the Canadian Pacific through a pass in the Canadian Rockies, and of the people concerned in the tribulations which complicated that project, but the personal conflicts are as varied and violent as are to be found in purely fictitious films in kind.

The names, the circumstances of setting, and most especially the dazzlingly beautiful scenery backgrounding the action, are the elements to be stressed in exploitation. And in view of the fact that few railroad stories have been produced in the long history of the screen, all of them with box-office success, there is point in emphasizing the authenticity of the undertaking.

Scott portrays a two-fisted surveyor assigned to find a pass through the Rockies, and Jory enacts the unprincipled operator of a chain of trading posts who, to protect his trade from damage he believes the railroad will bring to it, plots Scott's and the railroad's destruction. His plotting includes everything from murder by ambush to wholesale slaughter by way of the incitement of Indian tribes to attack the railroad personnel. Jane Wyatt is seen as a railroad doctor and Miss Olson as a settler's daughter, both in love with Scott, who appears no more decided about choosing between them than the audience is until the last minute of the picture. The narrative, in common with others based on inflexible fact, tugs and strains at the leash in spots, and some of the characterizations are made to seem one-dimensional, but a wealth of action offsets these circumstances in most instances.

Harry Howard functioned as associate producer, with Lewis J. Rachmil in charge of production. Edwin L. Marin directed. Music written and directed by the gifted Dimitri Tiomkin fits the picture like a glove.

Running time, 90 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Homicide"

(Warner Brothers) *Hollywood, March 8*

UNWORN story utensils—a sunken cable used by bookies, a diabetic killer's dependence upon his insulin supply—impart novelty to this melodrama predicated on the contention that many a death written off as a suicide is in fact a murder. Robert Douglas, Helen Westcott, Robert Alda, Monte Blue, Warren Douglas, Richard Benedict, John Harmon, James Flavin, Cliff Clark, Esther Howard and Sarah Padden are the names available for billing. Produced by Saul Elkins and directed by Felix Jacobes, from a script by William Sackheim, the attraction measures up to the average established by Elkins in his contributions to the Warner schedule of releases.

Robert Douglas plays a Los Angeles detective unwilling to settle for the official pronouncement that an unemployed ex-sailor, found dead in a hotel room, committed suicide. Obtaining leave of absence in order to follow up his theory that a murder has been committed, he follows a thin lead—an insulin pill and a booklet of matches found in an adjoining room—to a resort where he meets Miss Westcott, a cigarette girl, who assists him in tracing the murder of the ex-sailor to the resort's diabetic bartender.

Undertaking to bring the killer to Los Angeles, the detective is temporarily outwitted by the latter, who prepares to slay him, but gains control of the situation by pointing out that he has thrown away the car keys and the killer cannot walk back to town in time to prevent his own death from lack of the insulin available to him there. A secondary phase of the story shows that not only the ex-sailor's supposed suicide, but also that of a dead man whose inquest he had testified under duress, was in fact a murder.

Running time, 77 minutes. General audience classification. Release date, not set.

W. R. W.

INDIANAPOLIS

First-run business is running the gamut here this week. Three leading attractions, however, are doing better than average. Interest in the second round of the state high school basketball tournament and weather varying between winter and spring are factors. Estimated receipts for the week ending March 8-9:

ALASKA PATROL (FC)—CIRCLE (2,800) (60c-90c) With Frankie Carl's band on stage. Gross: $24,000. (Average: $18,000)
LET'S LIVE A LITTLE (E-L) and PAROLE, INC. (E-L)—LYRIC (1,600) (44c-65c). Gross: $5,000. (Average: $6,000)
THE SUN COMES UP (M-G-M) and HIGH FURY (UA)—LOEW'S (2,450) (44c-65c). Gross: $12,000. (Average: $11,000)
WAKE OF THE RED WITCH (Rep.)—INDIANA (3,200) (44c-65c). Gross: $12,800. (Average: $12,000)
YELLOW SKY (20th-Fox) and MISS MINK OF 1949 (20th-Fox)—KEITH'S (1,300) (44c-65c). On a moveover from the Indiana. Gross: $4,000. (Average: $4,500)

Murphy Here Mar. 17

Audie Murphy, most decorated hero of World War II and star of "Bad Boy," will arrive here March 17 to make a personal appearance at the Variety Club all-star benefit to be held at the RKO Palace March 22 with a special showing of the Allied Artists picture.

Halliday to Indianapolis

ALBANY, N. Y., March 8.—Robert Halliday, Warner booker here, has been promoted to head booker and office manager for Warner at Indianapolis.

Para. Club to Stage Show

An "Old Time Minstrel" show will be staged by members of the Paramount Pictures Club here on Friday evening at the Henry Hudson Hotel, George W. Harvey, president, announces.

Propose Another Unique Tax Slash

Washington, March 8.—Still another new wrinkle in bills to reduce the Federal 20 per cent admission tax—and to the minds of many, the best yet—has been introduced in the House by Rep. Keating, New York Republican.

His measure would eliminate the tax entirely on admissions of less than $1 and cut it back to the pre-war 10 per cent on admissions over $1.

Coast Production Jumps 5, to 26

HOLLYWOOD, March 8.—The number of pictures in production has leaped upward to 26, from 21. Six started and one was completed.

Production started on "Not Wanted" (Film Classics-Emerald); "Red Danube," M-G-M; "Joe Palooka in the Return Bout," Monogram; "Outcasts of the Trail," Republic; "Red Light," U.A.; "Sword in the Desert," U-I. The one production completed was "House of Strangers," 20th-Fox.

Holokan and Wetzel Open Supply Branch

CINCINNATI, March 8.—John Holokan and J. L. Wetzel have opened a local branch of the Theatre Equipment Co. A. Boudouris also is interested in the venture, which will market theatre and drive-in equipment, drink dispensers and similar items. Holokan and Wetzel also conduct a buying and booking service here, operating under the title of Globe Theatre Service.

Loew Int'l Consolidates

Loew International's publicity-advertising department, which has been housed for the past three and one-half years in the Capitol Theatre Building here, is now back at the home office in the Loew Building. Also returning to the home office is the narrated and titled films department, which had been located in the Mayfair Theatre Building. Both departments had been forced to move from the home office during Loew International's expansion, immediately following the war. Space necessary for their return was provided when station WMGM recently moved to new quarters.

Sugarman in New Post

Elias E. Sugarman has joined Furman, Feiner and Co., Inc., as assistant to president Norman B. Furman, and in addition he will supervise television activities of the organization. Sugarman has been for 20 years in executive capacities in advertising, publications, amusements and the handling of talent. For 12 years he was editor of *Billboard*.

Objects to Ticket Bill

ALBANY, N. Y., March 8.—Orrin Judd, attorney representing the Metropolitan Motion Picture Theatre Association, has filed a memorandum objecting to the McGowan bill in the state legislature which would require "partial or obstructed" to be printed on all tickets sold for reserved seats without a full view.

U. S. Cool to TOA's Bid on Arbitration

WASHINGTON, March 8.—The Theatre Owners of America will have a very tough time trying to convince the Justice Department to summon an all-industry conference on arbitration.

While Justice Department officials are reluctant to be quoted on the matter, the consensus obviously was "our job is not to run the motion picture business."

One top official said he doubted "that we can or should, but that does not mean we might not wind up doing it."

Another official said that "we're busy enough trying to work out a judgment in the case without getting involved in schemes to work out an arbitration plan. Our only position is that the distributors should work out arbitration with those who are going to have to abide by it—the exhibitors."

When the TOA executives meet they will set a date for a board of directors meeting which will assay a proposal for an all-industry parley on a possible arbitration plan.

TOA, Shorts Rentals

(*Continued from page* 1)

stipulated $1 per picture up to at least $5. Sullivan indicated that he foresees a possibility of higher rentals from large houses, with ability-to-pay perhaps serving as a guiding factor.

Having received a "resume negotiations" recommendation from some 24 TOA directors, Sullivan will seek further conferences with the distributors' committee, headed by RKO Radio vice-president Robert Mochrie. The TOA executive director indicated that he is looking forward to meeting with the distributors' group again, either this week or early next.

The committee, which includes also distribution chiefs William A. Scully, Andy W. Smith, Jr., and A. Montague, last month gave Sullivan distribution's argument against the TOA bid for low rentals. The committee cited the high cost of producing the series. TOA has contended that production costs were permitted to run too high. Meanwhile, RKO Radio is still holding "Let's Go to the Movies," first of the series from release. The series is sponsored by the Motion Picture Association of America.

'Pride of Yankees' To Bow in Florida

The reissue of the Samuel Goldwyn production, "Pride of the Yankees," will have its first showing at the Florida Theatre, St. Petersburg, site of the New York Yankees' training camp, on Sunday. Team members will attend the opening after playing their first exhibition game of the season. The picture is scheduled to open thereafter in all theatres of the Paramount Florida circuit.

Opening of the picture in New York is being planned for the start of the major league baseball season here on April 13, but booking arrangements have not been completed yet.

Levine Gets 'Wench'

BOSTON, March 8.—National distribution rights to "The Wench" has been acquired by Joseph E. Levine of Embassy Pictures from Spalter International Pictures.

Sears, Fox-Wisc.

(*Continued from page* 1)

today, followed by 14 subsequent bookings. Although not identified, it is believed the initial three are key houses after first-run in the Milwaukee area.

Barney Balaban, president of Paramount, through a home-office spokesman, acknowledged that he was aware of the clash between UA and the circuit, but referred inquiries to Alfred W. Schwalberg, Paramount sales chief, who left the Coast by plane for New York and was unavailable for comment.

Executives of National Theatres, of which Fox Wisconsin is an affiliate, were not available here yesterday for comment. Harold J. Fitzgerald is president and general manager of the Wisconsin group.

Sears' full statement follows:

"The booking of 'Red River' and 'Paleface' on the same bill in Milwaukee is, in my mind, the most flagrant, dangerous and downright stupid abuse of exhibitor power in my recollection. To chew up top product and spit it out like so many melon seeds is sabotaging our industry. This kind of thinking is precisely what is wrong with the motion picture business.

"Mr. Balaban naturally can sell his pictures as he chooses, but I for one will not tolerate 'Red River' being ruined in any territory by being double billed with the season's other big picture.

"The exhibitor's threats of a freeze-out, direct and implied, do not deter me for one moment from this decision. I shall refuse to service this booking under any circumstances. Every producer, distributor and every fair-minded exhibitor will recognize the justice of my position."

U. A. Option

(*Continued from page* 1)

tained a 10-day extension of the option and no further extension is provided for in her agreement with Chaplin, even in the event that serious negotiations are opened in the next few days and are in progress on Saturday.

On the transferral of the option to Chaplin, he will have 30 days in which to consummate a deal for Miss Pickford's half interest in U. A., with the right to a 10-day extension in the event negotiations are in progress but not concluded at the end of the initial period. Reportedly, when the option passes to Chaplin, his UA interest, as well as Miss Pickford's will be offered to prospective purchasers, in contrast to Miss Pickford's wish to retain a partnership interest in the company.

Up to this point, it is learned, prospective bidders for the UA stock have found the asking price too high.

West Coast Operator Files Trust Suit

LOS ANGELES, March 8.—The Markoy Corp., operating the Crown Theatre, Pasadena, filed an anti-trust suit in Federal court here against seven distributors, three circuits and three individuals, asking treble damages amounting to $1,050,000 for an alleged conspiracy to stifle competition by refusing the Crown first-run status.

The companies are 20th Century-Fox, RKO, Paramount, Universal, Eagle-Lion and Selznick Releasing Organization. Circuits are National Theatres, Fox West Coast and United Artists Theatres.

Industry Ranks 3rd In Television Field

WASHINGTON, March 8.—The motion picture industry ranks third, behind newspaper publishers and radio broadcasters, in an industry breakdown of firms owning or applying for television stations, the Federal Communications Commission revealed here.

As of Dec. 31, 1948, Motion picture companies had licenses, construction permits or applications pending for 27 stations, 6.6 per cent of the total stations authorized or applied for. Newspaper publishers accounted for 128, or 31.3 per cent and broadcasters for 66 or 16.1 per cent. Radio manufacturers, oil producers, real estate firms, educational institutions, and other groups trailed the film industry total.

Film industry firms and individuals in or trying to get into the television field include Paramount, 20th Century-Fox, Warner, Lufkin Amusement Co. of Beaumont, Tex., Van Curler Broadcasting Corp. (Si Fabian), Patroon Broadcasting Co. (Schine), and producer Edward Lasker.

Video No Nemesis

(*Continued from page* 1)

intended to replace the motion picture theatre," Gold asserted, adding that the kind of film made for theatrical distribution is not the kind of entertainment for television. He said that technique for television "must be a television technique."

At current costs, he said, it can be proved that good films are available for video at lower prices than "many inferior 'live' shows." He predicted that if the "film production trend continues towards films produced expressly for television, ultimately top film shows will cost less than top 'live' shows."

Gold disclosed that the standard exhibition contract formulated by the National Television Film Council will be in final shape and ready for general acceptance by the television industry before the end of this month.

Frank Schreiber, head of station WGN, addressing some 400 delegates at the convention at the Palmer House, said that the motion picture industry has been hiding its head in the sands of Hollywood up to now. He said that "rather than cooperate with television, the film people have trembled with a kind of adolescent fear." Pointing out that "cooperation is more practical than hibernation," Schreiber declared "I hope that some day soon film executives will see television in its true perspective and realize the great benefits this new industry holds for them." "Because of its direct effect on operating costs," he said, "unionization in television will challenge our best thinking."

Adams to ABC Video

Adding to both its radio and television sales staffs, American Broadcasting announces that Wylie Adams, formerly account executive in charge of commercial network expansion has been transferred to ABC's television sales staff and Richard Hogue has joined the network to assume the duties formerly handled by Adams.

Warner Signs Wayne

HOLLYWOOD, March 8.—Jack Warner announced the signing of a contract under which John Wayne will star in one Warner feature annually for the next seven years.

Film-Video Union

(*Continued from page* 1)

junction" of these arts and sciences, including both theatre presentation of television programs and the production of films for use as television program material, will be covered by technical reports, forum discussions, and demonstrations at the meetings, on April 4 and 5 in New York's Hotel Statler (formerly the Pennsylvania).

Reporting highlights of the sessions, Earl I. Sponable, president of the Society, also stressed that "vital developments" in other technical and scientific phases of the motion picture industry will be reported and discussed during the final three days of the convention. These include significant advances in high-speed photography, which will be dealt with in an all-day symposium on Wednesday, April 6, professional applications of 16mm. film and equipment, sound equipment, projection light sources, color printing and magnetic recording.

Opening the convention will be a forum on television and films, with Donald E. Hyndman as moderator and Ralph B. Austrian as chairman.

Surveys indicating that television will have "a forceful impact" on informal mass education, as well as indications of its probable effect on film-going and radio-listening, will be discussed by William F. Kruse of Kruse Associates.

TOA-SMPE Theatre Video Talks Loom

Efforts reportedly will be made by Theatre Owners of America executives to hold the next TOA executive committee meeting here on or about April 4 to enable a TOA executive group to confer on theatre television developments with representatives of the Society of Motion Picture Engineers, which will hold its 65th semi-annual convention at the Hotel Statler here, April 4-8. Much of the SMPE convention will be devoted to theatre television, a subject in which TOA has expressed interest.

Para. Production

(*Continued from page* 1)

panded production schedules," he said. There is no limit upon the number Paramount may make in any year, he declared.

Balaban added that current enthusiasm for fine films is evident and "is cause for genuine optimism."

Zukor Says Divorcement Benefits New Pictures Company

HOLLYWOOD, March 8.—Declaring divorcement will be highly beneficial to the new production-distribution organization, Paramount board chairman Adolph Zukor, upon leaving here today for Tucson, said "the new company will be in a position to book films in the theatres most suitable for the exhibition of particular pictures, and at the same time to sell on the best possible terms. I am sure that our pictures stand to gain by this arrangement, especially when they have the strong drawing power we have seen in our new productions."

"Each of these pictures is able to stand on its own merits in the open market and is important enough to be sold individually as a quality feature," he said.

Al Schwalberg advertising-publicity head, and other Paramount executives from New York, left here tonight by plane for the home office.

RED RYDER

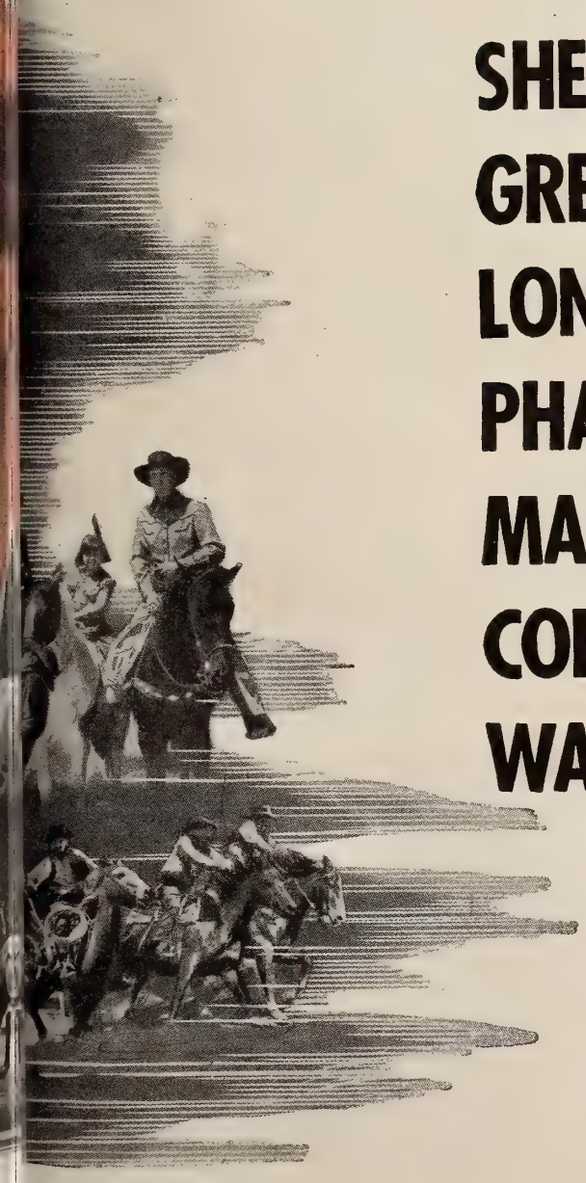
RE-RELEASES

great action western



boxoffice hits

starring Wild Bill Elliott



SAN ANTONIO KID
CHEYENNE WILDCAT
VIGILANTES OF DODGE CITY
SHERIFF OF LAS VEGAS
GREAT STAGECOACH ROBBERY
LONE TEXAS RANGER
PHANTOM OF THE PLAINS
MARSHAL OF LAREDO
COLORADO PIONEERS
WAGON WHEELS WESTWARD

from REPUBLIC

U.K. Quota

(*Continued from page* 1)

Deputy Prime Minister Herbert Morrison was honor guest at the banquet.

Beginning with praise for the statesmanship which brought about the Wilson-Johnston pact and an end to the confiscatory 75 per cent British *ad valorem* film tax, Sir Alexander told the banquet gathering that all that was accomplished was subsequently catastrophically wrecked by the "excessive, unreasonable, unnecessary" 45 per cent quota. He charged that Britain's producers have defaulted on their own production promises which, Sir Alexander added, took the government for a ride and deluded its ministers into imposing a reckless quota.

"If (Britain's) producers could write as good scripts as alibis," Sir Alexander observed, "they'd be geniuses." Instead of friendship, the British producers foment hostility, he added, asserting that it was their vain pledges which led to relations with America that never have been more strained. Good films, regardless of nationality, entertain wherever they are shown, Sir Alexander held.

He called upon Britain's producers to cease sacrificing quality for quantity, and urged that the bickering conflict with America's industry stop. People cannot be legislated into the cinema; they can only be attracted, the new CEA president warned.

Encouragement of Americans to make pictures here was demanded by Sir Alexander. He urged the British industry to drop politics and hurry back "to where we belong, namely, in the show business."

Declining to enter into a discussion of the British film industry crisis, Morrison in his address issued a vague warning that the industry here will prosper only if all sections plan their affairs with the sober, responsible resolve not to waste manpower or money.

Odeon and Gaumont Dividends Are Cut

LONDON, March 8.—Odeon Theatres, Ltd., has declared a three and three-quarter per cent interim dividend for the year ending next June 25, against a seven and one-half per cent dividend last year.

Gaumont British has declared a one and one-quarter per cent interim dividend on its ordinary stock for the year ending on the same date, against a two and one-half per cent payment for the 15 months ending on June 26, 1948.

Rank to Be Guest of Young at Palm Beach

J. Arthur Rank will begin a vacation at Palm Beach, Fla., shortly after his arrival here from London on March 23. In Palm Beach he will be the house guest of Robert R. Young, head of Pathe Industries and Eagle-Lion. Rank also plans a visit to the West Coast before going to Washington for the scheduled meeting of the Anglo-U. S. Films Council on April 21.

Release Comedies

Laurel and Hardy one-reel comedies will be released in April for the first time in 8mm. and 16mm. sound films, Library Films announced.

Reviews

"Joe Palooka in the Big Fight"

(*Monogram*) *Hollywood, March* 8

THIS latest of the Joe Palooka series, produced by Hal E. Chester, rates rather as straight stuff, actionful, suspenseful and generally stimulating. There is fighting of both kinds, in ring style and "for keeps." The performances of Joe Kirkwood and Leon Errol as fighter and manager maintain the high standard which these players have established in those roles. It should account for itself on even terms with earlier offerings in the series.

This time, in Stanley Prager's screenplay, Joe gets knocked down by a sparring partner who thereupon starts a heckling campaign designed to promote himself a match with Joe for the championship. Greg McClure, the sparring partner, is in the employ of crooks headed by Taylor Holmes, and it is part of their plot to get Joe framed for a killing he did not commit. There is a fast accumulation of complications after this, winding up in a free-for-all which terminates in the exposure and apprehension of the gangsters.

Cyril Endfield directed skillfully, Bernard Burton was associate producer.

Running time, 66 minutes. General audience classification. Release date, not set.

"The Walking Hills"

(*Columbia*) *Hollywood,* March 8

RANDOLPH SCOTT and Ella Raines are the names available for marquee purposes, and their bearers wear them well, but the items that set this Western melodrama distinctly apart from the procession of basically similar stories recent placed in distribution are the terrific sandstorm in the closing sequences and the folk-singing of Josh White in the early and middle stretches. The storm is tremendously realistic and sweeps the narrative to a convincing finale. The Josh White solos, performed to his own guitar accompaniment, may be charged by the tone-deaf with slowing up the action but will be relished no end by the music-conscious majority. In the over-all count, the picture appears certain to command snug grosses. The fact that it was filmed in Death Valley may prove a profitably mentionable detail.

The script, by Alan LeMay, relates in surprisingly clear manner the story of 11 men and a girl who arrive at a desert spot where a gold-laden wagon train is said to have been lost beneath the rolling sand dunes (walking hills) a century before, and of the cross purposes which they subordinate to the common purpose of digging out the treasures. Scott and Bishop are former sweethearts of Miss Raines, John Ireland is a detective tracking down Bishop but willing to forget that fact in the interests of their quest, and Edward Buchanan is the one among them who knows the desert and its ways. Clashes occur in mounting severity as the digging drags on, and killings take place before and during the storm which brings events to a proper conclusion, which includes, in this instance, the finding of the gold.

Production by Harry Joe Brown makes excellent use of the Death Valley terrain as both setting and arch-villain, and direction by John Sturges averts the drag so often flawing pictures shot in the desert.

Running time, 75 minutes. General audience classification. For March release.

"Bomba, The Jungle Boy"

(*Monogram*) *Hollywood, March* 8

PRODUCED by Walter Mirisch, this first in a series of jungle adventure films is family entertainment in the full sense of the term, a straight story about a white boy grown to adolescence in the jungle and the things that happen to him, and to them, when members of a photographing expedition enter his world. The film is, in kind and in the scope of its appeal, an exemplification of Monogram president Steve Broidy's recent declaration of intent to swing studio production policy away from the lurid type of melodrama which community and club groups have been protesting and toward the family type of entertainment which they have been saying they want instead. It is an admirable film for purposes of testing the validity of those club and community declarations of preference, and rates exploitation pointed directly toward those quarters.

Directed with skill and understanding by Ford Beebe, the script by Jack DeWitt, based on Roy Rockwood's story of the same name, takes Onslow Stevens, a magazine photographer, and his daughter, Peggy Ann Garner, into the African jungle, where Miss Garner runs away from the expedition, following an incident in which Johnny Sheffield, a white boy living in wild state, and happily, with his animal companions, slays a leopard which has attacked the party. Sheffield gives her shelter and attempts to notify her father of her whereabouts, but is shot by the father and, in consequence, refuses to return her to the camp. A series of ensuing adventures, in which a wide variety of excellently photographed jungle animals figure, culminates in the return of the party to civilization and the jungle boy's decision to remain in his own environment. The attraction merits pin-point exploitation addressed especially to the family unit.

Running time, 71 minutes. General audience classification. Release date, not set.

'Eiffel Tower' Deal Set

Arrangements for Motion Picture Sales Corp. to handle "The Man on the Eiffel Tower," Ansco color film made in France by Franchot Tone and Irving Allen have been completed, according to an announcement by Neil Agnew and Charles L. Casanave.

Mullen Circuit Meets

BOSTON, March 8.—New England Theatres, Inc., held an executive meeting at the Statler Hotel today. Booking, buying and policies were discussed under the company's new set up. Martin J. Mullen, general manager, presided.

Monogram-UK Deal

(*Continued from page* 1)

studios, ABPC owns the ABC British circuit of 450 theatres.

The British Treasury was consulted throughout the negotiations, Monogram reports. The films to be made under the deal will be produced in "fullest cooperation between the three parties. American and British stars will be used, production and technical personnel will be drawn from both sides of the Atlantic, and the scripts will be written with an eye to international appeal."

"Besides its large share in the production of the pictures, Monogram will distribute them throughout the Western Hemisphere. The films will be handled in exactly the same way as the Allied Artists product," it was stated.

The first two pictures are now being prepared both in Hollywood and London, and actual filming, it is planned, will begin on the first picture in July of this year.

Industry Unscathed

(*Continued from page* 1)

have already quit are: Idaho, Montana, North Dakota, South Dakota, Wyoming and Georgia. They will not meet again until 1951.

In Idaho, a bill was passed permitting Sunday performances. A censorship bill was introduced but withdrawn in Georgia, and an admission tax bill died in committee in South Dakota.

Bryson said Arkansas is scheduled to quit Thursday, Washington on Friday, and Arizona and West Virginia on Saturday. In West Virginia, the industry is still fighting a censorship bill, a two per cent reel tax, and a bill enabling localities to tax admissions two cents a ticket.

The four states whose legislatures do not meet this year are Kentucky, Louisiana, Mississippi and Virginia.

Eastman Kodak Net

(*Continued from page* 1)

company and subsidiaries in the Western Hemisphere.

Cash dividends declared in 1948 were at the same rate as in 1947, $1.60 per common share, for a total of $19,808,104. Preferred dividends at six per cent totaled $369,942. Together these amounted to $20,178,046.

Payrolls totaled $159,700,000 in 1948, compared to $141,100,000 in 1947.

Rose - Montgomery Plan Film in Britain

LONDON, March 8.—David Rose, former Paramount managing director here, says he plans to produce in Britain a $1,000,000 picture which will star and be directed by Robert Montgomery. Title of the picture was not disclosed.

It will be the first of several he plans here, Rose said. While it will be made from an American script, Rose hopes that it will qualify for the British quota.

New NYC Firemen's Bill

New York City Councilman Edward Vogel, Democrat of Brooklyn, has introduced a bill providing for the inclusion of fire guards on all New York theatre payrolls. It has been referred to the Council's General Welfare Committee. Exhibitor interests here are fighting the measure.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 48 NEW YORK, U. S. A., THURSDAY, MARCH 10, 1949 TEN CENTS

Weather Hit Business At Key-City Runs

$14,632 Weekly Average; 'Joan' Is Top Grosser

Heavy snows, ice storms and sub-zero weather in many sections of the country hampered theatre business last month with the result that grosses were well below those recorded for the previous month, according to reports on some 175 key theatres received from MOTION PICTURE DAILY field correspondents.

Average weekly income for February dropped to $14,632 from the exceptional high of $16,544 of January. Weekly average per theatre for February last year was $15,560.

Away out front last month as the leading grosser went "Joan of Arc," while "The Snake Pit," one of the two which tied for first place in January, fell back to second position. "Command Decision," despite its entry into general distribution as late as the last week of February, took third place by virtue of its immediate

(*Continued on page 6*)

Wrege, Hughes Are PromotedbyLazarus

Jack Wrege and John Hughes have been moved up in the United Artists sales organization by Paul N. Lazarus, Jr., assistant to Gradwell L. Sears, UA president.

Wrege has been named executive assistant to Edward M. Schnitzer, Eastern sales manager, and Hughes has been named assistant to Fred Jack, Western sales manager.

Wrege moves over to the Eastern division after several years as assis-

(*Continued on page 9*)

Baltimore Honors William K. Saxton

BALTIMORE, March 9.—Mayor Thomas D'Alesandro, Jr., headed more than 100 civic, political, business, theatre and film men attending a dinner last night in the Park Plaza Hotel at a testimonial to William K. Saxton, on completion of 20 years as a Baltimore showman. Saxton, former vaudevillian, has retired as city manager of Loew's Baltimore theatres.

Arrangements were handled by the Mayor's committee, headed by Jack Sidney, Loew's publicity director here.

'U' Will Make 30 This Year

WILMINGTON, Del., March 9.—Universal has scheduled 30 pictures for production this year, compared with 24 last year, Charles D. Prutzman, vice-president and general counsel, told the company's annual meeting of stockholders here today.

All directors of the company were re-elected at the meeting. They are: Robert S. Benjamin, Nate J. Blumberg, Paul G. Brown, J. Cheever Cowdin, Preston Davie, Matthew Fox, William J. German, John J. O'Connor, Ottavio Prochet, Prutzman, J. Arthur Rank, Budd Rogers, Daniel M. Shaeffer and G. I. Woodham-Smith. Prutzman presided at the meeting. He expressed confidence in the company's current outlook.

The meeting voted down three resolutions presented by minority stockholders Lewis D. and John J. Gilbert, both of New York, calling for each director to be required to own at least 100 shares of either class stock; calling for post-meeting reports to stockholders on discussions and balloting, and stockholder election of auditors.

Pickford, Sears and Kelly to Hollywood

Mary Pickford, co-owner of United Artists, left here yesterday for the Coast after a month's visit here. UA president Gradwell L. Sears is now en route west, and Arthur W. Kelly, executive vice-president, will leave for Hollywood at the weekend.

During her stay Miss Pickford had engaged in conversations relative to the possible sale of her partner's, Charles Chaplin's, 50 per cent interest in the company, option on which she has held, but which expires at the weekend. Miss Pickford received no positive offer for the stock, it is understood, and the option will revert to Chaplin.

Selznick To Be Here For 'Jennie' Premiere

David O. Selznick and Paul MacNamara are expected here from the Coast early next week for meetings on sales and release plans for "Portrait of Jennie" and to attend the New York premiere of the picture at the Rivoli on March 23.

Niven Busch Forms Production Company

HOLLYWOOD, March 9.—Niven Busch has formed Showtime Pictures, Inc., and simultaneously discloses the signing of Lew Ayres for the lead in "Daybreak," the new company's first feature, which starts in April or May.

N. Y. Variety Signs Lease for Clubrooms

Lease was signed here yesterday giving the New York Variety Club a 10th floor clubroom with a roof terrace adjacent, in the Hotel Astor. The New York Building Department has already approved plans for alterations and work will begin at once. The deal requires the hotel management to pay for alterations and decorations.

Additionally, Variety will have first floor offices at the Astor.

WeitmanTakesOver Netter's Para. Post

Robert M. Weitman, vice-president of Paramount Theatres Service Corp., will replace Leon D. Netter as head of Paramount theatres in the South with Netter, as previously reported, in turn named general manager and executive vice-president of Florida State Theatres with full charge of all Paramount theatres in Florida, it was announced here yesterday by Leonard Goldenson, head of Paramount Theatres Service.

Weitman is to be a top national official of the new United Paramount Theatres which is to be formed with Goldenson as president.

Netter will replace Frank Rogers as head of the Florida affiliate; he has been ill. Upon complete recovery, Rogers and Netter together will be in charge of the Florida circuit. Netter had been in charge of all Paramount partnership interests in the South, and in addition, supervised Paramount theatres in New York City, Brooklyn and Philadelphia.

Weitman's new duties, in addition to representing Paramount in connection with its theatre interests in the South, will supervise Philadelphia houses and continue to direct supervision of the New York and Brooklyn Paramount Theatres.

Johnston Here, MPA Meeting March 28

Eric Johnston, Motion Picture Association president, arrived here from the West Coast last night for a two-day visit before returning to his Washington headquarters. He will spend about two weeks in Washington, returning here for the scheduled annual meeting of the MPAA on March 28, unless the meeting is postponed.

Johnston is scheduled to speak before the Economic Club of New York today and will leave for Washington tomorrow evening.

Atlas Gained $17-Million on RKO Holdings

14-Year Annual Average Returns Exceeded 20%

Atlas Corporation's total profits on its long-term investments in Radio-Keith-Orpheum over the full 14-year period of the holdings amounted to more than $17,000,000, Floyd B. Odlum, president of Atlas, disclosed in the holding company's 1948 annual report issued yesterday. The total was an average return of more than 20 per cent per year on the average annual amount invested in RKO. Atlas still owns 317,812 RKO option warrants.

The remaining holdings of Atlas in RKO, consisting of approximately 24 per cent of the common stock, were sold during 1948 to Howard Hughes.

At Dec. 31, 1948, Atlas had a capital and capital surplus of almost $31,000,000, an earned surplus of more than $19,000,000, and an unrealized

(*Continued on page 9*)

Schine Discussing U. S. Consent Decree

BUFFALO, March 9.—Two recent postponements of scheduled hearings in U. S. District Court here in the government's anti-trust case against Schine Theatres, have been sought and granted to permit Schine counsel to attempt to negotiate a consent decree with Assistant U. S. Attorney General Herbert Bergson in Washington.

Some progress in the negotiations has been made but it is still uncertain whether an agreement can be reached

(*Continued on page 9*)

Censorship Threat Critical in Jersey

NEWARK, March 9.—The threat of municipal film censorship in New Jersey is as great at present as it was when the bill to empower local police to act against morally-objectionable pictures was introduced in the state legislature several weeks ago. This was the report of George Gold, legislative chairman of Allied Theatre Owners of New Jersey, to a membership meeting in the Newark Athletic Club today.

Gold indicated that an "all-out"

(*Continued on page 9*)

Personal Mention

SAM L. SEIDELMAN, Eagle-Lion foreign distribution chief, left here yesterday for England, France and Switzerland. He will return to New York in two weeks.

•

H. M. RICHEY, M-G-M exhibitor relations head, will address the Illinois Federation of Women's Club at its annual convention on May 19 at Chicago. MAURICE N. WOLF, his assistant, spoke before the Kingston, N. Y., Rotary Club yesterday and will address the Newburgh unit on March 15.

•

IRVING RUBINE, director of publicity and advertising for W. R. Frank Productions, is in New York from Hollywood, conferring with United Artists home office executives.

•

MAJOR BARNEY OLDFIELD, former Warner publicist, now attending the Army Command and General Staff College, has been notified that he will be sent overseas late this summer.

•

PHYLLIS FLORIO, secretary to JULES K. CHAPMAN, assistant general sales manager for Film Classics, has left here for a vacation at Miami Beach.

•

NORMAN W. ELSON, vice-president of Trans-Lux Theatres, will be in Washington tomorrow from New York.

•

NAT LIEBESKIND has returned to New York from a three-week visit to Havana.

•

JERRY EVANS, Universal-International exploiteer, left New York last night for Buffalo.

•

ALBERT MANNHEIMER, Film Classics exchange operations head, is visiting Pittsburgh and Philadelphia.

Schreiber Dropping Four Mich. Theatres

DETROIT, March 9.—Ray Schreiber of Midwest Theatres is returning four theatres, the Roxy, Pine and Royal at Bay City, and the Daniel at Saginaw, taken over by the circuit several months ago, to Harold Bernstein.

McWeeney Promoted

Jack McWeeney, who has been with Monogram International since September, 1947, has been transferred by company president Norton V. Ritchey from the accounting department to be head of the service department. Before joining Monogram, McWeeney was with DeLuxe Laboratories here.

Philip Monsky, 54

OMAHA, March 9.—Services were held here yesterday for Philip Monsky, 54, brother of the late Henry Monsky, internationally-known Jewish leader. Philip, a Universal-International salesman until recently, was also a brother of Mayer Monsky, U-I branch manager at Denver.

Insider's Outlook

By RED KANN

STATISTICS are flying all over the place these days. Eric Johnston is giving out with them in an effort to stem the impression of celluloid doom which the public, in part anyway, entertains about the industry. The irrepressible George Gallup continues at it and the redoubtable Elmo Roper, too, although one would think their performance in the national elections might put a cautionary brake on their assurance and positiveness.

Because there is so much guesswork and generality in a field lamentably lacking in marketing research, anything authentic becomes interesting to hop on although it can turn out to be disproportionately important.

■

As a case in point, there are those widely-accepted statistics on admission prices. It is to be doubted seriously if anyone can prove what he claims, but probably not to be doubted on the other hand is the feasibility of any challenge.

Someone might even get around to a challenge of what follows. These are figures whipped up from the RKO proxy statement and deal with that circuit's price averages over a five year and nine month span, plus a projected figure for 1948. Our mathematical fury shows this:

Year	Average in Cents
1943	41.35
1944	45.36
1945	45.68
1946	49.58
1947	52.37
1948 (9 months)	50.52
1948 (projected)	51.77

■

The RKO circuit, essentially, is a big-town affair with its predominant strength in Greater New York, of course. Moreover, most of its theatres are large, ranging from the 3,250-seat Albee in Brooklyn to the 540-seat Orpheum in Marshalltown, Ia., and are situated in cities with a high percentage of population density.

Nevertheless, these averages bear an obvious resemblance to whatever the actual and authentic national average might be, and which we do not know. But perhaps they are interesting chiefly because they represent the first, or one of the first, breakdowns of its kind and because RKO's theatre business is quite an enterprise. In the five years and nine months covered, it was a business which clocked off 495,516,689 in paid admissions and $234,902,640 in box-office receipts. The peak year, of course, was 1946, when 94,137,204 paid admissions piled up a $46,673,540 gross.

Imagine the gross income of the Paramount theatre empire in the identical period!

■ ■

Now that "The Red Shoes" is well on its way toward one of the highest takes of any British film to play this market, Bill Heineman may sit back and wiggle a friendly remonstrating finger at a number of experts in and out of Eagle-Lion. When the film arrived, it was screened for a number of top figures in production, distribution and exhibition on both coasts. The principal reaction was that here was a beautiful picture—which unquestionably it is—that would not draw a dime. But, if it did, the dimes would have to come from so-called art theatre runs.

■

It is of record that Heineman thought otherwise, argued and persuaded his way into a straight commercial distribution policy and now finds his analysis to be correct. For "The Red Shoes" is earning dollars, not dimes, and a lot of them. At the close of its 20th week at the Bijou, New York E-L's share was $137,000, after advertising, and tickets for the 40th week were on sale. The two-a-day policy at $2.40 top prevails wherever the film has played, including 11 weeks in Philadelphia, 22 in Washington, 10 in Baltimore, 15 in Boston, 10 in Los Angeles, and 11 in Chicago, Cleveland and Miami thus far.

E-L talks about a $2,500,000 national gross. Whether it hits this or not, it is already established that the attraction is the company's most successful film to date and probably No. 1 on its 1949 parade.

■ ■

Whisper from the corridors at Paramount: That Barney Balaban will be spending much of his time in Hollywood after the new production-distribution company is set up.

Italy Will Not Curtail Imports

Rome, March 9.—Minister Andreotti, in charge of entertainment, appearing before Parliament, reaffirmed the government's position for the free importation of films and against any quota, permitting the public to select either native or foreign productions.

MPA Negotiates for Release of Lire

The Motion Picture Association of America said here yesterday it is negotiating with the North American College for the exchange of blocked Italian lire for "around $1,000,000" which would be paid to film companies here.

The statement was made to correct published reports that the industry has arranged with the Roman Catholic Church for the release of $3,000,000 of impounded lire in Italy.

"The North American College, a Maryland corporation supported by American funds, desires to expand its facilities in Rome for the training of priests," the MPAA statement said. "Any transaction concluded would have to have the approval of the Italian government."

"At no time has the Vatican or the Archdiocese of New York been involved in the negotiations," the MPAA stated, correcting other phases of the published reports.

1st 'Joan' Opening In Europe April 8

LONDON, March 9.—London will be the first city in Europe to present Sierra Pictures' "Joan of Arc," it is announced by Robert Wolff, managing director of RKO in the United Kingdom, the British premiere taking place on April 8 at the London Pavilion.

The opening, to be attended by members of the Royal Family, will be for the benefit of the George V Fund for Sailors. Her Royal Highness, the Duchess of Kent, will occupy the Royal Box. Presiding over this charity affair will be Mrs. Clement Attlee.

Jay Emanuel Heads Bond Drive Group

Jay Emanuel, publisher of *The Exhibitor* and a theatre operator in the Philadelphia area, has been named chairman of the trade press committee of the industry's participation in the Treasury's savings bond drive, which will run from May 15 to June 30, it was announced here yesterday by Max E. Youngstein, chairman of the advertising and publicity committee.

Kerman, Bibo Close Deal

Moe Kerman, president of Favorite International Film Co., has appointed Excelsior Pictures, headed by Walter Bibo, exclusive selling agent for all of its product in all foreign territories.

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TRADE SHOW
TRADE THRILL



"MY DREAM IS YOURS"

IN COLOR BY TECHNICOLOR

A MICHAEL CURTIZ PRODUCTION

a wonderful - and wonderfully fresh - song-filled spring-time entertainment from

WARNER BROS.

She's the no. 1 name in record-sales — and the singing star of the Bob Hope Radio Show

STARRING

JACK CARSON · DORIS DAY · LEE BOWMAN

WITH ADOLPHE MENJOU ☆ EVE ARDEN ☆ S.Z. "CUDDLES" SAKALL

SELENA ROYLE · FRANKIE CARLE AND HIS ORCH.

DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY HARRY KURNITZ AND DANE LUSSIER

MUSIC BY HARRY WARREN

LYRICS BY RALPH BLANE

MUSICAL DIRECTION RAY HEINDORF

BOOK "The Movies and You" short subject series . . . the story of your industry

MARCH 14!

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 2:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 7:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

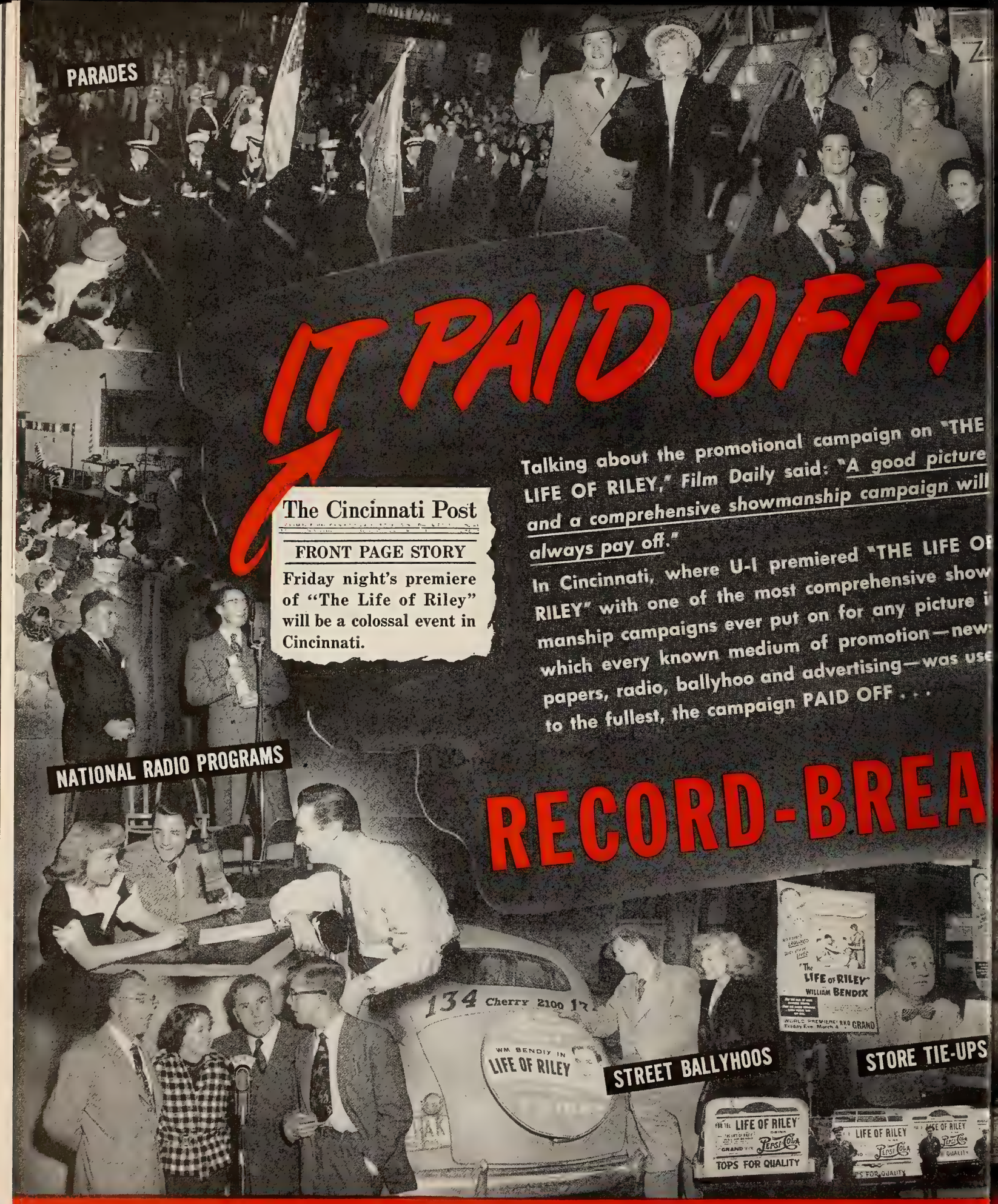
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.



IT PAID OFF!

Talking about the promotional campaign on "THE LIFE OF RILEY," Film Daily said: "A good picture and a comprehensive showmanship campaign will always pay off."

In Cincinnati, where U-I premiered "THE LIFE OF RILEY" with one of the most comprehensive showmanship campaigns ever put on for any picture in which every known medium of promotion—newspapers, radio, ballyhoo and advertising—was used to the fullest, the campaign PAID OFF . . .

The Cincinnati Post

FRONT PAGE STORY

Friday night's premiere of "The Life of Riley" will be a colossal event in Cincinnati.

NATIONAL RADIO PROGRAMS

RECORD-BREA

STREET BALLYHOOS

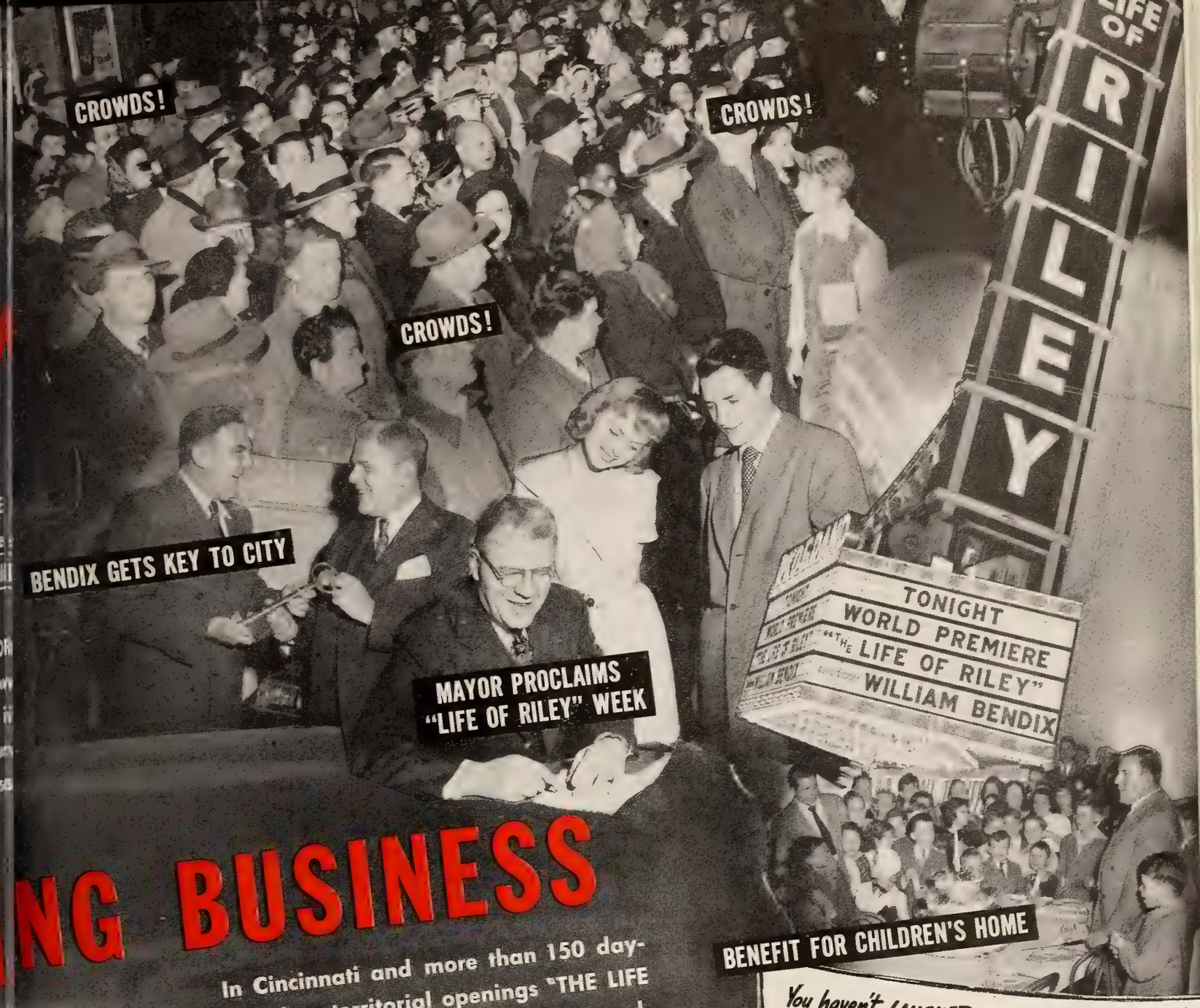
STORE TIE-UPS

U-I is giving "THE LIFE OF RILEY" feeling to all exhibitors playing

"FAMILY HONEYMOON" —out-grossing **"THE EGG AND I!"**

"CRISS CROSS" —doing **"NAKED CITY"** business!

"THE FIGHTING O'FLYN hitting new highs everywhere!



NG BUSINESS

In Cincinnati and more than 150 day-and-date territorial openings "THE LIFE OF RILEY" opened to new house record-breaking business in nearly every instance. The territory has never before known anything like this type of business, and in every situation "THE LIFE OF RILEY" is being held over for extended time.

Now watch it as it goes along to top key-city theatres all over the country.



You haven't LAUGHED until you've LIVED "The LIFE OF RILEY"

starring WILLIAM BENDIX as "RILEY"

An IRVING BRECHER Production

with JAMES GLEASON • ROSEMARY DeCAMP • BILL GOODWIN
BEULAH BONDI • MEG RANDALL • RICHARD LONG and "DIGGER O'DELL" (JOHN BROWN)

Written and Directed by *Irving Brecher* • A UNIVERSAL-INTERNATIONAL PICTURE

Based on the hit radio show, "THE LIFE OF RILEY"

Universal International

And don't forget, coming up soon

"RED CANYON" in TECHNICOLOR

"MA AND PA KETTLE"

"CITY ACROSS THE RIVER"

RIDE HIGH *with* U-I!

IRE Meet Hears New Video Developments

Use of a newly-developed method of extending television coverage by reducing interference between stations on the same channel is underway on a full time basis between the New York and Washington television stations of National Broadcasting Co. and between NBC stations in Cleveland and Detroit, it was disclosed here yesterday at the Institute of Radio Engineers convention at the Hotel Commodore.

The new method, known as television synchronization, was described by Ray D. Kell, head of the television section of RCA Laboratories. Kell said the effect of these operations has been to extend interference-free service to thousands of additional viewers in the "fringe" areas.

Another development reported was a new television antenna which will receive signals from only one direction at a time and, it is said, will improve reception of set owners in fringe areas which lie between stations on the same channel. This was reported by O. M. Woodward, Jr., research engineer of RCA Laboratories.

Films Are Best for Television: Roach

CHICAGO, March 9.—Hal Roach, president of the Film Television Producers Association, and Hollywood producer, today told delegates attending the first annual National Television Conference that Hollywood-produced films have considerable advantage over "live" shows on television.

"Hollywood has at its command the facilities and years of experience in all departments for turning out better productions on film than those produced in New York," Roach said. He stressed that Hollywood is enthusiastic about video, but is cautiously studying the medium before it participates completely.

Plan Ads for Those Who Share Patronage

Lynn Farnol, Eastern advertising-publicity manager of Samuel Goldwyn Prod., and Monroe Greenthal, advertising agency head, have developed a series of small underline ads designed for distribution locally by theatres to businesses which benefit from theatre attendance.

Theory of the advertising is that a theatre customer is a diner-out, a shopper, a transportation-user, a purchaser of newspapers, periodicals and numerous other things. The small ads, such as "Don't Miss the Latest Movies When You're in Town!" are to be offered for insertion or display in the enterprises benefiting from theatre attendance.

Amusement Corp. Files

ALBANY, N. Y., March 9.—The New Buffalo Amusement Corp., formed at Wilmington, Del., registered its certificate with the Secretary of State here. Leonard H. Goldenson is listed as a vice-president.

Delay Censor Hearings

BOSTON, March 9. — Legislative hearings on House Bill No. 371 and Bill No. 1035, both intended to provide a state censor board, have been postponed to April 4.

Reviews

"Jigsaw"

(Tower Productions—United Artists)

WITHIN the framework of a murder melodrama, a dramatic preachment against racial bigotry is given in "Jigsaw," produced in New York by the Danziger brothers—Eddward J. and Harry. The film stirs up moments of brisk excitement and good suspense, but as a detective story, it may leave some questions unanswered for armchair sleuths. Franchot Tone is the top marquee name, with others in the cast including Jean Wallace, Myron McCormick and Marc Lawrence. Besides these, surprise appearances are made by a number of stars, including John Garfield, Henry Fonda, Burgess Meredith, Marlene Dietrich and Fletcher Markle, who directed the film for Tower Productions.

The story: a printer owning a small shop printing racial hate leaflets is murdered. A crusading columnist who was on the trail of the hate mongers, is also murdered. Tone is appointed as special prosecutor to probe the murders and he finds a hate group, never identified, as being behind the crimes. His investigations take him to a small-time ward-heeler, a swanky New York night club, a cocktail party attended by persons who believe in the "superior" race, and a socialite who is the brain behind the entire group.

The criminals are finally tracked down at an art gallery, and by the time the shooting is over, the scene, as one of the detectives observes in the film, is like the final curtain of "Hamlet," with bodies all over the place.

Tone's portrayal of the prosecutor is taken slowly and is effective, and the role of the columnist, played by McCormick, is also done in an easy-going manner. Lawrence as the ward-heeler, Winifred Lenihan as the socialite, and Miss Wallace, Betty Harper and the others make the most of their parts.

Running time, 71 minutes. General audience classification. Release date, March 11.

"The Quiet One"

(Mayer-Burstyn)

A PROFOUNDLY satisfying motion picture experience is in store for discriminating film-goers in "The Quiet One." In terms of theme it breaks new ground, for this documentary-styled drama tells the story of a 10-year-old colored boy who roams the cluttered streets of Harlem in confusion and rebellion. The product of a broken family and lacking affection, he soon turns his morbid thoughts inward to become "a quiet one." Photographed mostly in the slum sections of Harlem and at the Wiltwyck School at Esopus, N. Y. where the boy is finally put on the road to readjustment, the film throughout is marked by a striking visual authenticity. Very obviously it is not designed for standard houses, but just as obviously, it stands to keep the turnstiles of most art houses moving busily.

Donald Thompson plays the focal role of the neglected boy with touching effect. The haunting, empty expressions that flash across his face are a praiseful reflection on the directorial skilll of Sidney Meyers. Other characterizations, unadorned but intriguingly realistic, are offered by Sadie Stockton, as the despairing but coldly dutiful grandmother; Estelle Evans, the hapless mother; Clarence Cooper, the counselor; and Paul Baucum, the stepfather.

James Agee's commentary and dialogue have perception and simple eloquence and do much to enhance the film. A Film Documents presentation, it occasionally bares its technical crudity, but is superior to its modest budget. Janice Loeb produced, and William Levitt was associate producer. The original screenplay was by Helen Levitt, Meyers and Miss Loeb.

Running time, 67 minutes. Adult audience classification. A February release.

MANDEL HERBSTMANN

Weather Hit Key-City Grosses

(Continued from page 1)

high grosses. Close behind was "Words and Music," with "The Adventures of Don Juan" and "The Red Shoes" following at equal strength.

Other pictures which appeared frequently as better-than-average grossers were: "Wake of the Red Witch," "Shockproof," "So Dear to My Heart," "Blood on the Moon," "Paisan," "Whispering Smith," "Three Godfathers" and "Fighter Squadron."

Also registering well last month, but less frequently than the foregoing, were: "The Plunderers," "Siren of Atlantis," "Luxury Liner," "Hamlet," "Red River," "Man from Colorado," "Miss Tatlock's Millions," "Flaxy Martin," "That Wonderful Urge," "Walk a Crooked Mile," "The Night Has a Thousand Eyes," "An Act of Violence."

Also, "John Loves Mary," "A Letter to Three Wives," "Yellow Sky," "Untamed Breed," "Mexican Hayride," "Bad Men of Tombstone," "Every Girl Should Be Married," "You Gotta Stay Happy," "The Fighting O'Flynn," "Unfaithfully Yours," "Enchantment," "Unknown Island" and "Down to the Sea in Ships."

Composite key city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1- 2	164	$2,855,800	$17,413
Jan. 6- 7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4- 5	176	2,491,000	14,153
Feb 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2- 3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6- 7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372

Hollywood

Hollywood, March 9

Samuel Goldwyn has signed Mark Robson, director of "The Champion," for Screen Plays, Inc., to a five-year contract. . . . John Wayne's performance in "Wake of the Red Witch" has prompted Republic to acquire another sea story, "Island of Lost Ships," which Joseph Kane will produce on a similar scale. . . . Anatole Litvak has been named winner of the Screen Directors Guild's third quarterly award for his direction of "The Snake Pit."

Georgia Safety Film Program Launched

ATLANTA, March 9.—With 300 exhibitors from Georgia and neighboring states in attendance, a luncheon at the Henry Grady Hotel here today launched the highway safety program sponsored by the Motion Picture Theatre Owners and Operators of Georgia.

Governor Harman Talmadge was honor guest and a speaker, with J. H. Thompson, MPTOOG president, presiding. Lt. E. S. Burke, representing the Georgia Safety Council, spoke on safety program and commended the cooperation of the exhibitors.

A series of shorts, to be made by the MPTOOG under the direction of the National Safety Council, will be shown in practically every theatre in the state, Thompson said. First film of the series is completed, with the entire group to be shown over a period of a year and a half.

House Unit Approves New Wage-Hour Bill

WASHINGTON, March 9.—The House Labor Committee today approved a bill which will probably bring large single theatres and large circuits under the Federal wage-hour law for the first time.

At present, most retail and service establishments are exempt from the wage-hour law. The new measure raises the minimum wage to 75 cents an hour and broadens the coverage. One of the new activities covered are retail or service establishments with more than $500,000 anual sales. Wage-hour officials say that they think they will not have much trouble getting theatres under the "Interstate Commerce" definition.

Challenges 'Varga' Film

CHICAGO, March 9.—Alfred Smart, president of *Esquire Magazine*, has stated that he will take legal steps to secure an injunction against the proposed filming of "The Varga Girl" reported to be scheduled by producer Monte Proser. Smart affirmed that *Esquire* was recognized by the Supreme Court as having full copyright to Varga material.

Rank to Attend Premiere

J. Arthur Rank, who will arrive here March 20, will attend the American premiere of his production, "Quartet," which is scheduled to open at the Sutton here on March 28.

All-Time Top Grossers

Following is the all-time "Golden Circle"—those pictures which have earned, or give promise of earning, a minimum of $4,000,000 in domestic (U.S. and Canada) rentals. D. W. Griffith's 1915 smash, "Birth of a Nation" (Mutual), belongs on the list, but exactly where is a question confused by nostalgia and lost records. . . .

1.	Gone with the Wind (M-G) (1939)	Technicolor	$22,000,000
2.	Best Years of Our Lives (RKO) (1947)		10,170,000
3.	Duel in the Sun (SRO) (1947)	Technicolor	8,700,000
4.	This Is the Army (WB) (1943)	Technicolor	8,500,000
5.	Jolson Story (Col) (1947)	Technicolor	8,000,000
6.	Bells of St. Mary's (RKO) (1946)		8,000,000
7.	Going My Way (Par) (1944)	Technicolor	6,500,000
8.	For Whom the Bell Tolls (Par) (1943)		6,300,000
9.	Welcome Stranger (Par) (1947)	Technicolor	6,100,000
10.	Snow White (RKO) (1937)	Technicolor	6,000,000
11.	Blue Skies (Par) (1946)		5,700,000
12.	Egg and I (U) (1947)	Technicolor	5,750,000
13.	Leave Her to Heaven (20th) (1945)	Technicolor	5,550,000
14.	Big Parade (M-G) (1925)		5,500,000
15.	Unconquered (Par) (1947)	Technicolor	5,250,000
16.	Yearling (Metro) (1947)	Technicolor	5,250,000
17.	Forever Amber (20th) (1947)	Technicolor	5,050,000
18.	Song of Bernadette (20th) (1943)		5,000,000
19.	Meet Me in St. Louis (M-G) (1945)	Technicolor	5,000,000
20.	Mrs. Miniver (M-G) (1942)		5,000,000
21.	Spellbound (UA) (1946)		5,000,000
22.	Green Dolphin St. (M-G) (1947)		5,000,000
23.	Razor's Edge (20th) (1947)		5,000,000
24.	Weekend at the Waldorf (M-G) (1945)	Technicolor	4,900,000
25.	Notorious (RKO) (1946)		4,800,000
26.	Ziegfeld Follies (M-G) (1946)		4,750,000
27.	Hucksters (M-G) (1947)		4,700,000
28.	Green Years (M-G) (1946)		4,650,000
29.	Adventure (M-G) (1946)		4,500,000
30.	Easy to Wed (M-G) (1946)	Technicolor	4,500,000
31.	Anchors Aweigh (M-G) (1945)	Technicolor	4,500,000
32.	Four Horsemen (M-G) (1921)		4,500,000
33.	Random Harvest (M-G) (1942)		4,500,000
34.	Road to Utopia (Par) (1945)		4,500,000
35.	Since You Went Away (UA) (1944)		4,500,000
36.	Stagedoor Canteen (UA) (1943)		4,500,000
37.	Thirty Seconds Over Tokyo (M-G) (1944)	Technicolor	4,500,000
38.	Thrill of a Romance (M-G) (1945)		4,500,000
39.	Valley of Decision (M-G) (1945)		4,500,000
40.	Bachelor and Bobbysoxer (RKO) (1947)	Technicolor	4,500,000
41.	Till Clouds Roll By (M-G) (1947)		4,400,000
42.	Road to Rio (Par) 1948)		4,350,000
43.	Two Years Before the Mast (Par) (1946)	Technicolor	4,300,000
44.	Harvey Girls (M-G) (1946)		4,250,000
45.	Lost Weekend (Par) (1946)		4,200,000
46.	Saratoga Trunk (WB) (1946)		4,200,000
47.	Hollywood Canteen (WB) (1944)	Technicolor	4,150,000
48.	Easter Parade (M-G) (1948)	Technicolor	4,150,000
49.	Mother Wore Tights (20th) (1947)		4,100,000
50.	Red River (UA) (1948)	Technicolor	4,100,000
51.	Three Musketeers (M-G) (1948)		4,050,000
52.	Johnny Belinda (WB) (1948)		4,000,000
53.	Cass Timberlane (M-G) (1948)	Part Technicolor	4,000,000
54.	Emperor Waltz (Par) (1948)	Technicolor	4,000,000
55.	Ben-Hur (M-G) (1926)	Technicolor	4,000,000
56.	Dolly Sisters (20th) (1945)	Technicolor	4,000,000
57.	Kid from Brooklyn (RKO) (1946)		4,000,000
58.	Reap the Wild Wind (Par) (1942)	Technicolor	4,000,000
59.	Singing Fool (WB) (1928)	Technicolor	4,000,000
60.	State Fair (20th) (1945)	Technicolor	4,000,000
61.	Holiday in Mexico (M-G) (1946)	Technicolor	4,000,000
62.	Margie (20th) (1946)	Technicolor	4,000,000
63.	Night and Day (WB) (1946)	Technicolor	4,000,000
64.	Smoky (20th) (1946)	Technicolor	4,000,000

(Technicolor designations ours)

From Variety
January 5, 1949

Color by TECHNICOLOR
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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Jan. 30	(Feb. Releases) SLIGHTLY FRENCH Dorothy Lamour Don Ameche CD—81 min. (137) (Rev. 2/17/49) SONG OF INDIA Sabu Turhan Bey D—77 min. (138) (Rev. 3/3/49)			INCIDENT Warren Douglas Jane Frazee D—66 min. (4829) GUN RUNNER Jimmy Wakely O	MY OWN TRUE LOVE Phyllis Calvert Melvyn Douglas D—84 min. (4810) (Rev. 12/10/48)						
Feb. 6			ACT OF VIOLENCE Van Heflin Robert Ryan Janet Leigh D—82 min. (914) (Rev.12/22/48)			DAUGHTER OF THE JUNGLE Lois Hall James Cardwell D		(Feb. Releases) A LETTER TO THREE WIVES Jeanne Crain Linda Darnell Ann Sothern D—103 min. (906) (Rev. 12/6/48)		(Feb. Releases)	FLAXY MARTIN Virginia Mayo Zachary Scott D—86 min. (813) (Rev. 1/19/49)
Feb. 13	AFFAIRS OF A ROGUE Jean Pierre Aumont D—95 min. (139) (Rev. 2/11/49) LADIES OF THE CHORUS Adele Jergens D—61 min. (114)	BLANCHE FURY (Color) Valerie Hobson Stewart Granger D—93 min. (919) (Rev. 9/1/48)	COMMAND DECISION Clark Gable Walter Pidgeon D—112 min. (915) (Rev. 12/23/48)	HENRY, THE RAINMAKER Raymond Walburn Walter Catlett D—64 min. (4830) (Rev. 1/27/49)	WHISPERING SMITH (Color) Alan Ladd Brenda Marshall D—88 min. (4811) (Rev. 12/10/48)		BROTHERS IN THE SADDLE Tim Holt O—60 min. (919) (Rev. 2/25/49)	CHICKEN EVERY SUNDAY Dan Dailey Celeste Holm CD—94 min. (907) (Rev. 12/9/48)		THE FIGHTING O'FLYNN Doug. Fairbanks, Jr. Helena Carter Richard Greene D—94 min. (687) (Rev. 1/6/49)	JOHN LOVES MARY Ronald Reagan Jack Carson CD—96 min. (814) (Rev. 1/25/49)
Feb. 20	CHALLENGE OF THE RANGE Charles Starrett O—56 min.	RIDE, RYDER, RIDE! (Color) Jim Bannon O—59 min. (953)	THE SUN COMES UP (Color) Jeanette MacDonald Claude Jarmon, Jr. Lassie D—94 min. (916) (Rev. 12/31/48) THE BRIBE Robert Taylor Ava Gardner D—98 min. (Rev. 2/4/49)	(Allied Artists) BAD BOY Audie Murphy Lloyd Nolan D—86 min. (AA15) (Rev. 2/21/49)		(Reissue) SAGA OF DEATH VALLEY Roy Rogers O—58 min. (874)	A WOMAN'S SECRET Maureen O'Hara Melvyn Douglas D—85 min. (916) (Rev. 2/8/49)	MAN ABOUT THE HOUSE Margaret Johnson Dulcie Gray D—93 min. (909) (Rev. 1/31/49)	COVER UP Dennis O'Keefe William Bendix D—83 min. (Rev. 3/8/49)	CRISS CROSS Burt Lancaster Yvonne DeCarlo Dan Duryea D—87 min. (688) (Rev. 1/17/49)	
Feb. 27	(Mar. Releases) BIG SOMBRERO (Color) Gene Autry O—78 min.	RED STALLION IN THE ROCKIES (Color) Arthur Franz D—85 min. (925)		TEMPTATION HARBOR Robert Newton Simone Simon D—110 min. (4826)	ALIAS NICK BEAL Ray Milland Audrey Totter D—93 min. (4812) (Rev. 1/20/49)	WAKE OF THE RED WITCH John Wayne Gail Russell D—106 min. (803) (Rev. 12/31/48)				(Mar. Releases)	
Mar. 6	WALKING HILLS Randolph Scott Ella Raines D—78 min. BOSTON BLACKIE'S CHINESE VENTURE Chester Morris D—59 min. (Rev. 2/3/49)					HIDEOUT Lloyd Bridges Adrian Booth D		MOTHER IS A FRESHMAN (Color) Loretta Young Van Johnson CD—81 min. (911) (Rev. 2/25/49)	JIGSAW Franchot Tone Jean Wallace D—77 min.	FAMILY HONEYMOON Claudette Colbert Fred MacMurray D—90 min. (689) (Rev. 12/8/48/)	SOUTH OF ST. LOUIS (Color) Joel McCrea Alexis Smith D—88 min. (815) (Rev. 2/17/49)
Mar. 13	BLONDIE'S BIG DEAL Penny Singleton C	MIRANDA Glynis Johns DC—75 min. (923) (Rev. 1/17/49)		(Allied Artists) MY BROTHER JONATHAN Michael Denison Dulcie Gray D GUN LAW JUSTICE Jimmy Wakely O		DUKE OF CHICAGO Tom Brown Audrey Long D	CLAY PIGEON Bill Williams Barbara Hale D—63 min. (918) (Rev. 2/14/49)	MISS MINK OF 1949 Jimmy Lydon Lois Collier D—64 min. (912)		LIFE OF RILEY William Bendix James Gleason Rosemary DeCamp C—87 min. (Rev. 1/27/49)	
Mar. 20	MANHATTAN ANGEL Gloria Jean D—68 min. (Rev. 12/14/48) KNOCK ON ANY DOOR Humphrey Bogart John Derek D—100 min. (Rev. 2/21/48)	IT ALWAYS RAINS ON SUNDAY Googie Withers Jack Warner D—88 min. (941)		BOMBA, THE JUNGLE BOY John Sheffield Peggy Ann Garner D			GREEN PROMISE Marguerite Chapman Walter Brennan D		GAY AMIGO Leo Carillo Duncan Renaldo O—61 min.		A KISS IN THE DARK David Niven Jane Wyman D—87 min. (816) (Rev. 3/1/49)
Mar. 27	(Apr. Releases)		(Enterprise) FORCE OF EVIL John Garfield Beatrice Pearson D—76 min. (Rev. 12/28/48)		EL PASO (Color) John Payne Gail Russell O—101 min. (4815) (Rev. 3/2/49)	THE RED PONY (Color) Robert Mitchum Myrna Loy D—89 min. (Rev. 2/3/49)		DOWN TO THE SEA IN SHIPS Richard Widmark Lionel Barrymore D—120 min. (910) (Rev. 2/16/49)	IMPACT Ella Raines Brian Donlevy D—109 min.	(April Releases)	HOMICIDE Robert Douglas Helen Westcott D—77 min.
April 3	THE UNDERCOVER MAN Glenn Ford Nina Foch D RUSTY SAVES A LIFE Ted Donaldson D	BROKEN JOURNEY Phyllis Calvert Margot Grahame D—89 min. (916)	CAUGHT James Mason Barbara Bel Geddes D—88 min. (Rev. 2/18/49) TAKE ME OUT TO THE BALL GAME (Color) Frank Sinatra Esther Williams M—93 min. (Rev. 3/8/49)	MASSACRE RIVER Guy Madison O		(Reissue) RANGER AND THE LADY Roy Rogers O—59 min.	ADVENTURE IN BALTIMORE Shirley Temple Robert Young John Agar D	(April Release) TRIPLE CROSS Tom Conway Steve Brodie D—64 min.		RED CANYON (Color) Ann Blyth Howard Duff D—82 min. (Rev. 2/2/49)	(Reissue) SERGEANT YORK Gary Cooper D-134 min. (Rev. 7/3/41)
April 10	CRIME DOCTOR'S DIARY Warner Baxter D	TULSA (Color) Susan Hayward Robert Preston D—88 min. (927)	LITTLE WOMEN June Allyson Margaret O'Brien Janet Leigh D—122 min. (Rev. 2/23/49)		A CONNECTICUT YANKEE IN KING ARTHUR'S COURT (Color) Bing Crosby Rhonda Fleming CD-107 min. (4814) (Rev. 2/21/48)	PRINCE OF THE PLAINS Monty Hale Shirley Davis				MA AND PA KETTLE Marjorie Main Percy Kilbride C-75 min.	(Reissue) CASTLE ON THE HUDSON John Garfield D—77 min. (Rev. 4/27/40) MY DREAM IS YOURS (Color) Jack Carson Doris Day C—101 min.

SRO

PORTRAIT OF JENNIE
Jennifer Jones
Joseph Cotten
D—94 min.
(Rev. 12/24/48)
(Release: Feb.)

FALLEN IDOL
Ralph Richardson
D
(Release: April)

FILM CLASSICS

STATE DEPT. FILE 649
(Color)
Wm. Lundigan
D—87 min.
(Rev. 2/11/49)
(Release: 2/15)

ALASKA PATROL
Richard Travis
D
(Release: 3/8)

AMAZON QUEST
Tom Neal
D
(Release: 3/15)

DAUGHTER OF WEST
(Color)
Martha Vickers
D
(Release: 4/7)

LOVABLE CHEAT
Chas. Ruggles
D
(Release: 4/15)

SCREEN GUILD

I SHOT JESSE JAMES
Preston Foster
D—81 min.
(Rev. 2/2/49)
(Release: 2/20/49)

SON OF BILLY THE KID
"Lash" LaRue
O
(Release: 3/6)

RAMFIRE
Henry Hull
D
(Release: 3/12)

OOMO
Ronda Randell
D
(Release: 3/19)

SON OF A BAD MAN
"Lash" LaRue
O
(Release: 3/26)

THERE IS NO ESCAPE
Stanley Thurston
D
(Release: 4/2)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

Atlas Gained

(*Continued from page* 1)

appreciation in securities aggregating approximately $4,000,000.

Listing of securities in the Atlas portfolio includes the following film company common stocks: 50,000 shares of Paramount, with a market value listed by Atlas at $1,175,000; 317,812 of RKO, $258,222, and 91,700 of Walt Disney Productions, $309,487. Atlas carries also four per cent 1960 maturity bonds, with a current market value of $219,035.

Additionally, Atlas owns 800 shares of five per cent cumulative preferred stock and 49,180 shares of common of World Commerce Corp., the international trading organization through which the Motion Picture Association of America has succeeded in unblocking some funds which had been frozen abroad. The WCC holdings are valued at $85,000.

The Atlas affiliate, Ogden Corp., is listed as carrying 6,000 shares of Paramount common, with a market value listed at $141,000, and 4,000 of 20th Century-Fox common, listed at $77,500. Ogden's investment in City Theatres Co., which owns theatre real estate in New York City, consists of 750 shares (75 per cent) of the outstanding capital stock, the value of which is put at $100,000, according to the report.

Schine Decree

(*Continued from page* 1)

by March 28, the next scheduled date for court hearings here. Presumably additional time would be granted by the court, however, if the negotiations have not reached a conclusive stage by then.

The consent decree negotiations for Schine are being handled by Irving R. Kaufman, attorney. Presumably, they center upon divestiture by Schine of additional theatres and restrictions upon the exercise of Schine buying power and regulation of its theatres' clearances. These were main features of the case which were remanded to the District Court by the U. S. Supreme Court for further consideration.

Wrege and Hughes

(*Continued from page* 1)

tant to Jack and others in the West. Before that he was manager of the play-date department, and held various posts in the sales office. He first joined UA in 1926 in the accounting department.

Hughes was most recently in charge of contract liquidation in the home office. He has been with UA for 12 years. He has managed the play-date department, served in the Eastern sales division and was Jack's assistant in the South.

Jersey Censorship

(*Continued from page* 1)

fight by theatre owners will be necessary if passage of the bill is to be prevented. Forces supporting the bill, he reported, are extremely zealous in their endeavors to secure enactment.

Today's meeting, presided over by New Jersey Allied president Edward Lachman, was addressed also by organization attorney Arthur L. Abrams who explained to the theatre owners their rights and benefits under the Paramount-U.S. decree. A discussion of the pending New Jersey minimum wage law was also held.

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY *correspondens. Estimates omit admission tax.*

LOS ANGELES

"The Boy with the Green Hair," widely praised by newspaper critics, got off to a good start in an otherwise ordinary week. Estimated reecipts for the week ended March 9:

ACT OF VIOLENCE (M-G-M) and THE KISSING BANDIT (M-G-M)—EGYPTIAN (1,000) (60c-85c-$1.00) 6 days, 2nd week. Gross: $9,000. (Average: $11,800)

ACT OF VIOLENCE (M-G-M) and THE KISSING BANDIT (M-G-M)—FOX-WILSHIRE (2,300) (60c-85c-$1.00) 6 days, 2nd week. Gross: $7,500. (Average: $11,800)

ACT OF VIOLENCE (M-G-M) and THE KISSING BANDIT (M-G-M)—LOS ANGELES (2,096) (60c-85c-$1.00) 6 days, 2nd week. Gross: $13,000. (Average: $19,000)

THE BOY WITH THE GREEN HAIR (RKO Radio) and GUN SMUGGLERS (RKO Radio)—BELMONT (1,600) (60c-85c-$1.00)

THE BOY WITH THE GREEN HAIR (RKO Radio) and GUN SMUGGLERS (RKO Radio)—CARTHAY CIRCLE (1,516) (50c-60c-85c-$1.00). Gross: $10,000. (Average: $11,000)

THE BOY WITH THE GREEN HAIR (RKO Radio) and GUN SMUGGLERS (RKO Radio)—ORPHEUM (2,210) (60c-85c-$1.00). Gross: $20,000. (Average: $16,300)

THE BOY WITH THE GREEN HAIR (RKO Radio) and GUN SMUGGLERS (RKO Radio)—VOGUE (800) (60c-85c-$1.00). Gross: $9,500. (Average: $5,700)

COVER UP (UA)—MUSIC HALL (Beverly Hills) (900) (60c-85c-$1.00). Gross: $3,800. (Average: $4,600)

COVER UP (UA)—MUSIC HALL (Downtown) (900) (60c-85c-$1.00). Gross: $10,000. (Average: $10,300)

COVER UP (UA)—MUSIC HALL (Hawaii) (1,000) (60c-85c-$1.00). Gross: $3,000. (Average: $4,600)

COVER UP (UA)—MUSIC HALL (Hollywood) (490) (60c-85c-$1.00). Gross: $3,700. (Average: $3,500)

HAMLET (UI-Rank)—FOUR STAR (900) ($1.20-$1.80-$2.40) 19th week. Gross: $8,500. (Average: $14,400)

JOAN OF ARC (RKO Radio-Sierra)—PALACE (1,237) ($1.00-$1.20-$1.80) 11th week. Gross: $5,000. (Average: $23,300)

JOHNNY BELINDA (WB) and TREASURE OF SIERRA MADRE (WB)—WARNER (Downtown) (3,400) (50c-60c-80c-$1.00). 2nd week. Gross: $10,000. (Average: $14,900)

JOHNNY BELINDA (WB) and TREASURE OF SIERRA MADRE (WB)—WARNER (Hollywood) (3,000) (50c-60c-80c-$1.00) 2nd week. Gross: $6,000. (Average: $12,400)

JOHNNY BELINDA (WB) and TREASURE OF SIERRA MADRE (WB)—WARNER (Wiltern) (2,300) (50c-60c-80c-$1.00) 2nd week. Gross: $6,000. (Average: $12,200)

A LETTER TO THREE WIVES (20th-Fox) and HENRY, THE RAINMAKER (Mono.)—CHINESE (2,300) (60c-85c-$1.00) 2nd week. Gross: $14,500. (Average: $12,900)

A LETTER TO THREE WIVES (20th-Fox) and HENRY, THE RAINMAKER (Mono.)—LOEW'S STATE (2,500) (60c-85c-$1.00) 2nd week. Gross: $15,500. (Average: $20,300)

A LETTER TO THREE WIVES (20th-Fox) and HENRY, THE RAINMAKER (Mono.)—LOYOLA (1,265) (60c-85c-$1.00) 2nd week. Gross: $9,000. (Average: $9,000)

A LETTER TO THREE WIVES (20th-Fox) and HENRY, THE RAINMAKER (Mono.)—UPTOWN (1,716) (60c-85c-$1.00) 2nd week. Gross: $10,500. (Average: $9,300)

PAISAN (Mayer-Burstyn)—EL REY (861) (60c-85c-$1.00) 2nd week. Gross: $13,500. (Average: $5,800)

THE RED SHOES (E-L-Rank)—FINE ARTS (680) ($1.20-$1.80-$2.40) 10th week. Gross: $12,000. (Average: $11,300)

SO DEAR TO MY HEART (RKO Radio-Disney) and CLAY PIGEON (RKO Radio)—HILLSTREET (2,700) (50c-60c-80c-$1.00) 6 days, 2nd week. Gross: $11,500. (Average: $17,700)

SO DEAR TO MY HEART (RKO Radio-Disney) and CLAY PIGEON (RKO Radio)—PANTAGES (2,000) (50c-60c-80c-$1.00) 6 days, 2nd week. Gross: $12,000. (Average: $16,400)

THE WALKING HILLS (Col.) and SONG OF INDIA (Col.)—GUILD (965) (60c-85c-$1.00) 2nd week. Gross: $3,500. (Average: $5,300)

THE WALKING HILLS (Col.) and SONG OF INDIA (Col.)—IRIS (708) (60c-85c-$1.00) 2nd week. Gross: $5,000. (Average: $5,700)

THE WALKING HILLS (Col.) and SONG OF INDIA (Col.)—RITZ (1,376) (60c-85c-$1.00) 2nd week. Gross: $6,000. (Average: $8,000)

THE WALKING HILLS (Col.) and SONG OF INDIA (Col.)—STUDIO (880) (60c-85c-$1.00) 2nd week. Gross: $5,500. (Average: $6,500)

THE WALKING HILLS (Col.) and SONG OF INDIA (Col.)—UNITED ARTISTS (2,100) (60c-85c-$1.00) 2nd week. Gross: $8,500. (Average: $9,800)

WHISPERING SMITH (Para.) and DYNAMITE (Para.)—PARAMOUNT (Downtown) (3,595) (50c-60c-80c-$1.00) 2nd week. Gross: $18,000. (Average: $16,500)

WHISPERING SMITH (Para.)—PARAMOUNT (Hollywood) (1,407) (50c-60c-80c-$1.00) 2nd week. Gross: $11,500. (Average: $12,000)

CINCINNATI

"Life of Riley" is doing an expected $17,000 at the RKO Grand, which is the best figure at this house in many months; house average is $8,000. Other current grosses are spotty, for the most part hovering around average figures, or slightly above. Weather was unusually warm at the weekend. Estimated receipts for the week ending March 7-11:

AN ACT OF MURDER (U-I)—KEITH'S (1,500) (50c-55c-60c-65c-75c). Gross: $7,500. (Average: $7,500)

COMMAND DECISION (M-G-M)—RKO PALACE (2,700) (50c-55c-60c-65c-70c-75c) 2nd week. Gross: $11,000. (Average: $13,000)

DON JUAN (WB)—RKO CAPITOL (2,000) (50c-55c-60c-65c-70c-75c). Gross: $10,000. (Average: $10,000)

JOAN OF ARC (RKO Radio)—RKO SHUBERT (2,150) (50c-76c-90c-$1.25) 5th week, on a moveover from four weeks at the Capitol. Gross: $4,500. (Average, at regular scale of 50c-55c-60c-65c-70c-75c: $5,000)

A LETTER TO THREE WIVES (20th-Fox)—RKO LYRIC (1,400) (50c-55c-60c-65c-70c-75c) 3 days, 4th week, on a moveover from two weeks at the Shubert and an opening week at the Albee.

ALI BABA AND THE FORTY THIEVES (Realart) (50c-55c-60c-65c-70c-75c) 4 days, dualed with **PHANTOM OF THE OPERA (Realart).** Gross: $5,000. (Average for seven days: $5,000)

THE LIFE OF RILEY (U-I)—RKO GRAND (1,500) (50c-55c-60c-65c-70c-75c). Gross: $17,000. (Average: $8,000)

WAKE OF THE RED WITCH (Rep.)—RKO ALBEE (3,300) (50c-55c-60c-65c-70c-75c). Gross: $17,000. (Average: $13,000)

Find TV Viewers Go To Films 25% Less

HOLLYWOOD, March 9.—Theatre attendance by a tested group of television set owners declined 25 per cent, according to a survey undertaken here by James Nicholson, Picfair theatre operator, who says the average set owner stays at home nights 68 per cent more than formerly.

Nicholson's survey covered 100 set owners in the Los Angeles area and its results, disclosed at the recent National Theatres conference held here, formed a major topic of discussion for the assembled theatre executives.

Alfred H. Morton, television director for 20th Century-Fox, warned NT theatre men not to be "misled into thinking that sports provide the bulk or most popular type of television program." He said that video viewers are more discerning in their tastes than the average theatregoer and that the average set owner finds present television film fare "poor."

"*Directed with finesse.*"
SAN FRANCISCO CHRONICLE



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN



TINY DUFFY *played by* RALPH DUMKE

In ALL THE KINGS MEN

from the great Pulitzer Prize Novel by Robert Penn Warren

A ROBERT ROSSEN Production • *A Columbia Picture*



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 49 NEW YORK, U.S.A., FRIDAY, MARCH 11, 1949 TEN CENTS

SRO Sales Staff to Be Reorganized

Four Leave to Join Expanding Agnew Firm

A complete reorganization of the Selznick Releasing Organization sales force will be made, Sidney G. Deneau, SRO general sales manager said yesterday in consequence of the resignations of four sales executives who are scheduled to join Neil Agnew's Motion Picture Sales Corp.

Deneau confirmed the resignations of SRO division managers J. E. Fontaine, Eastern; Sam Horowitz, Midwest; Henry G. Krumm, Southern, and Manny Reiner, Latin America sales manager. All are expected to join Agnew, former SRO head.

Deneau said SRO will drop the di-

(*Continued on page 3*)

Dividends Off Less Than 1%

WASHINGTON, March 10. — Film company dividends in 1948 were less than one per cent below 1947, according to revised figures released by the U. S. Commerce Department today.

Back in January, the Department released "preliminary figures" showing publicly-reported cash dividends of film companies totaling $44,905,000 in 1948, about 18 per cent below the $54,641,000 reported for 1947. Today, the

(*Continued on page 3*)

Report Plan to Free Blocked Italian Lire

Proposals to abolish all import taxes and quota restrictions on foreign films will be considered Monday by the Italian cabinet, according to press reports from Rome.

Under terms of negotiations said to have been completed by Gerald Mayer, Motion Picture Export Association European manager, film importers would place in a special fund a specified sum in lire for each picture imported, with the producer then authorized to "unfreeze" a similar sum in dollars, according to the report.

Para. Has Bought Up 841,833 Shares

Paramount purchased last month on the open market 25,100 more shares of its common stock, bringing to 841,833 shares the total accumulated in its treasury under the stock-purchasing program instituted in November, 1946, by company president Barney Balaban.

Other recent monthly purchases follow: January, 27,500; December, 41,700; November, 21,500; October, 40,500; September, 32,500; August, 22,200; July, 31,000.

Schwalberg to Work Closer to Theatres

Paramount has plans for a closer, more intensified working relationship with exhibitors in selling its product, A. W. Schwalberg, sales manager, told the press at the home office here yesterday. He said the matter of cooperative advertising is being discussed but any program "would not be fair if it meant simply paying advertising costs for the exhibitor."



A. W. Schwalberg

Divorcement of its theatres will require more sales effort than before by Paramount, Schwalberg said, explaining that there will be more exhibitors to "contact." He said that the relationship between United Paramount Theatres and Paramount Pictures Co. will continue on the same basis despite the split-up—that of buy-

(*Continued on page 3*)

UA, Fox-Wisc. Row On 'River' Settled

"Red River" is now scheduled to play the Fox Wisconsin circuit beginning next week, in combination with either "Rogues' Regiment" or "The Accused."

In a telegram to MOTION PICTURE DAILY, Fitzgerald confined his comments to this: "The policy of double-featuring attractions has been well established in America. We are not playing "Red River" and "Paleface"

(*Continued on page 3*)

Gorham and Shaffer Voted Top Showmen In Annual Awards

Alice Gorham and Willis Shaffer have been voted the nation's top showmen in the 15th annual Quigley Awards for Showmanship, conducted by the *Managers' Round Table* of *Motion Picture Herald*.



Alice Gorham

Some 60 advertising, distribution and exhibition executives participated in the balloting, which was conducted last Monday in the Waldorf - Astoria Hotel here and awarded the Silver Grand Award Plaque to Miss Gorham, who is publicity director for United Detroit Theatres in Detroit; the Bronze Grand Award

(*Continued on page 3*)

D. C. Wage Ruling Loses Jobs for 165

WASHINGTON, March 10.—Washington theatre owners have decided to discharge some 165 female ushers and about a dozen minor employes as a result of the District of Columbia wage board order increasing the minimum wage for these two groups.

The decision was taken at a meeting of the Motion Picture Theatre Owners of Washington. President A. Julian Brylawski said that the MPTO had warned the wage board that if it increased the minimum as much as it proposed the theatre owners would find females and minors too costly and switch to male workers. Now, he said, this has happened.

CBS Offers 82 Films To Video Affiliates

CBS Television has made available to its 31 video affiliates the first-run telecast rights in their areas to any or all of four film packages, totaling 82 features and short subjects, it was disclosed here yesterday by H. Grant Theis, manager of the CBS film syndication department.

Films include 52 British features produced by Pathe, Ltd., Grand National and British Lion, and present-

(*Continued on page 3*)

Extend MPEA Operations to August, 1950

Decision Still Pending, However, on Reich, Japan

Directors of the Motion Picture Export Association, at a meeting held here yesterday, attended by MPEA president Eric Johnston, voted to execute new licensing agreements with the MPEA, thereby extending the Export Association's operations in all Eastern European countries now within its orbit for another year. These countries include Bulgaria, Czechoslovakia, Hungary, Poland, Rumania, Yugoslavia and the USSR.

The decision of the Board with respect to the continuance of MPEA in Germany, Austria, Indonesia, Japan

(*Continued on page 3*)

Reject Schine Decree Offer

WASHINGTON, March 10.—The Department of Justice has received and rejected the first proposal for a consent decree submitted by Schine Chain Theatres.

The proposals for settlement of the government anti-trust suit which has been remanded by the Supreme Court to the U. S. District Court at Buffalo are said to have been viewed as too mild to win Justice Department approval.

New proposals undoubtedly will be presented by Schine counsel, Irving R. Kaufman, in the near future but, in the meantime, the government now is planning to proceed with arguments in Buffalo District Court on March 18, the next scheduled hearing date, on whether Schine should be permitted to introduce new evidence in the case in connection with the court's re-

(*Continued on page 3*)

Ralph Goldberg Sues Majors, Tri-States

OMAHA, March 10.—Ralph D. Goldberg, owner of the State Theatre Co., has filed a suit for $900,000 damages in Federal Court here.

Named as defendants were the Tri-States Theatres Corp., and several distributors. The Goldberg petition alleges a "conspiracy" contrary to the Sherman and Clayton Anti-Trust Acts by refusing his theatre first-runs.

Personal Mention

WILLIAM SATORI, Monogram-Allied Artists European representative, will leave here today for Pittsburgh, where he will spend a few days before leaving on March 24 for an inspection tour of the Continent.

•

LOUIS B. MAYER, MRS. MAYER and HOWARD STRICKLING, M-G-M studio publicity manager, will leave here Sunday for a week's vacation in Miami, where they will visit NICHOLAS M. SCHENCK before returning to the Coast.

•

MONTE BANKS, Union Film president, has arrived in New York from a trip to Rome, Paris and London. He and his wife, GRACIE FIELDS, will soon leave for a concert tour in Canada, and will return to England on April 2.

•

HERMAN RIPPS, field assistant to John P. Byrne, Eastern sales manager for M-G-M, has been in Boston the past few days conferring with Benn Rosenwald, local manager.

•

HASKELL M. MASTERS, Warner Canadian division manager, arrived in New York yesterday and will return to Toronto on Monday.

•

WILLIAM B. LEVY, Walt Disney Productions general sales manager, has returned here from the Coast.

•

W. C. GEHRING, 20th Century-Fox assistant general sales manager, will return here today from St. Louis.

•

HAL DANSON, Eagle-Lion advertising manager, will leave New York today for two weeks in Florida.

•

RICHARD A. HARPER, of M-G-M's home office sales staff, will return on Monday from a Miami vacation.

•

MACGREGOR SCOTT, overseas sales manager for Associated British Pathe, is here from London.

Depinet, Mochrie to Fly to Houston

Ned E. Depinet, RKO president, and Robert Mochrie, RKO Radio sales vice-president, will leave here Wednesday by plane to attend the premiere of "Green Promise," Glenn McCarthy production, at Houston.

Tied in with the presentation of the RKO Radio release is the opening of McCarthy's hotel, the Shamrock, and a number of press representatives will be on hand as the guests of McCarthy.

Johnston on Socialism

Eric A. Johnston, president of the Motion Picture Association of America, told a dinner-meeting of the Economic Club of New York last night that continued improvement in the "American system" will remove the threat of socialism here. His subject was, "Can the United States Avoid Socialism?"

U-I, Rank Publicists Bid Horwits Farewell

Members of the Universal-International advertising and publicity departments and representatives of the J. Arthur Rank Organization yesterday gave a farewell luncheon for Al Horwits, newly-appointed U-I studio publicity director who leaves for his new post today.

Among those who attended were David A. Lipton, Maurice A. Bergman, Jock Lawrence, Charles Simonelli, Hank Linet, Jerry Dale, Fortunat Baronat, Robert Ungerfeld, Lewis Blumberg, Andy Sharick, Philip Gerard, Laurence Audrain, Syd Roye, Harold Gutman, Joseph Gould, Cliff Cane, Charles Cohen, Julian Benedet, Carlos Cruz, Alfred L. Mendelsohn, Herman Kass, Lowell Benedict, Gene Giambalvo, Norma Seltzer, Louise Leavitt, Jessie Hill, Ed Shulman and Milton Livingston.

A.A.-Mono. Directors To Meet Tomorrow

HOLLYWOOD, March 10.—Steve Broidy, president; George D. Burrows, executive vice-president and treasurer; Harold J. Mirisch, vice-president, and Howard Stubbins, Pacific Coast franchise holder, have left here to attend board of directors' meetings of Allied Artists and Monogram at the Drake Hotel, Chicago, on Saturday. Other board members to join the group are Ray Johnston, Edward Morey, Arthur C. Bromberg, William Hurlbut, Herman Rifkin, Norton V. Ritchey and Charles W. Trampe.

Previous erroneous announcement indicated that a stockholders' meeting would be held at the same time and place. The annual stockholders' meeting is held on the second Wednesday in November, customarily in Hollywood.

NFS To Handle UA Prints in Memphis

PHILADELPHIA, March 10.—United Artists has arranged with National Film Service for physical print handling at Memphis, William J. Clark, National executive vice-president, said here today. UA had been handling the Memphis territory out of its St. Louis and New Orleans branches. Memphis Film Service, a National affiliate, now takes over.

Youngman at Studio

HOLLYWOOD, March 10.—Gordon Youngman, RKO Radio general counsel, has established temporary headquarters at the studio in preparation for extensive legal work in connection with the company's pending divorcement and reorganization. His stay here will be for an indefinite period, although he will make occasional return visits to New York.

'Jennie' Date Put Back

David O. Selznick's "Portrait of Jennie," scheduled to open at the Rivoli here on March 23, has been delayed to March 30, it is announced by Sidney G. Deneau, SRO general sales manager.

Press Unit Gives 'Snake Pit' Award

At a broadcast last night over New York's station, WNYC, the Foreign Language Press Film Critics Circle awarded Darryl F. Zanuck's "The Snake Pit" a citation as the "Best Picture of 1948." The award, made to Spyros P. Skouras, president of 20th Century-Fox, was accepted by Ulric Bell, publicity manager of the company, for Skouras. Also honored were Olivia de Havilland, voted best actress for her performance in "The Snake Pit," and Anatole Litvak, co-producer and director of the film as best producer of the year. The foreign press selection also honored Zanuck as the only executive producer to win the award in two successive years. Last year his "Gentleman's Agreement" was chosen as best.

Others honored by the critics were Laurence Olivier, chosen best actor for "Hamlet," and Roberto Rossellini, best director for "Paisan." "The Red Shoes" was selected as the best British-made picture, and "Paisan" as the best Continental film.

S.P.G. To Vote on Future Affiliation

HOLLYWOOD, March 10.—Screen Publicists Guild last night voted to hold a mail ballot to determine whether to continue its present affiliation with the Painters Brotherhood or switch to the IATSE, or choose another affiliation.

The meeting heard IATSE's Roy Brewer outline advantages which he asserted would accrue from tying up with the "IA." The affiliation issue has had SPG membership divided for the past several weeks, following an IATSE-minded faction's protest against the Guild officers' waiving a seniority clause in a contract proposed by producers. The pact remains unsigned, with the Guild under producer notification that the old contract will be terminated in April.

"St. Louis" Premiere Held in Texas City

BROWNSVILLE, Tex., March 10.—U.S. and Mexican government representatives participated today in the "two-nation premiere" of Warner's "South of St. Louis" at the Capital and Queen theatres here.

With stars Joel McCrea and Alexis Smith here for the event, a day-long celebration began with a pilgrimage to Palmetto Hill battlefield, followed by parades, radio broadcasts and other special programs. Warner has set playdates for the picture in 200 surrounding cities within the next 10 days.

Reeve Heads Coast Bond Drive Group

HOLLYWOOD, March 10.—Arch Reeve, secretary of the West Coast Committee of Advertising and Publicity Directors, has been named publicity head of the Hollywood committee for the industry's participation in the Treasury's savings bond drive, by Maurice A. Bergman, chairman of the industry organization.

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

"ALIAS Nick Beal"
A Paramount Picture starring
RAY MILLAND
AUDREY TOTTER
THOMAS MITCHELL
IN PERSON
THE KING COLE TRIO
plus LARRY STORCH
plus HELENE & HOWARD
Extra ELLIOT LAWRENCE
His PIANO & His ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK
Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN

A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by
RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
18th WEEK! VICTORIA BROADWAY & 46th ST.

DANE CLARK • GAIL RUSSELL
ETHEL BARRYMORE in
Frank Borzage's Production
"MOONRISE"
BRANDT'S GLOBE
BROADWAY & 46th STREET

MYRNA LOY
ROBERT MITCHUM
"THE RED PONY"
A REPUBLIC PRODUCTION
BRANDT'S MAYFAIR
7th AVE. & 47th ST.

Loretta Young • Van Johnson
"MOTHER IS A FRESHMAN"
A 20th Century-Fox Picture
In Technicolor
ON VARIETY STAGE
PHIL BAKER • CAB CALLOWAY
BIG ICE REVUE
ROXY 7th Ave. & 50th St.

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Extend MPEA

(*Continued from page* 1)

and Korea was deferred to a future meeting.

In retaining MPEA as its sole distribution agency, directors of the 10 member companies agreed to extend the period of joint operation until August 31, 1950. Present licensing contracts under which MPEA has been operating in these countries since 1946 terminate at varying dates between May and September of this year. Some doubt existed during the past few months on whether MPEA operations would be continued or curtailed.

Present at the meeting were: Norton V. Ritchey and William Sartori of Allied Artists; Abe Schneider, Jack Segal and Arnold Picker, Columbia; Arthur Loew, George Muchnic and Seymour Mayer, Loew's; George Weltner, Roger C. Clement and William Piper, Paramount; Phil Reisman and R. K. Hawkinson, RKO; Richard W. Altschuler and Theodore Black, Republic; Murray Silverstone and Emanuel Silverstone, 20th Century-Fox; Arthur W. Kelly, United Artists; Joseph H. Seidelman, Universal; John J. Glynn, Warner Brothers, and Theodore S. Hope, Jr.

Present from the MPEA were: Francis S. Harmon, John G. McCarthy, Frederick W. Du Vall, Herbert Erlanger, Frank J. Alford, Joe C. Goltz and Alfred F. Corwin.

SRO - Agnew

(*Continued from page* 1)

visional set-up in reorganizing and will replace the men who are leaving with district managers within 10 days. Paul MacNamara, Selznick vice-president and advertising-publicity head, arrived in New York yesterday, and Selznick may come here next week.

Agnew's M. P. Sales Corp. is on the verge of expanding into an organization similar to the one he set up at SRO. A minimum of four key sales divisions will be set up and physical distribution will be handled by James Clark's National Film Service. The company is rapidly lining up product, with the Abbott & Costello "Africa Screams," Franchot Tone's "Man on the Eiffel Tower," and Protestant Films' "Prejudice," and others, already on its schedule. Company's representation fee is three per cent of the gross. The company also will open a Hollywood office.

Leonard Case, SRO treasurer, announced that Reiner will be replaced in Latin America by Alfredo Holguin, who will headquarter in Mexico City, and Isidro Rosenfeld, with headquarters in Buenos Aires.

It was also announced that Victor Hoare will replace Louis Lewis, who resigned this week as SRO general sales manager for Britain and the Continent. Cleave Shepherd will continue for SRO as general sales manager for Australasia, and Fred S. Gulbransen has been named to handle sales in the Far East.

Would Cut Freight Rate

WASHINGTON, March 10.—The Flying Tiger Air Line proposes to slash by 25 per cent its rates for carrying motion picture film and other freight from the West Coast to the Eastern seaboard. In a proposed new tariff filed with the U. S. Civil Aeronautics Board, the line says it wants to drop its rate to $14.71 per 100 pounds, from the present $19.61.

$13-Million Eastman Dividend to Workers

Rochester, N. Y., March 10.—Eastman Kodak will distribute a wage dividend of approximately $13,000,000 on Monday, to 50,000 employees in the Western hemisphere, the company announced here today.

The wage dividend will be the largest ever distributed by the company, comparing with $11,600,000 paid a year ago.

The payment on Monday will bring the total to approximately $103,000,000.

Dividends Off

(*Continued from page* 1)

Department said that when the film companies revised their reports, the 1948 total was $54,205,000—a mere shade below the 1947 figure. This means the 1948 payments were the second highest on record. The 1946 total was $46,714,000.

Commerce officials said that much of the increase in the revised 1948 figure over the preliminary one came from dividends reported by the Stanley Co., a Warner subsidiary. Stanley reported late, its dividends not being included in the preliminary total.

Commerce officials usually figure that publicly-reported dividends account for about 60 to 65 per cent of total dividends, but they said that they believe the percentage is higher for the motion picture industry. If the 65 per cent figure were used, that would mean total film industry dividends in both 1947 and 1948 were in the neighborhood of $80,000,000.

Reject Schine

(*Continued from page* 1)

consideration of divestiture and other angles, as directed by the Supreme Court.

The principal issue involved either in continued litigation, or in negotiation of a consent decree, is exactly which Schine situations are to be opened and what theatres disposed of in each. The Justice Department reportedly is taking a firm stand on the opening of all Schine situations where it believes competition to be at a disadvantage.

Schine attorney Kaufman, incidentally, headed the Justice Department's anti-lobbying unit until recently. He is well known here.

CBS Offers 82 Films

(*Continued from page* 1)

ing such stars as James Mason, Gracie Fields, Michael Redgrave, Bruce Cabot, John Loder and Otto Kruger. CBS claims that 42 of the films never have appeared on any U.S. theatre screen. Also on the program are eight "Strange As It Seems" shorts produced by Columbia Pictures, the network states.

Mother of Harry Gold

Mrs. Jennie Levin, mother of Harry Gold, died Wednesday at White Cross Hospital, Columbus, Ohio, after a long illness. Funeral services will be held on Sunday in Columbus, Gold's office reported here yesterday.

Schwalberg's Plans

(*Continued from page* 1)

er and seller. Affiliates sometimes are "our severest customers," he added, inferring that theatre subsidiaries were not always ready outlets for the Paramount sales organization.

Schwalberg said that he has yet to see the company's consent judgment in the industry trust suit and must consult the legal department, headed by Austin Keough, before mapping selling policies. He reported he plans a series of regional sales meetings in about 60 days for the purpose of discussing trade practices under the decree with the field staffs. Schwalberg pointed out that he had been preoccupied with the 10-day meeting of executives at the studio and other matters relative to his new position as sales chief, in explaining that he has not familiarized himself with the government settlement.

No Product for TV

He told reporters that business so far this year has been as good as, if not better than, the same period in 1948. Contributing to this, he added, are the showings made by "Paleface" and "Whispering Smith."

He disclosed that Paramount has no intention of selling product to telecasters.

Schwalberg was unable to clarify the muddled status of competitive bidding as provided for in the Paramount decree, here again reminding that he had not consulted the order and thus could draw no conclusions. However, while Paramount's plans in this regard have yet to be clearly formulated, it was recalled that A. C. Bickford, Paramount attorney, contended for the record in New York Federal Court when the judgment was presented that it does not make competitive bidding compulsory for Paramount. He did not say to what extent Paramount would license product in that manner, nor did he explain how else it might be licensed.

Double Bill Row

Although Schwalberg was not disposed to talk extensively about the double billing of United Artists' "Red River" and "Paleface," as planned by Fox Wisconsin, the indication was that Paramount would do nothing about it.

UA president Gradwell Sears earlier this week refused to service prints of "River" to the Milwaukee circuit on the grounds that showing two top-grossing films on one program "sabotaged" the value of both.

W. B. Murray, 59

William B. Murray, 59, head of the radio department of the William Morris Agency since 1932, died here yesterday from a sudden illness. Murray handled many stars of the screen and radio during his career, which included work for the Baldwin Piano Co., Judson Radio Corp. and National Broadcasting Co. Among his clients were Abbot and Costello, Fred Allen, Danny Kaye, Eddie Cantor and Al Jolson. Surviving are his wife, three sons and his mother.

Off-Street Parking Bill

ALBANY, N. Y., March 10.—The State Senate today unanimously passed and forwarded to the Assembly the Desmond bill which requires theatres and other public places hereafter erected in New York cities to provide off-street parking facilities. Theatres would have to provide 200 square feet for each 10 seats.

Gorham and Shaffer

(*Continued from page* 1)

Plaque to Shaffer, who is manager of the Fox Atchison Theatre in Atchison, Kan., and the Special Overseas Award to Guellermo Echazu, manager of the Metro Theatre in Santiago, Chile.

Miss Gorham, a consistent contributor to the Round Table pages for the last three years, has won one Quarterly Award and two Scrolls of Honor. While women have won several lesser awards, Miss Gorham is the first to win the top QP Showmanship Award. Shaffer, also a long and persistent contributor, has won two Quarterly Awards. The Overseas Award goes for the first time to a South American showman. Echazu's campaigns were conspicuous in a market which receives little attention in the North American press.

At a luncheon which followed the judging, Martin Quigley, emphasizing the need for a return to showmanship, said:

"Fortunately there have lately been indications of an early return to that aggressive brand of showmanship which once made motion pictures the best promoted service before the world public."

Awards Promote Showmanship

He emphasized the influence which the Awards have had in promoting better showmanship and the part they have played in bringing the winners greater responsibilities and opportunities.

Si Fabian, head of the circuit bearing his name, was a guest speaker at the luncheon. Enumerating the problems and changes, both economic and legal, which confront the industry, Fabian called for a return to the fundamentals which "are the foundation upon which our business life was built." Those fundamentals, he said, are the maintenance of comfortable, attractive theatres; the providing of great entertainment at reasonable prices, and "the showmanlike way in which we have exploited our pictures for our theatres."

UA, Fox-Wisc. Row

(*Continued from page* 1)

together in any Fox Wisconsin theatre."

Earlier this week, UA president Gradwell Sears announced that the company would refuse to service prints of "River" to the circuit because the film was to be teamed with "Paleface." UA claims it was so informed by its Milwaukee branch manager who learned of the plan in telephone calls to the three Fox theatres involved and by matching his booking records with Paramount's. Sears said that the double billing constituted a "stupid abuse of exhibitor power," and that it would "sabotage" the value of the two films.

It was UA's understanding that the two pictures were to open last Wednesday at the Granada, Uptown and Garfield Theatres, which are the three key subsequent runs in Milwaukee. No announcement of the combination appeared in Milwaukee newspapers. Fox Wisconsin generally advertises its programs a day before opening. The clash with UA came on Monday night.

New Firm To Import

Formation of Armanac, Inc., a new foreign film distributor, is announced by A. R. Hourvitch, president. Initial release is an Italian film.



THE 18 HAPPIEST GUYS IN PICTURE BUSINESS!

Paramount's Home Office Delegation, Just Back From The Coast After Previewing All This Fabulous Line-Up of Coming Product! We've Seen 'Em All—a Neither We Nor You Have Ever Seen Anything Like Them for Sheer Sustained Boxoffice Quality! Here's the 16-Picture Evidence That

THE GOLD'S REALLY ROLLING FROM OUR HOLLYWOO FOR PARAMOUNT'S GOLD RUSH OF '49

Dorothy Lamour
Sterling Hayden
Dan Duryea
in
"MANHANDLED"

Alan Ladd • Betty Field
Macdonald Carey
Ruth Hussey
Barry Sullivan
Howard DaSilva
in F. Scott Fitzgerald's
"THE GREAT GATSBY"

John Payne
Gail Russell
Sterling Hayden
"Gabby" Hayes
Dick Foran in
"EL PASO"
Color by Cinecolor

Paulette Goddard
John Lund
Macdonald Carey
in "BRIDE OF VENGEANCE"
A Mitchell Leisen Production

Bob Hope
Lucille Ball
in Damon Runyon's
"SORROWFUL JONES"
Introducing
Mary Jane Saunders

Victor Mature • Hedy Lamarr
in Cecil B. DeMille's
"SAMSON AND DELILAH"
Color by Technicolor
with
George Sanders
Angela Lansbury
and Cast of Thousands

Bing Crosby
Rhonda Fleming
William Bendix
Sir Cedric Hardwicke
in Mark Twain's
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor


MINE
Paramount Pictures
Claude Rains
Wanda Hendrix
Macdonald Carey
in
"SIN OF ABBY HUNT"
A Mitchell Leisen Production
"ALIAS NICK BEAL"
SPECIAL AGENT
William Holden
William Bendix
Macdonald Carey
Mona Freeman
in
"STREETS OF LAREDO"
Color by Technicolor
Joan Caulfield
William Holden
Edward Arnold
Billy DeWolfe
Mona Freeman
(The Stars of "Dear Ruth") in
"DEAR WIFE"
Robert Cummings
Lizabeth Scott
Diana Lynn
in
"BITTER VICTORY"
A Hal Wallis Production
Bing Crosby
Barry Fitzgerald
Ann Blyth
in
"TOP O' THE MORNING"
Alan Ladd
Donna Reed
in
"CHICAGO DEADLINE"
Olivia de Havilland
Montgomery Clift
Ralph Richardson
in
William Wyler's
"THE HEIRESS"
From the Famous Stage Hit

ANOTHER BIG ONE

GETS THAT BIG 20th Century-Fox SEND-OFF!!!

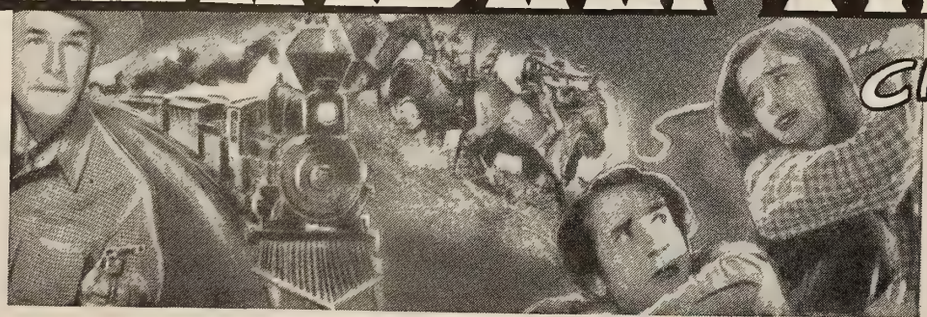
94 THEATRES! 5 EXCHANGE AREAS!

SAN FRANCISCO-SEATTLE-PORTLAND-DENVER-SALT LAKE

SATURATION PREMIERE!

IT'S TERRIFIC!!!

CANADIAN PACIFIC



CINECOLOR

RANDOLPH SCOTT in "CANADIAN PACIFIC" • Color by CINECOLOR with JANE WYATT, J. Carroll Naish, Victor Jory • and introducing Nancy Olson • Produced by NAT HOLT Directed by EDWIN L. MARIN Screenplay by Kenneth Gamet and Jack DeWitt • Original Story by Jack DeWitt • A Nat Holt Production Released by 20th Century-Fox

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!!!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 50 NEW YORK, U.S.A., MONDAY, MARCH 14, 1949 TEN CENTS

To Set Status Of Decree In Private Suits

5th-Walnut Appeal Today Embodies That Question

A singularly significant industry legal question is due to be answered in consequence of the Fifth and Walnut Amusement appeal hearing which is slated to get underway here this morning before Judge Augustus N. Hand in the U. S. Circuit Court of Appeals. The court will be asked to decide, in effect, whether the final decree in judgment in the government's suit against Paramount, et al, can be admitted in the industry's myriad private anti-trust actions.

Louisville's Fifth and Walnut, represented by attorney Monroe E. Stein of New York, will argue today that Federal Judge Vincent L. Leibell erred on at least two counts when he

(*Continued on page* 5)

House to Consider Tighter Trust Laws

WASHINGTON, March 13.—The House Judiciary Committee is expected to soon announce a year-long, comprehensive investigation of the need for tightening and coordinating the nation's anti-trust laws, which have been applied so frequently against distributors in recent years.

Recommendations would not come until next year, under the plan being considered by Judiciary Committee Chairman Celler, New York Democrat.

Celler is scheduled to meet this week with top officials of the Justice Department, Federal Trade Commission, and other agencies interested in

(*Continued on page* 5)

Atlas Sold 50,000 Warrants of RKO

WASHINGTON, March 13.—The sale of 50,000 warrants for RKO common stock by Atlas Corp., headed comparatively light film stock transactions by industry officers and directors during the period of January 11 to February 10, according to the Securities and Exchange Commission. Atlas holdings of warrants at the end of the period are reported as 267,812.

Largest individual transaction was

(*Continued on page* 5)

Studio Jobs Decline; Expect March Rise

Hollywood, March 13.—Production employment hit a low ebb in January, according to a California labor statistics bulletin issued here, skidding from December's 75.2 per cent to 67.5 on the Labor Bureau's scale index which regards 100 as normal. Average weekly earnings dropped from $98.26 to $93.97. Expectation is that February figures will show even a lower employment level, with March witnessing a sharp rise if the present upward trend in production continues.

Want FCC Rule on Film Firms in Video

WASHINGTON, March 13.—Twentieth Century-Fox has asked the Federal Communications Commission to issue an order immediately declaring that film firms and other companies, including theatre circuits, found guilty of violating U. S. Anti-Trust Laws are not barred from holding radio and television licenses.

If it does not want to do this, 20th-Fox said, the Commission should at least immediately ask all interested parties for their views, so that a position can be taken relatively soon.

The company declared that the motion picture industry cannot plan its over-all future until it knows the answer to whether film firms will be allowed into television. For example, it said, film companies cannot go ahead with plans for theatre television.

ASCAP IS PRESSING U. S. DECREE TALKS

Thompson, Mandell, Mishkind Promoted

Three members of the field staff of Selznick Releasing Organization have been promoted to district managerships by Sidney Deneau, general sales manager, as part of the decentralization plan announced by him several days ago wherein he stated that SRO's sales divisions are being reduced to districts in order to create closer selling contact with exhibitors.

R. R. Thompson, former branch manager of Kansas City, has been appointed district manager with supervision over Kansas City, Des Moines,

(*Continued on page* 5)

YoungsteinRenamed President of AMPA

Max E. Youngstein, vice-president in charge of advertising-publicity for Eagle-Lion, has been nominated for a second term as president of the Associated Motion Picture Advertisers by the organization's nominating committee, it was disclosed by Dave Bader, committee chairman. Bader stated that in naming Youngstein the committee shattered a 20-year tradition, in that no other person has ever succeeded himself as AMPA president.

Other officers on the committee's

(*Continued on page* 5)

Seeks Modification of 1941 Pact to Permit Theatre Collections

WASHINGTON, March 13.—Negotiations for modification of the 1941 consent decree between the American Society of Composers, Authors and Publishers and the Department of Justice are being pressed and could be concluded within a few weeks.

A key phase of the negotiations, it is reported, involve Ascap proposals to meet the objections to theatre music fee collections by the Society, now prohibited by Federal Judge Vincent L. Leibell's decree in New York District Court.

Presumably, if the proposals are acceptable to the government and the New York Federal Court, Ascap would be authorized to resume music

(*Continued on page* 5)

NLRB Election to Settle Coast Issue

WASHINGTON, March 13.—The National Labor Relations Board has directed a representative election within 30 days among set decorators in 10 Hollywood studios to chose between IATSE and the Brotherhood of Painters, Decorators and Paperhangers of America, both AFL.

Studios affected are Columbia, Paramount, Warner, Loew, Universal, RKO, Samuel Goldwyn, Republic, Hal E. Roach, and 20th Century-Fox.

The dispute between the two unions for control of the studio set decorators has been one of the sorest spots

(*Continued on page* 5)

Thirty Bills in Albany Could Affect Theatres

ALBANY, N. Y., March 13.—Listing 30 pending bills in 11 categories which could affect theatres, the Albany Theatre Owners of America reports that it had moved against Bingo legislation "with the central committee" of four New York exhibitor associations and that "results were very favorable," two Senate measures removing criminal penalty for Bingo sponsored by non-profit organizations being recommitted.

TOA sees no hope of adoption of any of three bills repealing permissive local tax laws, which allow a five per cent admission levy. It warned that proposals of a minimum wage of 75 cents per hour "will affect every type of business" if passed, and said the Noonan advertising film reissue bill "is being watched closely, since enactment will be a gross hardship."

A few of the other bills listed by the TOA include the Mitchell-Morgan Act, passed by the Assembly, to permit an additional 50-cent charge by brokers for the delivery of theatre tickets; Schupler Bill, proposing a state theatre; Morrit Bill, for an automatic stay in proceedings reviewing revocation of license for stage shows; Gans-Tanken Bill for the inclusion of orchestras and bands in the law governing employment agencies.

'U' Board to Elect Officers March 24

Nate J. Blumberg, president, and J. Cheever Cowdin, board chairman, are among the officers of Universal who are slated for re-election by the board of directors at a home office board meeting scheduled for March 24. Other officers include Charles D. Prutzman, John J. O'Connor, Matthew Fox, William A. Scully, Joseph Seidelman and Edward Muhl, all vice-presidents; Samuel Machnovitch, treasurer, and Adolph Schimel, secretary.

Personal Mention

ELLIS ARNALL, SIMPP president, has arrived in New York from the Coast after stopovers en route.

•

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative for 20th Century-Fox, will arrive here from the Coast today after several weeks of production conferences at the studio.

•

RAFAEL MARTI, Monogram-Allied distributor in Puerto Rico and Santo Domingo, and CARLOS PLAZA IZQUIERDO, distributor for the same company in Venezuela, are in New York from their respective territories.

•

CHARLES JUDGE, assistant manager of the Trans-Lux Theatre at Philadelphia, will become manager tomorrow, replacing TOM SPECK, who will leave to take a post with the Kirkeby Hotel chain.

•

FRED MYERS, Eastern division sales manager for Universal International, will be in Washington and Philadelphia this week, returning to New York on Friday.

•

MILES A. GOLDRICK, managing director for Westrex Corp. in England, has returned to London after a stay in the U. S. since November.

•

JULIAN LESSER, co-producer of Windsor Productions, left Hollywood yesterday for a three weeks' tour which will take him to New York.

•

DAVID D. HORNE, Film Classics foreign sales manager, left here over the weekend for two months in Europe.

Hold 'Pit' for Oscars

Postponement of the New York premiere of "Portrait of Jennie" at the Rivoli Theatre from March 23 to March 30 was decided upon to give "Snake Pit," current Rivoli tenant, the benefit of publicity which would accrue to it in the event it wins some top honors in the Academy Awards which are to be announced on March 24. "Pit" is among the leading contenders for Oscars.

Burns & Allen to CBS

Columbia Broadcasting has signed George Burns and Gracie Allen to a long-term contract for exclusive radio and television services beginning next fall. Comedy team is now on National Broadcasting, under Maxwell House sponsorship.

New Tarzan Signs For 7

Lex Barker, new star of Tarzan motion pictures, has signed with Sol Lesser, producer of the series, for seven years to do one picture a year under the contract. All of the pictures will be released through RKO Radio.

Tradewise . . .

By SHERWIN KANE

PARAMOUNT officials make no secret of the determination with which they fought the Department of Justice's insistence upon the consent decree provision for the appointment of a trustee to hold and vote for several years the common stock of the new independent theatre company which will emerge from the decree and reorganization of Paramount.

They viewed it, correctly enough, as an unneeded precaution which would annoy and could penalize Paramount stockholders to the extent that their opposition to the plan of reorganization would be stimulated and market values of Paramount stock would be depressed.

The latter has happened. The former still is likely but discernible stockholder opposition to the plan, while it unquestionably will center more on the theatre stock trusteeship than on any other single provision of the decree and reorganization, does not at this time appear formidable enough to threaten rejection of the plan by the stockholders at the meeting set for April 12.

Without it, however, some dissatisfaction and criticism which it seems inevitably will arise at the stockholders' meeting, could not be generated.

•

In opposing the plan, Paramount officials pointed out to the Department of Justice that no trusteeship had been ordered for the stock of the new RKO theatre company when the government approved the RKO consent decree.

It may be noted here, too, that market value of RKO shares, unlike that of Paramount's, has not since been depressed nor is there any indication of serious stockholder opposition to the RKO divorcement-reorganization plan, perhaps in consequence. As a matter of fact, it is not unlikely that much stockholder opposition to the RKO plan has been silenced with the appearance in Paramount's plan of the theatre stock trusteeship provision.

Paramount's opposition to the provision was genuine enough to bring about a termination of consent decree negotiations with the government over the single issue of the stock trusteeship and, subsequently, to delay consummation of the negotiations for weeks after the principle of a trustee had been accepted but while the trustee's powers, particularly over stock dividends, were disputed.

The government remained adamant. It was determined to hang in its trophy room a nice specimen of total divorcement.

Now the trophy is frightening other prospective big game.

•

Many wonder why Paramount capitulated on the point it felt itself so strongly opposed to.

One explanation given is that Paramount had been for some time past completely reconciled to the inevitability of divorcement. Continuing the litigation not only would be hazardous, costly and disconcerting, even discounting the findings and still obscure recommendations of the United States Supreme Court, but even an ultimate victory in the courts for Paramount on the disputed issue of divorcement could turn out to be no victory at all, or at best a victory for the moment only.

That is because the temper of the nation's legislators, as well as that of most Federal courts, is weighted against integrated bigness and the possession of potential power to monopolize.

Who can say that an ultimate Paramount victory in the courts would not be nullified by new statutes enacted as a result of such a victory?

The decision to accept a settlement promised Paramount the best opportunity to protect and preserve for its stockholders the finest assets of both its picture and theatre operations. Better, it was reasoned, to employ the time gained by prompt settlement to reorganization and establishment of the sturdy independent companies than to hazard it on what might prove to be a futile victory, and thereafter be compelled to carry out dissolution under unguessed at conditions and restraints.

There can be no other conclusion but that, all things considered, Paramount stockholders have been well and ably served.

• •

Apparently Fox-Wisconsin bookers weren't listening when Spyros Skouras made his repeated urgings for exhibitor cooperation in getting the most from product values by every means.

Newsreel Parade

BILL ODOM's globe-circling flight and the conviction of Axis Sally are current newsreel highlights. Other items include Russia's return of a lend-lease cruiser and the capture of train robbers. Complete contents follows:

MOVIETONE NEWS, No. 21—Bill Odom flight. Axis Sally convicted. B. and O. train robbery. President Truman receives honorary degree at Rollins College. Film award for "The Snake Pit." Carpet hats. Joe Louis turns in gloves. Baseball training. Chariot racing revived.

NEWS OF THE DAY, No. 225—"Wild West" train bandits captured. Axis Sally guilty of treason. Degree for Princess Elizabeth. Latest dance craze. Romans revive chariot racing. Joe Louis' million-dollar story. Baseball training.

PARAMOUNT NEWS, No. 58—Bill Odum flies from Hawaii to New Jersey. Russia returns U.S. lend-lease cruiser. Danish Minister Rasmussen here for pact talks. Axis Sally guilty of treason. Modern version of Great Train Robbery. Smallest engine! smallest car!

UNIVERSAL NEWSREEL, No. 229—Bill Odum plane sets Hawaii-New Jersey record. News in brief: Axis Sally, Russia returns U.S. cruiser, carnival in Holland. Personalities in the news: Joe Louis, Clement Attlee in Berlin, President Truman at Rollins. Rugged hats. Hare and hound.

WARNER PATHE NEWS, No. 60—Warner Pathe News rides the air lift. Axis Sally found guilty of treason. Train robbers captured in gun battle. Bill Odum sets plane record. Rollins College honors President Truman. Floods threaten Midwest. Brazilian boat visits Golden Gate, San Francisco. Russia returns lend-lease cruiser. *USS Tarawa* heads for "moth balls."

Additional 'Joan' Holdovers in Keys

Sierra Pictures' "Joan of Arc," RKO Radio release, is now in its 18th week at the Victoria Theatre, New York, establishing a new record for run and intake at this house, according to RKO. It is in its 12th week at the Palace, Los Angeles, and in its seventh at the Apollo there, the latter representing a moveover after four weeks at the Beverly.

It holds for a sixth week at the Golden Gate, San Francisco, and at Philadelphia's Karlton, it is in its 12th week. Other reports show a seventh week at Boston, fourth week at Detroit, St. Louis and Minneapolis and third weeks at Omaha and Providence and second weeks at Cincinnati and Denver.

Goldwyn Bid High For 'Edge of Doom'

Samuel Goldwyn won out in production company bidding for screen rights to "The Edge of Doom," a first novel by Leo Brady, Catholic University, Washington, speech and drama instructor. It will be published by E. P. Dutton and Co. in the fall.

Goldwyn, who paid a season's record price of nearly $160,000 for the book, considers it his most important story buy since "Earth and High Heaven."

Canadian Film Exports

OTTAWA, March 13.—Film exports from Canada have declined from $247,000 in January, 1948, to $167,000 in January, 1949, according to a government report issued here.

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UNITED ARTISTS NOW HAS THE BOXOFFICE SUCCESSOR TO "BODY AND SOUL"...

"CHAMPION"

presented by SCREEN PLAYS CORP.

Contact your United Artists exchange **NOW** for an immediate screening of ***Boxoffice*** **"CHAMPION"!**

Says Tax Cut Is 'Vital' to Worker

Washington, March 13.—Rep. Kenneth Keating, New York Republican, who last week introduced a bill to end the 20 per cent admission tax on tickets costing less than $1 and to cut it back to 10 per cent on admissions costing over $1, has told the House that his bill is vital to meet "the problem of the reduced recreation which a workingman and his family cannot now enjoy because of the expense involved." Keating said his proposal would cost about $350,000,000.



UNITED

Flight Facts



Passengers generally get quite a kick out of being able to leave New York at noon on United's DC-6 Mainliner 300, and arrive in Los Angeles at 8:45 p.m. the same evening.

But they're *really* surprised to learn that at cruising speed —300 miles an hour—the DC-6's engines are actually just loafing!



It's true. We cruise at much less than total power, leaving a substantial power *reserve* for flying around, or over the weather, *and still arrive in Los Angeles on time!*

See you aloft!

Bob Dawson

Pilot on

UNITED AIR LINES
DC-6 MAINLINER 300s

Review

"Champion"

(*Screen Plays—United Artists*)

HERE is a rough, tough, no-punches-pulled attraction about the fight-ring, centering around a character who has little to recommend him beyond his sheer strength. "Champion" is a strong attraction for those who want their attractions strong, including brutality in the climactic slugging match which some, no doubt, will feel goes beyond dramatic requirements. For a bead on what this show perhaps may do, theatremen might check their experience with the highly successful "Body and Soul."

"Champion" is based on a Ring Lardner story of the same title. It tells the history of Kirk Douglas, from low down on the economic ladder, and how he punches his callous and unrestrained way through pugilistic opponents, the "fight racket," and the lives of four women in his scramble to the top of the heap. He makes his grade beyond any doubts.

On the way, he leads on and marries Ruth Roman and abandons her, successfully makes up to the expensive Marilyn Maxwell and walks out on her, emotionally upsets Lola Albright and takes a powder there, and practically breaks his mother's heart. In his line of travels, Douglas shatters whatever idealism his crippled brother, Arthur Kennedy, had for him and walks out on Paul Stewart who made him. Maintaining his championship title in a return bout with John Day, Douglas reaches the end of his tether with a brain hemorrhage which results in death.

This highly-briefed story outline should be sufficient to convey that "Champion" is not a pretty picture. Whatever sympathy may have gone to Douglas at the outset is dissipated as the film unfolds, so that there is little or no audience pull for him. So ruthlessly does he batter his way toward his objectives that audiences in every probability will feel he has earned his just desserts.

There is, however, considerable dramatic power in the telling, Douglas gives a forceful performance which will draw added attention to his stature as a rising actor in Hollywood. Accompanying performances likewise are sound and believable. The melodramatic opportunities of the script, moreover, are met in realistic direction for which Mark Robson is to be credited. Production atmosphere, aided by arresting low-key photography in black-and-white, by Frank Planer, proves an important asset. The aroma of the ring undeniably has been caught with sharpness and authority.

Stanley Kramer produced, with Robert Stillman as associate. Carl Foreman wrote the incisive screenplay.

Running time, 99 minutes. Adult audience classification. Release date, May 20, 1949.

RED KANN

Critic Lauds Films Of Spiritual Worth

UNION CITY, N. J., March 13.—Countering arguments for less screen emphasis on religious themes, Jerry Cotter, stage and film critic of *The Sign,* national Catholic magazine published here, contends that "there can be no greater assignment for the motion picture than the appeasement of mankind's current hunger for hope and faith."

Cotter cites "Joan of Arc" as a "great picture" and "Monsieur Vincent" as an example of "how beautifully inspiring the screen can be." He deplores the "sad fact" that Catholic groups and individuals "do not support the movies and plays they should," adding that, despite that, "Joan" is a "heartening success."

"It is all well and good to come against trashy comedies and the gross materialism of many movies," he says, "but unless we are equally alert and enthusiastic about supporting the worthwhile releases, we are wasting our time."

9th WB Stockholder Suit

Marking the ninth such action to be taken since last Sept. 20 against Warner executives, Warner minority stockholder Lawrence B. Dattenheim filed at the weekend in U. S. District Court here a suit against United States Pictures, Warner Brothers, Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner, Morris Wolf, John E. Bierworth, Samuel Carlisle, Albert Warner and Samuel Schneider, alleging conspiracy in behalf of United to the detriment of Warners. Suit asks for an accounting on a production-distribution deal made in 1945 between the two companies.

Oklahoma Unit to Meet Today on Tax

OKLAHOMA CITY, March 13.—With public hearings on a bill providing for a state sales tax on all theatre admissions scheduled for Tuesday, the Theatre Owners of Oklahoma will hold a special meeting here tomorrow at the Skirvin Hotel to map plans to combat the measure, according to C. B. Akers, chairman of the TOO legislative committee.

The bill calls for a one-cent tax on 10-cent admissions and ranges upward to five cents on all tickets selling at more than 40 cents.

Lincer Dies in Fla., With Fox 30 Years

Isadore Lincer, 65, transportation manager for 20th Century-Fox, died Thursday in St. Petersburg, Fla., it was learned here at the weekend. He had been with the company for nearly 30 years.

Lincer joined Fox Flms in 1920. He is survived by the widow Annie, and two sons, Gerard and Arthur.

Roger Ferri's Father

PROVIDENCE, March 13.—A Requiem Mass was sung on Saturday at Our Lady of Mount Carmel Church for Luigi W. Ferri, 89, who died Wednesday at his home here. Honorary pall bearers will include Gov. John Pastore, Mayor Roberts, the Italian Consul General and other dignitaries. He was one of the founders of the Roma Society, oldest Italian-American organization in the U.S. Among survivors is Roger Ferri, editor of the 20th-Fox sales department publication, *Dynamo,* in the New York office.

No Fear If Pictures Are Good, Says Wood

Discounting the pronouncements of gloomy prophets, Sam Wood asserted here at the weekend that "the only thing Hollywood should fear is not making good pictures." The producer-director is here from the Coast on a periodic visit for "conferences, some Broadway plays, and to search for material."

"If we make the type of picture which the public wants it will come in droves and if we make the kind it does not want it will stay away in droves," Wood added. "Give the public good, healthy entertainment, without political messages or sex questions and make the films real so that audiences can live them," Wood continued. He pointed out that this need in no way restricts the type of picture whether it be a costume drama, a period piece, a contemporary drama or comedy.

Wood believes that television will be a boon to Hollywood, making upon it the greatest demand for good pictures. Turning to present-day conditions in Hollywood, he saw little basic change, but asserted that people now are more conscious of the necessity of avoiding waste. He also asserted that Communist elements which had insinuated themselves into the picture business "now have largely been eliminated." In this connection, Wood commended the efforts of Roy Brewer, IATSE international representative in Hollywood, "who has slugged it out with the Communists and has them licked."

Wood recently completed "The Monty Stratton Story" for M-G-M. His plans call for three more for M-G-M in the next two years, with one in between for Columbia. He will return to the Coast early in April.

H. E. Edington, 59, Producer and Agent

HOLLYWOOD, March 13.—Funeral services for Harry E. Edington, 59, veteran producer, studio executive and talent agent, were held here yesterday at Forest Lawn. Edington, former executive producer at RKO Radio during 1941-42 and independent producer for Universal, died at his Beverly Hills home Thursday following a heart attack.

A member of the board of Walt Disney Productions, Edington in recent years had been acting as a talent agent, the phase of the film business which he first entered. Among his early clients were Greta Garbo, John Gilbert, Marlene Dietrich and Claudette Colbert. The widow, two brothers and a sister survive.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

5th-Walnut Appeal

(*Continued from page* 1)

entered last June his judgment in favor of the distributor-defendants in F. and W.'s $2,100,000 triple-damage anti-trust suit: (1) by refusing to admit as evidence certain findings-of-fact and industry anti-trust suit opinions submitted by plaintiff, and (2) by not having charged the jury in connection with a first-run move-over deal referred to in the plaintiff's allegations. Judgment followed a jury verdict in favor of the distributors.

Plaintiff's appeal brief cited as defendants the "Big Five" distributors, United Artists, Columbia, and certain subsidiary companies. During the U. S. District Court trial here, Republic and Universal were dismissed as defendants.

Tighter Trust Laws

(*Continued from page* 1)

the anti-trust laws, to discuss the need for such an investigation and just how it should be handled. Then, according to the plan, a special sub-commtitee will be named to carry on the investigation.

Celler declares that the investigation will not interfere with early action on an Administration-backed bill to prohibit firms from acquiring the physical assets of other companies where the effect is to lessen competition substantially. At present, only the acquisition of stock is barred. This proposal is before a Judiciary sub-committee, and hearings are planned as soon as the sub-committee concludes hearings now under way on another measure.

NLRB Coast Issue

(*Continued from page* 1)

in the Hollywood labor picture. It was that dispute which directly touched off the March, 1945 strikes.

The board's decision is a victory for IATSE, which requested the election. The Painters' Union has pending before the board charges of unfair labor practices against studio employers, and had asked the Board to put off any election until the unfair labor charges were ruled on. The board's action was approved by four of its five members —chairman Herzog did not participate.

The board's opinion admitted that it did not "as a general practice" direct an election while unfair labor practice charges were pending, but said that this was a discretionary matter with the Board and was not required by law. It pointed out that two other unfair labor practice charges by the Painters Union had been dismissed by the regional director, and that when one of these was appealed to the NLRB general counsel, the latter upheld the regional director.

SAG, Nets Confer Today

HOLLYWOOD, March 13.—First step toward obtaining organizing jurisdiction over actors appearing in films made for television will be taken Monday when a committee representing the Screen Actors Guild will meet with Pacific Coast heads of four national radio networks for exploratory talks.

Sunday Shows Gain

ATLANTA, March 13.—With Sunday screenings declared legal in Cairo and Rome, Ga., by votes of the city councils, referenda on the question are scheduled for two Alabama towns, Boaz and Sylcauga.

Review

"Saraband"

(Rank—Eagle-Lion)

AS an historical British drama, J. Arthur Rank's "Saraband" sports some highly impressive Technicolor backgrounds and settings, which provide a visual delight. As a story of thwarted love and court intrigue, it, however, only occasionally flares into exciting drama. For the most part it is leisurely paced, with many conversational pieces. The cast is a reliable one, headed by Stewart Granger and including Joan Greenwood, Francoise Rosay and Flora Robson. All told, the picture's virtues weigh in its favor, making it more than satisfactory product for discriminating patrons.

The screenplay, fashioned by John Dighton and Alexander Mackendrick, revolves around Miss Greenwood, a girl forced for reasons of politics and ambition into a loveless marriage with a decayed and aging prince. The years bring neglect and humiliation to Miss Greenwood. Eventually she meets Granger, a dashing young soldier of fortune and the two fall in love. There develop the obvious difficulties, with Granger finally meeting death. Against these main outlines, the plot moves through a series of clashes, jealousies and intrigues.

Granger and Miss Greenwood are ably cast in the leads, while Miss Robson provides an acid vignette of a conspiratorial, once-beautiful countess. Good support is offered by Peter Bull as the prince who succeeds to the British throne, and Miss Rosay, his mother. An Ealing Studios Production, it was produced by Michael Balcon and directed by Basil Dearden.

Running time, 95 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMAN

Atlas Sold Warrants

(*Continued from page* 1)

by Harry M. Warner, who gave away 4,200 shares of Warner common, leaving him with 278,350. He also holds 16,000 shares in a trust. Albert Warner bought 200 shares of common, bringing his holdings to 444,500. He holds 21,000 in a trust.

Columbia president Harry Cohn gave away 1,400 shares of common, leaving his holdings at 141,327. He also bought 200 shares of preferred, making a total of 200 shares. Jack Cohn gave away 1,100 shares of common to the Artists' Foundation and later bought 500 shares, leaving his holdings at 48,568. He also owns 18,957 shares in trusts, having sold 1,200 shares.

At Republic, Frederick R. Ryan bought 500 shares of common and 200 shares of preferred, his total holdings. Walter L. Titus, Jr., was given 350 shares of common, giving him a total of 1,340 common shares. His wife is listed as holding 260 shares of common and as also holding 106,635 shares of common through Tonrud, Inc. Titus also bought 100 shares of preferred, his entire holdings, but holds 12,200 shares of preferred through Tonrud. Albert W. Lind bought 500 preferred shares, his entire holdings.

Loew's, Inc., bought 305 shares of Loew's Boston Theatres common, giving a total of 124,026 shares.

S. Charles Einfeld is listed as holding no 20th Century-Fox stock when he became an officer of the firm on Dec. 31.

Youngstein Renamed

(*Continued from page* 1)

slate include Harry McWilliams, Columbia, vice-president; Harry Blair, RKO Radio, treasurer; Marjorie Harker, March of Time, secretary, and Lige Brien, Eagle-Lion, public relations director.

The committee also proposed Charles Alicoate, Vincent Trotta, Syd Gross, Gordon White and Blanche Livingston as members of the board of directors, along with the officers. Selected as trustees were Jacques Kopfstein, Rutgers Neilson and Ray Gallagher.

Ascap Decree

(*Continued from page* 1)

licensing of theatres, collecting separately for recording and performing rights. Judge Leibell directed Ascap to license performing rights to motion picture producers concurrently with the licensing of recording rights, with the fee for the former to be added to production costs and recouped through licensing of the motion pictures which make use of the music.

The consent decree negotiations with the Department of Justice are being conducted for Ascap by its special counsel, Robert P. Patterson, former Secretary of War. The talks have been progressing for some time and admittedly "are going along very well." A conclusive stage could be reached within a few weeks but unforeseen complications could delay it for a matter of months or even prevent an agreement, it was said.

3 SRO Promotions

(*Continued from page* 1)

Omaha and St. Louis. Harry Mandell, former SRO sales representative in Chicago, will supervise the district comprised of Chicago, Indianapolis, Minneapolis and Milwaukee. Leonard Mishkind, Cleveland branch manager, has been promoted to district manager with supervision over Cincinnati, Cleveland and Detroit.

Special "Scott" Showing

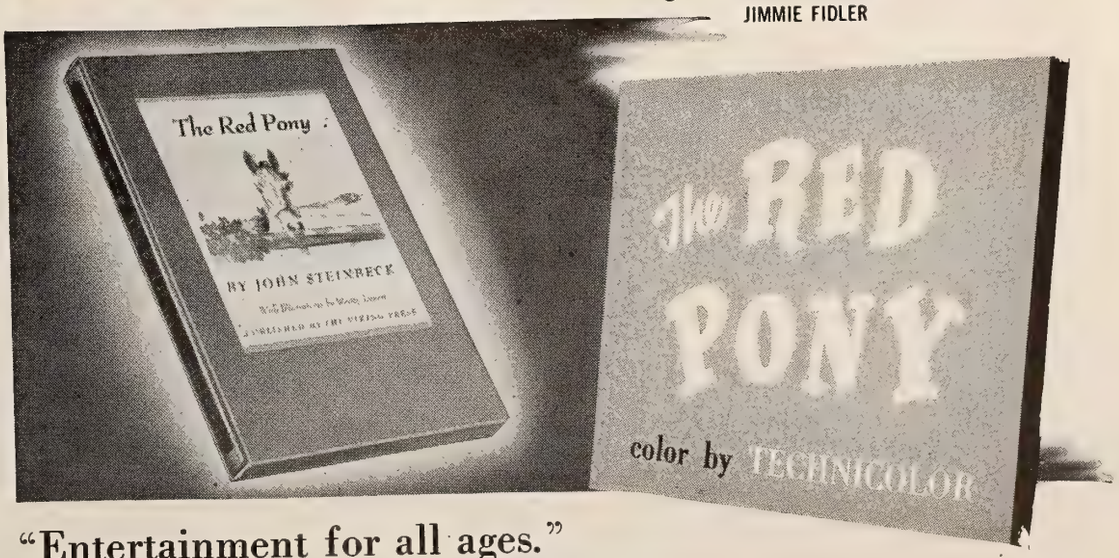
A special showing of J. Arthur Rank's Technicolor production, "Scott of the Antarctic," starring John Mills, will be presented at the Museum of Modern Art here on March 22.

Monkey Business!

Hollywood, March 13.—Says Monogram: "Special preview of Monogram's recently completed 'Bomba, the Jungle Boy' was held for 20 monkeys yesterday in the studio projection room, with peanuts, popcorn and other delicacies supplied free for the simians."

"Picture of the week."

JIMMIE FIDLER



"Entertainment for all ages."

SAN FRANCISCO CALL-BULLETIN

IN 1948 . . . . . IT WAS "RED STALLION"

IN 1949 . . . . . IT'S "RED STALLION IN THE ROCKIES"



BIGGER . . . BETTER . . . BOX OFFICE!

"RED STALLION IN THE ROCKIES"

IN GLORIOUS CINECOLOR!



WITH

ARTHUR FRANZ · JEAN HEATHER · JIM DAVIS · RAY COLLINS
WALLACE FORD · LEATRICE JOY · JAMES KIRKWOOD
and RED STALLION as "DYNAMITE"

Produced by AUBREY SCHENCK · Directed by RALPH MURPHY

Written by TOM REED · Suggested by a Story by FRANCIS ROSENWALD

An Eagle Lion Films Production



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 51 NEW YORK, U. S. A., TUESDAY, MARCH 15, 1949 TEN CENTS

U. S. Will Use Para. Case as An 'Example'

To Cite Settlement in Move Against Other 3

WASHINGTON, March 14.—The Paramount consent decree will probably be used by the Government as a weapon against the remaining three distributor-circuit Paramount case defendants—20th-Fox, Warner and Loew-M-G-M—when the government files its final brief in the case at the end of this month.

"The Paramount decree indicates that the largest firm in the business believes divorcement can work," one top Justice Department official said. "We will probably call that to the Federal Court's attention as an argument against the arguments of the remaining defendants."

This official said that he believes both the RKO and Paramount decrees strengthen the government's hand against the remaining defendants, "as showing that a solution could be worked out of court if the defendants are willing to give up some of their 'ill-gotten gains'."

Minneapolis Fight On Clearance Looms

MINNEAPOLIS, March 14.—A bitter fight over clearance in Minneapolis threatened this week as the independent suburban Edina, and the neighborhood Avalon demanded earlier runs from all film companies.

The Edina, operated by Friedman Brothers, in a veiled threat to exchanges, demanded pictures on the 28-day break along with Minnesota Amusement, ace neighborhood stand, the Uptown, and the independent suburban Richfield and neighborhood Boulevard, Riverview, Varsity and

(*Continued on page 5*)

Operators In Two Cities Get 5% Raise

Projectionists of Minneapolis and Memphis have received five per cent wage increases.

In Memphis, the operators union has completed negotiations with both suburban and downtown theatres, E. O. Cullen, business agent, said, with a five per cent increase retroactive to

(*Continued on page 5*)

New Shows Boost NY 1st-Run Business; State Hits $57,000

Several new shows at New York first-runs this week resulted in substantially improved business over last week's. Thursday generally was dull, but the overall weekend revenue was at a healthy level. There are about the usual number of weaker box-office performers.

"Take Me Out to the Ball Game" is a standout attraction at the State, where the first week's take of $57,000 is very big. "Little Women," with a stage presentation, at the Music Hall, is doing well, with $128,000 anticipated for the initial week. "Mother Was a Freshman," with Cab Calloway's orchestra and Phil Baker and others on stage, probably will give the Roxy a good first week's gross of $80,000.

"Alias Nick Beal," with the King Cole Trio and Elliot Lawrence's orchestra on stage, at the Paramount, probably will wind up a first week with $70,000, which is healthy business. "Criss Cross" is fairly strong with $25,000 apparent for a first week at the Criterion. "Red Pony" completed a first week at the Mayfair with a below par gross of $15,500.

"Three Godfathers," with Sammy Kaye's orchestra and Harvey Stone in person, is headed for an adequate

(*Continued on page 5*)

Mo. Owners To Fight "Informer" Clause

ST. LOUIS, March 14.—Missouri theatre owners will assemble in Jefferson City on March 21 for public hearings on the proposed state legislation to modernize the theatre safety code. The exhibitors are also seeking repeal of an old "public informer" clause which is appended to state safety statute. Lawyer "informers" recently sued seven theatres for millions of dollars under this clause for alleged aisle violations.

U. A. Sale May Be Called Off

HOLLYWOOD, March 14.—Probability that there will be no sale of the Mary Pickford-Charles Chaplin ownership of United Artists during the next 30 to 40 days while Chaplin holds an option on Miss Pickford's half interest was expressed here today by company officials, who point to improvements in U.A. prospects since the two owners agreed in January to exchange options.

Miss Pickford was unable to conclude a deal for the sale of Chaplin's half interest in the 40-day period which ended last Saturday, during which she held the option. It had been expected that a sale might be consummated with the transfer of the option to Chaplin, starting today, as it was understood that Chaplin was prepared to sell his own as well as Miss Pickford's interest, whereas the latter reportedly wished to retain a partnership in United Artists in the event she succeeded in finding a buyer for Chaplin's shares.

Company officials point ou that U.A.'s prospects are brighter now with new product lined up and more in view, and with healthy grosses continuing for "Red River" and comparable business expected for "Champion," with a consequent lessening of

(*Continued on page 5*)

A. J. Richard Heads Reels' Bond Drive

A. J. Richard, editor of Paramount Newsreel, has accepted the chairmanship of the newsreel committee for the industry's participation in the Treasury Department's savings bond drive, it was announced here yesterday by Maurice A. Bergman, chairman of the industry's drive.

Richard will coordinate savings bond activities of all newsreel bond-selling into the industry's promotion.

D. of J. Expects 'Flurry' Of Schine Decree Talks

WASHINGTON, March 14.—Justice Department officials here expect a flurry of consent decree talks with Schine attorneys this week, in an attempt to reach an "agreement in principle" before the next round of proceedings in the case in Buffalo District Court on Friday.

On that day, both sides are slated to argue before Judge Knight in Buffalo whether Schine should be allowed to introduce further evidence in the case. One top Justice Department official said he did not think the government would agree to postpone this unless "we have at least come to terms on the broad outline of a decree."

This official said that "this week may tell." Schine attorneys met with Assistant Attorney General Herbert Bergson today for more than an hour, their fourth meeting in recent weeks. They also conferred with him Friday for some time.

Seek to Limit Para. Ruling Application

5th-Walnut Suit Appeal Brings Issue to Fore

Though distributor defendants in the Paramount case were found to have violated the anti-trust laws it does not follow that they violated the law in "every town and city," it was contended yesterday by 20th Century-Fox attorney John Caskey as he moved before the three-judge U. S. Circuit Court of Appeals here that Federal Judge Vincent L. Leibell's dismissal of the Fifth & Walnut Amusement Co. anti-trust action be sustained.

Monroe E. Stein of New York, attorney for the Louisville plaintiff, argued in his appeal of Judge Leibell's decision in favor of the distributor-defendants that the jurist should have told the jury during his charge that the film companies in the

(*Continued on page 6*)

Walter Mirisch Heads Mono-AA TV Unit

Formation of an independent unit for the production and distribution of films for television was announced here today by Steve Broidy, Monogram and Allied Artists president.

Walter Mirisch, Mono-AA producer, has been named general manager of the new firm, to be known as the Interstate Television Corporation, and production will get underway at Monogram studios in Hollywood.

The decision to enter the television field was reached at the board of directors' annual meeting held Saturday at Chicago in the Hotel Drake, but public announcement of the plan was withheld until Broidy reached New York. The new corporation will be wholly independent of Monogram and Allied Artists, Broidy said.

Western Wisconsin Exhibitors Organize

MINNEAPOLIS, March 14.—Western Wisconsin Independent Theatres Association has been formed at Whitehall, Wis., by five small-town independent exhibitors, organized to "try through combined efforts to secure better pictures" for their theatres.

Organizers are: Colonel Larson of

(*Continued on page 5*)

Personal Mention

E. K. O'SHEA, Paramount assistant general sales manager, is back in New York from Buffalo.

•

SIDNEY A. WOLFF, New York attorney, who has served as arbitrator in wage and industrial matters affecting several motion picture companies, has been appointed chief counsel, trustee and assistant treasurer of the National Jewish Hospital at Denver.

•

DAVID A. LIPTON, national advertising-publicity director for Universal International, and AL HORWITS, publicity director at the studio arrived in Hollywood yesterday from New York.

•

GUS S. EYSSELL, president of Rockefeller Center, Inc., returned to his desk yesterday after recuperating from an operation at Lenox Hill Hospital here.

•

JIMMY BELLO, Astor Pictures' Atlanta special representative, has returned to his office after a stay in a hospital.

•

ALAN F. CUMMINGS, in charge of exchange operations for M-G-M, returned to New York yesterday from a tour of exchanges.

•

HARRY BLAIR, RKO trade press contact, has returned to the home office here after recovering from an appendectomy.

•

JOSEPH HAZEN, president of Wallis-Hazen Productions, is scheduled to return to New York today from Florida.

•

TED VANETT, advertising-publicity manager for William Golden Theatres in Philadelphia, and MRS. VANETT are vacationing at Atlantic City.

•

ROY HALL, head booker for Screen Guild of Georgia, has resigned because of ill health and will move from Atlanta to South Carolina.

•

L. J. MCGINLEY, sales manager of the Prestige Pictures unit of Universal, will visit St. Louis, Indianapolis and Cincinnati this week.

•

HARRY H. UNTERFORT, Schine circuit New York zone manager, is in Palm Beach from Syracuse.

•

RALPH WILSON of Toronto has been appointed manager of the Lakewood Theatre, Detroit.

•

EZRA STERN, Coast attorney, arrived here yesterday from Los Angeles.

Tolans Are Killed

SALT LAKE CITY, March 14.—A. C. Toland and his son, Dorian, operators of the Tremonton, Utah, theatre, were killed in a crash of their private plane yesterday near Lewiston, Idaho. The couple were the only occupants of the plane, which was lost in a storm en route to Montana.

Carver Medal Goes To Darryl Zanuck

Hollywood, March 14.—Darryl F. Zanuck, production head of 20th Century-Fox, has been named the recipient of the 1948 Gold Medal of the George Washington Carver Memorial Institute and will be honored by the awards committee of the organization today. Dr. Clarence A. Dykstra, provost of the University of Southern California, will make the presentation.



Darryl F. Zanuck

The award, which honors the memory of the scientist, is based on outstanding contributions to the betterment of racial relations and human understanding. Zanuck is the first Hollywood producer to receive the honor.

The institute was founded for the furtherance of tolerance and humanitarianism among all races and for the educational advancement regardless of race to which Dr. Carver devoted his life and scientific endeavors.

AFL Film Council Returns to MPIC

HOLLYWOOD, March 14.—The Hollywood AFL Film Council, comprising unions and guilds with 20,000 members, today rescinded its recent withdrawal from the Motion Picture Industry Council, but issued at the same time, a forthright denunciation of the latter's present chairman, C. B. DeMille, whose selection as chairman caused the original withdrawal. Today's action by the AFL Council follows the selection of Ronald Reagan, Screen Actors Guild president, as co-chairman at an intervening meeting which also set up a secret ballot process for electing officers.

The AFL Film Council's statement said that today's action "should not be construed as voicing confidence in the present chairman," but that it "hopes the MPIC will be able to carry out a constructive public relations program for the entire industry."

Lux Sets First Release

"Professor, My Son," made in Italy, is the first feature release in the U.S. of the newly-formed Lux Film Distributing Corp., New York, which will have simultaneous premieres in each of New York's five boroughs, early next month.

Circuit Plans New House

CLEVELAND, March 14.—Architectural plans for a new 1,600-seat theatre to be built at Cuyahoga Falls have been completed, M. B. Horwitz, general manager of the Washington circuit, announces.

I. W. Schlesinger Of S. Africa Dies

Isadore William Schlesinger, 78, a leader in film, radio and other industries in South Africa, died on Friday at his home at Johannesburg, according to press dispatches received here from Capetown over the weekend. He was the brother of M. A. Schlesinger, also a leader in the South African motion picture industry, who makes his headquarters in New York.

An American citizen, I. W. Schlesinger emigrated to South Africa in 1894 and within 10 years rose from penury to the presidency of his own insurance company in Johannesburg. He launched many enterprises, becoming a director of 70 corporations, but was best known as the founder of African Consolidated Theatres, Ltd., and as a pioneer of radio broadcasting in South Africa. He branched out successively into chain stores, hotels, banking and citrus growing.

In recent years his son, John, a Harvard graduate, represented Schlesinger on all public occasions in South Africa.

"Curley" Reaches Top Court in Tennessee

MEMPHIS, March 14.—"Curley" is headed for the Supreme Court of Tennessee. "Curley," a comedy, was banned from Memphis screens by the Board of censors, headed by Chairman Lloyd T. Binford, and United Artists and Hal Roach Productions filed suit asking for an injunction. They also asked damages, charging violation of constitutional rights.

In Memphis Circuit Court the case was not heard on its merits and a motion made by the censors to throw the case out of court was upheld. Since the case was decided on a motion, an appeal has been taken direct to Supreme Court.

Equity Calls Republic Ad 'Misleading'

HOLLYWOOD, March 14.—Equity Pictures, through its counsel, released to the press copies of a letter sent to Republic protesting an advertisement for 'Red Ryder" re-releases published in the March 9th edition of MOTION PICTURE DAILY as "misleading advertising which is frowned upon by fair trade practices" and stating that Equity will hold Republic "strictly accountable for all damages resulting therefrom" unless rectification is made in future advertisements. The letter asserts that the word "re-releases" in the Republic advertisement was "in such small type as to be unnoticeable to the average reader" and declares "your ad is of such nature as to indicate that these are color pictures similar to those being produced by our client."

WLWC Opens March 27

COLUMBUS, O., March 14.—Operation of WLWC, television station under construction here by the Crosley Broadcasting Co., begins Mar. 27.

Cleveland Cheers Sears, ATOI Sneers

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, congratulated Gradwell Sears, United Artists president, for prohibiting the double featuring of "Red River" with "The Paleface" by Fox Wisconsin theatres in Milwaukee last week, but Associated Theatre Owners of Indiana takes a dim view of it, saying "No cheers for Sears."

Asserting that "Red River" was sold flat to the Milwaukee theatres, ATOI remarks: "And what kind of a flat deal it must be that would permit it to be so double-billed."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

ALIAS Nick Beal
A Paramount Picture starring
RAY MILLAND
AUDREY TOTTER
THOMAS MITCHELL
IN PERSON THE KING COLE TRIO plus LARRY STORCH plus HELENE & HOWARD Extra ELLIOT LAWRENCE His PIANO & His ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A. S. C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
18th WEEK! VICTORIA BROADWAY & 46th ST.

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Are You Planning a New Theatre?

See a Specialist!

A few of the hundreds of theatres we have built:

Mayfair, New York
Broadway, New York
RKO 58th St., New York
RKO 86th St., New York
Trans-Lux, Washington, D.C.
RKO Palace, Albany
RKO Keith Albee, Boston
RKO Flushing, Flushing
RKO Plaza, Schenectady
Studio, New York
Strand, Utica
Walker, Brooklyn
Loew's State, Providence
Marlboro, Brooklyn
Fox, Philadelphia
Warner Bros. Strand, Bklyn.
Coolidge Corner, Brookline
St. George, Staten Island
Laurel, Long Beach
Shine's Oswego, Oswego
Cataract, Niagara Falls
Loew's Fairmount, Bronx
Loew's Sheridan, New York
Capitol, Jersey City
Embassy, Brooklyn
Rivoli, Roxbury
Strand, Staten Island
Carlton, Brooklyn
Loew's Inwood, New York
Strand, Lakewood
Earle, Bronx
RKO Strand, Far Rockaway
Meserole, Greenpoint
Paramount Casino, Miami
Kleinhans Music Hall, Buffalo

For thirty-eight years, we have been leaders in building America's theatres. This year again, we are at work on many, including the country's largest, most modern postwar theatre: The Calderone at Hempstead, New York.

If you want to build a new theatre or rent one, let us collaborate with you as we have with other owners, operators and architects in planning and arranging financing as well as in construction.

You will then have the full benefit of the specialized experience upon which our past achievements are based and which will enable us to create an attractive theatre for you quickly and economically.

M. SHAPIRO & SON
CONSTRUCTION CO., INC.

254 WEST 54th STREET, NEW YORK

INDIA FILM JOURNALISTS' ASSOCIATION

MYSORE CITY

HONOURS FOR 1948

The Judges of the Working Committee of the India Film Journalists' Association at their Anniversary Session on the 31st of December 1948 unanimously declared

MOTION PICTURE DAILY

World's First Prize Winning
Film Trade Newspaper

In the year 1948, for the following unduplicated USA's highest circulated film daily, newsreeling the reports of the international bioscope. A literary and trade dedication to the leaders of movie science and research, inside and outside USA. A flag-bearer of playwrights, dramatists, novelists, story writers. World's best film trade paper. The Judges award this scroll of honours to

MARTIN QUIGLEY

President Quigley Publications, U.S.A.

NAYEEN IQBAL
Film Reviewer
Hyderabad Radio Dept.

ROBERT H. GRACEFIELD
Author of
"Emotional Voice"

FAQIR MOHAMMED
Oversea-Editor:
"Wayfarer Gazette"
"Anthology of Verse"
Member, Royal Asiatic Society of Bengal
Founder and President
I.F.J.A.

PALGHAT SUBRAMANYA IYER
Chief Editor, Film-Music-Crammar,
All-India Radio

SALEEM TOMANNA
Film Reviewer,
Mysore Broadcasting Station

MADAME FALAK NAAZ
Film Reviewer,
Hyderabad Broadcasting Station

MIR TAJAMMUL HUSAIN
Contributing-Editor
"AJ-KAL"

Exhibitors Organize

(*Continued from page* 1)

the Legion Theatre at Independence; Arthur Johnson, Marinuka, Galesville; Frank Lismeister, Century, Blair; Edgar Ivers, Osseo and Fairchild, and J. W. Hulbert, Augusta, Augusta.

Larson acted as chairman at the initial meeting of the group, and it was announced permanent officers will be elected at the next meeting, set to be held March 29, at Whitehall, where additional members are expected to join the group.

Tennessee Owners Face Tax Increase

MEMPHIS, March 14.—Theatre owners all over Tennessee are being aroused to join the fight against a proposal to the legislature that state admission taxes be hiked from three and four per cent to five and six.

The proposal, expected to reach the legislative hopper on March 21, was made by the organization of municipal authorities.

At present the state admission tax is three per cent on theatres without bank nights and four per cent on theatres with them. Cities get none of this tax, all of it going to the state. The city proposal is to raise the tax to five for theatres without bank nights and to six for those that have them. Also, the proposal is to divide the revenue between the state and cities.

Fight on Clearance

(*Continued from page* 1)

Homewood. The Avalon, operated by Frank and Woempner, has asked the exchanges for a 42-day run, on the same run as now booked by Maco's deluxe Rialto, a half mile distant. Latter two houses seat around 900. The Edina is now in the 43-day classification, and the Avalon in the 49-day.

Several of the smaller majors are agreeable to the demands of both the Edina and Avalon, but the larger ones reportedly are backing away from them in the belief that granting either run will split clearance wide open in Minneapolis. It is pointed out that the suburban Hopkins was prevailed upon last fall to stall breaking into the 28-day runs because it might start a "run war" with the competitive Edina and St. Louis Park stands, a move which was claimed at the time would only result in "a ruinous bidding fight."



Oklahoma Unit Seeks To Kill State Tax

OKLAHOMA CITY, March 14.—Oklahoma exhibitors rallied today to a call for emergency action against a bill in the State Legislature which would levy a state tax on theatre admissions.

Some 200 members of Theatre Owners of Oklahoma met in a special meeting here, mapped plans for a fight against the bill and then went to the capital to talk to legislators.

Tomorrow a group will appear before the House Revenue and Taxation committee to protest against the measure, which calls for a graduated tax from one cent on 10-cent tickets up to five cents on those over 40 cents.

TOO president Morris Lowenstein said that today's activities brought promises from "several legislators that they will oppose the bill."

Operators Get Raise

(*Continued from page* 1)

last July 25 for suburban operators and to last September 1 for downtown operators. First operators in suburban jobs will now get about $94 on a 40-hour week, he said, and assistant operators will get $32. Downtown, where four chief operators are assigned to each projector booth, the scale is $89.25 for 40 hours.

In Minneapolis, after three months of negotiations, city and suburban independents have reached an agreement on a new wage contract with projectionists, it was announced by Stan Kane, executive counsel for North Central Allied.

The new contract, retroactive to last Nov. 30, is for a three-year term and calls for a wage increase of five per cent in the first year, and two and one-half per cent in each of the succeeding two years. Kane also disclosed that his committee has started negotiations with St. Paul projectionists.

NSS Manager Resigns

CINCINNATI, March 14.—Arthur Mannheimer, National Screen Service manager here for the past 10 years, has resigned, with William S. Bien, district manager, taking over until a new appointment is made.

U. A. Sale

(*Continued from page* 1)

the need for bringing new money into the company through a change in ownership.

Ted R. Gamble, circuit operator, who reportedly was invited to bid for control of United Artists in conjunction with Si Fabian, arrived in New York from his Portland, Ore., home yesterday.

Questioned concerning the reports, Gamble said that no offer has been made and he knows of no negotiations in progress now. He said he would confer with Fabian during his visit in New York at which time he expects to be brought up to date on whether or not there is sufficient interest to lead to formal negotiations by the two for U.A. control later. Gamble had only recently returned to Portland from a Palm Springs vacation.

NY 1st-Run Grosses

(*Continued from page* 1)

week's gross of $48,000 at the Capitol. "Joan of Arc" is still doing well at the Victoria, where $15,000 is looked for in an 18th week. "Knock on Any Door" should bring the Astor about $21,000, mild business, in a third week. "Hamlet will give the Park an estimated $14,000, which is close to capacity, in its 24th week.

"South of St. Louis," with Desi Arnaz and a revue on stage, at the Strand, is likely to do about $35,000 in a second week, which is fair enough; the show brought $45,000 in its initial week, which is good, but considerably under early estimates. "Moonrise" probably will get a meager $10,500 at the Globe in a second week; it will be replaced on Saturday by "Impact." "Champion" is due in at the Globe on April 9.

"Red Shoes," in a 21st week at the Bijou, is headed for another $14,000 gross, meaning consistently strong business. "Snake Pit" is nearing the end of an exceptionally successful run at the Rivoli, where $13,000 is in view for the 19th week; "Portrait of Jennie" will succeed it on March 30. "Pygmalion" is performing splendidly at the Sutton, with $9,000 indicated for the third week of that reissue. Film did $11,000 in the first week and $10,000 in the second.

Para. Has Closed Circuit Video Films

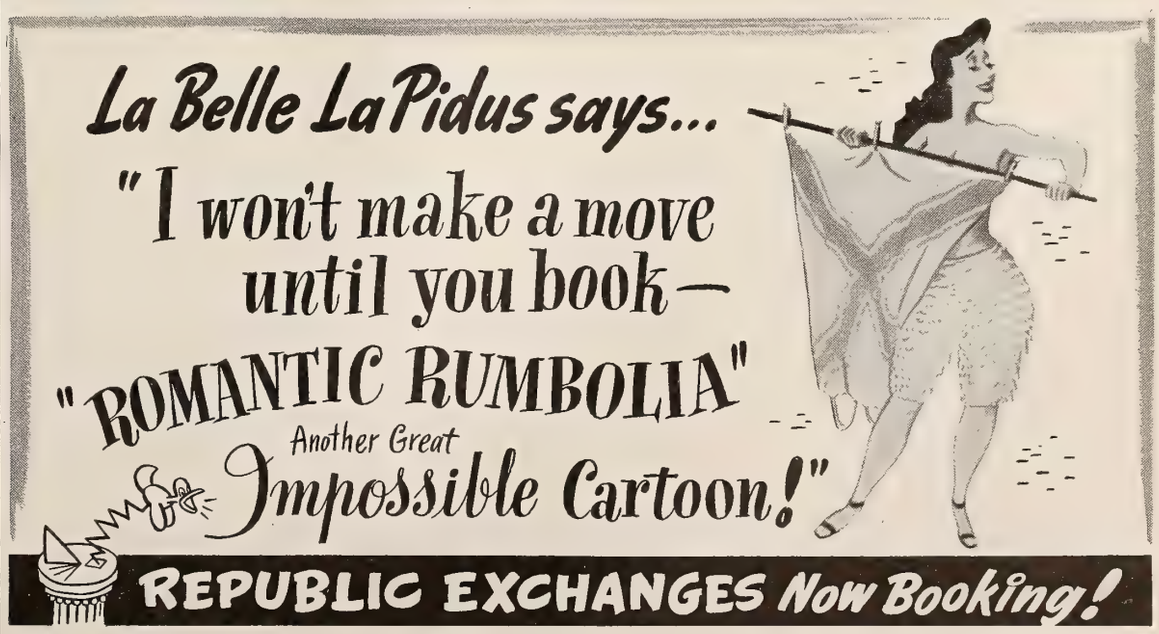
Film recordings of television shows proved to be the television industry's major advance for 1948, and a phase of this development—"closed circuit pre-filming" of television shows—"now becomes a leading candidate for the industry's major contribution to television progress in 1949," according to Paramount Pictures here, which says it is the first firm—and the first major producer—to offer a "closed circuit pre-filming" service.

Paramount is making this new service available to advertisers, advertising agencies and package show producers in both New York and at Paramount's station KTLA in Los Angeles. The Paramount video transcription system is being installed at station WBKB, Chicago, and closed circuit films will be available shortly in that city.

The potential for "closed circuit pre-filmed television shows and commercials was disclosed yesterday by George T. Shupert, director of commercial television operations for Paramount. "A number of 'closed circuit pre-filmed' television commercials," he reports, "were produced for a large national advertiser last week in a new and specially-constructed television studio in the Paramount Building, New York. "The sponsor's representatives were present throughout the camera rehearsals and shooting," said Shupert. "Sitting in the control room, they were able at all times to view the picture exactly as it would appear on home television screens and to hear their accompanying sales message as well. This allowed them to make numerous changes before the final recording."

Johnston To Entertain

WASHINGTON, March 14.—Motion Picture Association of America president Eric Johnston will give a reception Friday afternoon for the entertainers who will appear at the dinner Saturday night of the White House News Photographers Association. They include Jack Carson, Billy DeWolfe, Dick Haymes, Betty Hutton, Margaret Ettinger and Stanley Richardson, Chairman of the Hollywood Coordinating Committee.



RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of "THE SET-UP"

ALBANY	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 1052 Broadway			
ATLANTA	Mon.	Mar. 21,	10:30 A.M.
RKO Projection Room, 195 Luckie St., N.W.			
BOSTON	Mon.	Mar. 21,	2:30 P.M.
RKO Projection Room, 122-28 Arlington St.			
BUFFALO	Mon.	Mar. 21,	2:30 P.M.
Motion Picture Op. Projection Room, 498 Pearl St.			
CHARLOTTE	Mon.	Mar. 21,	3:30 P.M.
Fox Projection Room, 308 S. Church St.			
CHICAGO	Mon.	Mar. 21,	2:30 P.M.
RKO Projection Room, 1300 S. Wabash Ave.			
CINCINNATI	Tues.	Mar. 22,	9:30 P.M.
RKO Projection Room, 12 East 6th St.			
CLEVELAND	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 2219 Payne Ave.			
DALLAS	Mon.	Mar. 21,	2:30 P.M.
Paramount Projection Room, 412 S. Harwood St.			
DENVER	Mon.	Mar. 21,	3:30 P.M.
Paramount Projection Room, 2100 Stout St.			
DES MOINES	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 1300 High St.			
DETROIT	Mon.	Mar. 21,	2:30 P.M.
Blumenthal Projection Room, 2310 Cass Ave.			
INDIANAPOLIS	Mon.	Mar. 21,	10:30 A.M.
Universal Projection Room, 517 N. Illinois St.			
KANSAS CITY	Mon.	Mar. 21,	2:30 P.M.
Paramount Projection Room, 1800 Wyandotte St.			
LOS ANGELES	Fri.	Mar. 18,	2:30 P.M.
RKO Projection Room, 1980 S. Vermont Ave.			
MEMPHIS	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 151 Vance Ave.			
MILWAUKEE	Mon.	Mar. 21,	2:30 P.M.
Warner Projection Room, 212 W. Wisconsin Ave.			
MINNEAPOLIS	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 1015 Currie Ave.			
NEW HAVEN	Mon.	Mar. 21,	1:30 P.M.
Fox Projection Room, 40 Whiting St.			
NEW ORLEANS	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 200 S. Liberty St.			
NEW YORK	Fri.	Mar. 18,	10:30 A.M.
Normandie Theatre, 53rd St. & Park Ave.			
OKLAHOMA	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 10 North Lee St.			
OMAHA	Mon.	Mar. 21,	10:30 A.M.
Fox Projection Room, 1502 Davenport St.			
PHILADELPHIA	Mon.	Mar. 21,	2:30 P.M.
RKO Projection Room, 250 N. 13th St.			
PITTSBURGH	Mon.	Mar. 21,	3:30 P.M.
RKO Projection Room, 1809-13 Blvd. of Allies			
PORTLAND	Mon.	Mar. 21,	2:30 P.M.
Star Projection Room, 921 N.W. 19th Ave.			
ST. LOUIS	Tues.	Mar. 22,	1:00 P.M.
RKO Projection Room, 3143 Olive St.			
SALT LAKE CITY	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 216 E. 1st South St.			
SAN FRANCISCO	Mon.	Mar. 21,	2:30 P.M.
RKO Projection Room, 251 Hyde St.			
SEATTLE	Mon.	Mar. 21,	2:30 P.M.
Jewel Box Projection Room, 2318 Second Ave.			
SIOUX FALLS	Mon.	Mar. 21,	9:00 A.M.
Hollywood Theatre, 212 N. Phillips Ave.			
WASHINGTON	Mon.	Mar. 21,	2:30 P.M.
Fox Projection Room, 932 New Jersey Ave.			

5th-Walnut Appeal

(*Continued from page 1*)

Paramount case "were found guilty of setting up systems of runs, uniformity and availability." That, Stein contended, was the crux of Fifth & Walnut's case.

Presiding U. S. Circuit Court Judge Augustus N. Hand and his associates on the bench, Judges Harrie B. Chase and Charles E. Clark, reserved decision following yesterday's three-hour hearing of the $2,100,000 triple-damage action. The court's ruling is expected to influence the future conduct of private anti-trust actions within the industry, as it may determine whether a final decree in the industry anti-trust suit can be used in private actions.

Debate Judge's 'Charge'

Caskey argued yesterday that Judge Leibell did not "ignore" the Paramount case in his jury charge, but rather made "many specific charges in the words of the Paramount opinion." Edward Raftery, United Artists' attorney, contended as did other defense attorneys, that the charge to the jury was "more favorable" to the plaintiff than to the defendants. The defense held that Stein wanted U. S. Supreme Court Justice William O. Douglas' opinion in the Paramount case "read" to the jury. Stein answered defense assertions that he "was not willing to face the case on its merits" with the contention that the defense was not willing to face the case on "legal issues."

Fifth and Walnut brought its action in July, 1946, charging that the distributors had "conspired" to deprive the National Theatre, Louisville, of first-run product. Represented in court yesterday as defendants were the "Big Five" distributors and United Artists, Columbia and certain subsidiary companies. Republic and Universal were dismissed as defendants during the U. S. District Court trial here.

Says Move-Over Deal Ignored

Stein also contended that Judge Leibell erred in not having charged the jury in connection with a first-run move-over deal referred to in the plaintiff's allegations.

Attorney Louis D. Frohlich of Schwartz & Frohlich, representing Columbia, termed "high-handed impudence" plaintiff's alleged demand that the National be supplied with the "cream" of first-run product. Stein countered that the National did not want all "the best," but "some."

Sol Edwards To Join SRO Here on April 1

Boston, March 14.—Sol Edwards, operator of the Park Theatre, Nashua, N. H., and former sales executive for 20th Century-Fox, will join Selznick Releasing Organization in an executive sales capacity on April 1. He will maintain headquarters at the home office in New York.

Sues Grinieff on Deal

Raphael Van Der Vort and his Almo Films have filed suit in New York Supreme Court against United States Film Export Corp., and its president, Jack Grinieff, seeking the return of $40,000 allegedly advanced in connection with a 1947 four-picture distribution deal for Belgium. Plaintiffs rejected the films after their arrival in Brussels and claim return of the advance.

Seek End of Tulsa Talbot Injunction

Tulsa, Okla., March 14.—The Hotel Last Frontier of Las Vegas, Nev., has asked dismissal of injunction suits brought against it in Federal Court by minority stockholders in the Talbot Theatre here on the grounds that the hotel is a Nevada corporation and cannot be sued here.

H. J. Griffith, president of Last Frontier and principal stockholder in the Griffith circuit, said that he owns only 500 of the 6,000 outstanding shares in Last Frontier. The injunction suits were brought by Mrs. Mary Castle Steinway, New York City, minority stockholder in Majestic Amusement Co. here, claiming the Griffith chain gained control of theatres here formerly controlled by Talbot and later transferred its interest to the hotel corporation. Mrs. Steinway, with two other minority stockholders in Majestic and a second local theatre corporation, last week filed another suit against the Talbot and Griffith interests, seeking $5,000,000 damages.

MGM Wins Dismissal In Meiselman Suit

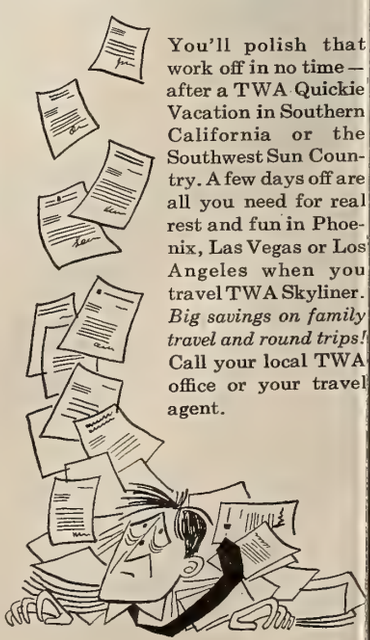
Charlotte, March 14.—Competitive bidding practices won dismissal of trust charges for M-G-M's distribution branch here after five days of hearings in a suit brought by H. B. Meiselman, operator of the Center Theatre.

Federal Judge Wilson Warlick upheld the defense contention that competitive bidding enables Meiselman to get his share of first-run films distributed by M-G-M. Other defendants, with hearings continuing this week, are 20th Century-Fox, Warner, Paramount, RKO, Columbia, United Artists and Universal-International.

Calls Off Injunction Plea

Chicago, March 14.—A plea for a temporary injunction to bar Paramount from booking product into the Balaban and Katz Marbro has been withdrawn by the Harlem and North Avenue drive-ins, with a hearing on the equity suit scheduled for March 21 in U. S. District Court here.

Snowed Under?



You'll polish that work off in no time—after a TWA Quickie Vacation in Southern California or the Southwest Sun Country. A few days off are all you need for real rest and fun in Phoenix, Las Vegas or Los Angeles when you travel TWA Skyliner. *Big savings on family travel and round trips!* Call your local TWA office or your travel agent.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 52 NEW YORK, U.S.A., WEDNESDAY, MARCH 16, 1949 TEN CENTS

Para. Adheres To 'Flexible' Sales Policy

Provides for Bids in 'Problem' Situations

Paramount is continuing a flexible selling policy under which product is licensed in a variety of methods as dictated by the circumstances involved in each situation, including competitive bidding, "experimental" bidding and product splits.

Phraseology of the provision on selling in the company's consent judgment in the industry anti-trust action —licensing picture-by-picture, theatre by theatre and in non-discriminatory fashion—left the "Little Three," the Theatre Owners of America, and others, wondering how Paramount could comply other than by competitive bidding in competitive areas. Only the assurance that Paramount would not be bound to sell by bids was given by its attorney, A. C. Bickford. No clarification on how pictures would be sold was made.

Company is now selling by bids in 200 to 250 situations, usually with two

(*Continued on page 7*)

Say Latest Schine Offer Turned Down

WASHINGTON, March 15.—The Justice Department has rejected another consent decree offer by the Schine circuit, it was understood today.

Schine attorneys met very late yesterday with Assistant Attorney General Herbert Bergson, and according to a reliable source, made very little progress.

There still is no decision reached on whether there will be a postponement of the proceedings scheduled for

(*Continued on page 8*)

12 in Mono-Allied Backlog: Broidy

Monogram-Allied Artists has a backlog of 12 features, with an additional four now in production, Steve Broidy, president, disclosed here yesterday. One of the four, "Red Light," will be released through United Artists, the unusual arrangement having been necessitated by contractual obligations of the film's star, George Raft, he said.

Company plans between 54 to 58

(*Continued on page 8*)

MP Sales Co. Sets Up 7 US Divisions

April 4 will mark the opening simultaneously in New York, Dallas, Chicago, New Orleans, Washington, Boston and Los Angeles of Motion Picture Sales Corp. division offices, with the following to take over as division manager: Manny Reiner, Metropolitan New York, New Jersey, Pennsylvania division; A. J. Delcambre, Southwest; Sam Horowitz, Midwest; Henry Krumm, Southern; E. J. Fontaine, Eastern; Edward Ruff, New England. A manager for the Western division is expected to be named soon; Cresson Smith has been indicated as a likely candidate.

Disclosure of MPS's divisional setup

(*Continued on page 7*)

Stockholder Suits Invalid, WB Holds

Warner Brothers rose to the attack yesterday against the nine individual minority stockholder actions which have been filed against it in New York and California courts by filing in U. S. District Court here papers seeking suit dismissals on the ground that they are barred under the two- and three-year statute of limitations. The actions, filed variously since last

(*Continued on page 8*)

33⅓% U. K. QUOTA IS RECOMMENDED

TOA Executive Meet Set for March 24-25

A meeting of the executive board of the Theatre Owners of America on March 24 and 25 in New York was set yesterday by Arthur Lockwood, TOA president.

The meeting is expected to consider industry arbitration proposals, television developments, TOA's expansion plans in new territories, a proposal for the exchange of information on box office performance of films among TOA members and other subjects.

Films Council Vote Is 10 to 9; Board of Trade Must Act by March 31

LONDON, March 15.—The British Films Council after bitter debate has recommended that the Board of Trade fix a new film quota at 33⅓ per cent, beginning next October.

The present quota is 45 per cent. Producers and studio unions had sought an increase to 60 per cent or, at least, retention of the present quota. British exhibitors had asked that the quota be reduced to 25 per cent for the next quota year, pointing out that producers have been unable to fulfill the present quota, even by the expedient of sacrificing quality to quantity.

The Council's vote was 10 to nine for the 33⅓ per cent quota. Harold Wilson, president of the Board of Trade, is considering the Council's recommendation now. He is required to enter an order before the end of this month.

The compromise percentage, even

(*Continued on page 8*)

Ascap, Telecasters Near Accord on Pact

American Society of Composers, Authors and Publishers and representatives of the television industry are understood to be confident that an accord will be reached by April 1 on terms of Ascap's first non-gratis video contract for music rights.

Meetings are continuing almost daily with no serious obstacles yet to be encountered, it is said here.

(*Continued on page 7*)

Fabian-Gamble Ask Firm Offer of U. A.

Si Fabian and Ted R. Gamble, independent circuit operators, are waiting for a firm offer from Charles Chaplin for the sale of his and Mary Pickford's United Artists stock before engaging in negotiations for purchase of the company.

The two theatre operators spent months in negotiations with Miss Pickford in 1947 only to have the deal called off when it was ready for consummation. Accordingly, while they

(*Continued on page 7*)

Austrian Urges a Code For Video Like PCA's

Meiselman Decision Seen Spurring Bids

Distribution attorneys have taken a keen interest in the Charlotte trust action from which M-G-M recently won a dismissal, disclosing here that they regard the decision as encouraging more extended use of competitive bidding. Federal Judge Wilson Warlick in Charlotte dismissed M-G-M from a trust suit because that company made bidding available to H. B. Meiselman, Charlotte theatre operator, who is the plaintiff in the suit.

Ralph B. Austrian, television consultant, has urged the Television Broadcasting Association to redouble its efforts to formulate a code of "good taste" for video broadcasting before one is forced upon it by a governmental or other agency. He proposes self-regulation like the Production Code operation in the film industry.

In an open letter to J. R. Poppele, president of the TBA, Austrian, former president of RKO Television Corp., warns that "some bad slips" in television programming recently had resulted in discussions of censorship for video by several groups outside the industry.

Calling for a "workable, sensible" code, Austrian declared that if self-regulation is not immediately forth-

(*Continued on page 7*)

MPEA, Jugoslavia In Deal for 25

The Jugoslav government's Film Monopoly yesterday delivered a signed contract to the Motion Picture Export Association providing for the release in that country of 25 American features and an equivalent number of shorts in the next 12 months. The agreement, terms of which were worked out in Belgrade last October by MPEA president Eric Johnston, paves the way for the immediate en-

(*Continued on page 8*)

Five Committees Appointed by AMPP

HOLLYWOOD, March 15.—The Association of Motion Picture Producers' board of directors has named members of four standing committees and one new committee.

Appointed to the inter-studio and industry relations committee were Louis K. Sidney, B. B. Kahane, Leon Goldberg, Edward Muhl and Robert Newman; named to the public relations committee were Kahane, Sidney, Goldberg, Allan Wilson and Fred S. Meyer; to the legal committee, Meyer, Wilson, Muhl and Carol Sax; to the finance committee, Muhl, Wilson, Sax, Sidney, Goldberg and Meyer, and to the East-West Coast relations committee, Y. Frank Freeman, Maurice Benjamin and Mendel Silberberg.

The new executive committee is composed of Harry Cohn, Henry Ginsberg, Louis B. Mayer, Joseph Schenck, Leo Spitz, Jack Warner and H. J. Yates, with Freeman a member ex-officio. A chairman is to be elected by the committee.

Kusell, Out of SRO, Plans 6-Mo. Holiday

Milton S. Kusell, whose contract as Selznick Releasing Organization's domestic distribution vice-president has expired, reported here yesterday that he will leave New York shortly for his Connecticut farm in the Berkshires, where he will vacation until next September.

Kusell, who has been an industry sales executive for many years, spiked reports that he would join Motion Picture Sales Corp., whose president is former SRO president Neil Agnew. He indicated, however, that following his Connecticut vacation he may make plans to re-enter the industry.

'Lady Gambles' Air Tieup

Universal-International has completed arrangements with the Mutual Broadcasting network program, "Take a Number," for a joint 10-to-14-week promotion of U-I's "The Lady Gambles." The program features a jackpot.

Reade Builds Drive-In

KINGSTON, N. Y., March 15.—Construction of a new drive-in theatre, the first in this area, began this week with completion set by June 10, according to Walter Reade, head of the circuit which will operate the theatre.

Mrs. Allan Dwan, 47

HOLLYWOOD, March 15.—Funeral services for Mrs. Allan Dwan, 47, wife of the director, will be held tomorrow morning at Forest Lawn. The former Betty Marie Shelton and a Ziegfeld Follies girl, Mrs. Dwan, who had been married for 22 years, died Sunday at her home here of a heart attack.

Wolf Quits Loew's Post

Max Wolf, head of purchasing for Loew's at the home office, has resigned.

Personal Mention

ROBERT S. WOLFF, RKO managing director for the United Kingdom, has arrived in New York from London. His scheduled earlier departure from London was delayed.

•

CHARLES L. CASANAVE, JR., son of the Motion Picture Sales Corp. executive vice-president, and MRS. CASANAVE, JR., have become the parents of a daughter, born Monday at Englewood Hospital, Englewood, N. J. CASANAVE, JR., is also connected with MPS.

•

MARVIN SCHENCK, Loew's vice-president and Eastern studio representative, will leave here at the end of next week for a month's stay at the Coast studio.

•

PHIL ENGEL, formerly United Artists exploiteer in New England, has joined the Selznick Releasing Organization in the same territory.

•

F. J. A. MCCARTHY, Southern and Canadian sales manager for Universal-International, is in Memphis from New York.

•

HANK HEARN, head of Exhibitors' Booking Service, Charlotte, is in New York from that city.

•

GEORGE LYNCH, Schine circuit general manager, is in New York from Gloversville.

•

GRADWELL L. SEARS, United Artists president, will return to New York from Hollywood tomorrow.

•

DAVID O. SELZNICK is due here from the Coast before the end of the week.

•

ALEXIS DE GUNZBURG of European Copyrights and Distribution, has returned to New York from Europe.

•

HAL HORNE has returned here from a vacation in Florida and Cuba.

•

NAT LEVINE is here from the Coast.

TED R. GAMBLE, Theatre Owners of America board chairman, left here last night for Chicago. He is due back in New York in a few days.

•

WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, will visit the Albany and Buffalo exchanges this week.

•

SAMUEL J. SWITOW, Louisville circuit owner, and MRS. SWITOW, have announced the engagement of their daughter, MARILYN, to DAVID L. WATERMAN.

•

HERMAN WOBBER, 20th Century-Fox Western division manager, and his assistant, BYRON STONER, are in New York from San Francisco.

•

GENE MARKEY, producer-writer, and his wife, MYRNA LOY, have left London for Rome where the latter will convalesce from a recent appendectomy.

•

WILLIAM MOORE, formerly with New England Theatres, has been named assistant manager at Warner's Regal in Hartford.

•

RICHARD A. HARPER of the M-G-M sales department, has returned here from a vacation in Miami.

•

A. M. KANE, assistant Eastern division manager for Paramount, will return here today from Boston.

•

EDWARD NASSOUR, of Nassour Studios, and BERNARD LUBER, arrived here yesterday from the Coast.

•

SAM LEFKOWITZ, United Artists Northeastern district manager, is in Boston from New York.

•

WILLIAM SELWYN, casting director for Samuel Goldwyn Productions, will arrive here today from the Coast.

•

GEORGE GLASS, Screen Plays vice-president, arrived here yesterday from the Coast.

'Mochrie Weeks' In Depinet Sales Drive

"Already topping billings in any previous sales drive in RKO Radio history," the company said yesterday, the 1949 "Ned Depinet Drive" will be accelerated in the final two weeks through the dedication of this period to Robert Mochrie, RKO Radio sales vice-president, during April 22 to May 5.

20th-Fox Crew in Boston

BOSTON, March 15.—A 20th Century-Fox camera crew, headed by director Robert Webb, has arrived in Boston for a week's shooting of backgrounds and historical places for the studio library. Members of the crew beside Webb are his assistant, John Graham; Saul Midwall, cameraman; Moe Hantzband, assistant cameraman; Larry Williams, director of photography.

'Canyon' Premiere in Salt Lake Tomorrow

HOLLYWOOD, March 15.—Producer Leonard Goldstein, Ann Blyth, Howard Duff and Edgar Buchanan will leave here today for Salt Lake City to attend the premiere of their Universal-International picture, "Red Canyon," on Thursday. The picture will open in the Capital and Utah Theatres, with the stars making appearances at both.

'Joan' to Open New House

TORONTO, March 15.—The latest Toronto theatre of Famous Players Canadian is the University, near the University of Toronto, which is scheduled to open shortly with "Joan of Arc" as the first attraction at prices scaling up to $1.20. The University is to be teamed with the Tivoli in downtown Toronto for simultaneous bookings. The Tivoli has long been paired with the Eglinton, which is to become a second-run house.

Newsreel Parade

A WIDE diversity of events are covered in current newsreels. Among the items are President Truman on vacation, a Holland warehouse fire, and Japanese police on parade. Complete contents follow:

MOVIETONE NEWS, No. 22—Coal miners quit as John L. Lewis orders holiday. Japanese police on parade. Rome: motor vehicles blessed. Egyptian temple restored. Paris fashions. Colleges run "Mother Is a Freshman" beauty contest. Banished ball players sue major league. Canoe-bogganing. Kids boxing.

NEWS OF THE DAY, No. 256—North Atlantic defense pact stirs Senators. Egypt restores famed temple. Rome's motor vehicles blessed. Paris fashions. Junior battlers. Canoe-bogganing.

PARAMOUNT NEWS, No. 59—Baseball's elder statesman, Connie Mack. Egypt temple restored. Canada Day at West Point. World's lightest solid. Czechoslovakia: one year after Red seizure. Motorcycle derby. Amateur Grand National.

UNIVERSAL NEWSREEL, No. 230—Holland warehouse on fire. Factory explosion in England. Egyptian temple restored. President Truman on vacation. Kids boxing. Motorcycle racing. Horse racing in England.

WARNER PATHE NEWS, No. 60—President Truman and Secretary Vinson meet in Florida. Egyptian temple restored. Japanese police on parade. "South of St. Louis" premiere. Parisian lives as in days of yore. Tank parade. Spring fashions. Kids boxing. Wild horses. Motorcycle races.

Loew's State Lowers Its Admission Prices

Loew's State is the first New York "showcase" to cut admission prices since the Paramount Theatre here established a lowered scale several months ago.

New weekday scale for the State will be 70 cents to $1.20 top, compared to the previous 80 cents to $1.20. A new 95-cent admission has been set up for the weekday hours of one to five P.M., with $1.25 prevailing between five and six. Previously, $1.20 was charged between one and six. The Saturday morning price has been lowered from 95 cents to 85, while no change has been made in Sunday admissions, which are $1.20 to $1.50.

San Juan Film Fire Hits U. S. Companies

A fire originating in the offices of a non-American film company has destroyed a substantial portion of the motion picture exchange building in San Juan, Puerto Rico, making "homeless" in that city Columbia and Universal-International, according to word reaching here yesterday. Paramount's exchange facilities were about half burned, while United Artists and M-G-M had losses to lesser extents.

Cubans Cite 2 WB Films

The Federation of Motion Picture Theatrical Editors of Cuba, in Havana, has given two of its annual film awards to Warner, the company has announced here. "The Treasure of Sierra Madre" was voted the best picture of 1948 from Hollywood, and Joan Crawford was awarded the prize for the best foreign actress for her role in "Possessed."

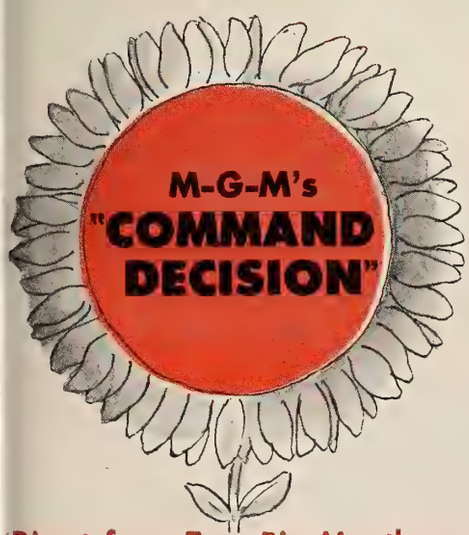
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NEW SUN IN THE SKY!



We're grateful for the opportunity to launch our "25th Year of Motion Picture Leadership" in the true tradition of M-G-M. Encouraged by the trade press, complimented by exhibitors, we're leading this cheering industry out of the gloom, into the sunlight. "M-G-M's Prosperity Plan" is in high gear. Our Studio is clicking with hit after hit. Stick close to the company that's sparking the entire business with optimism. Yes, indeed, "The Future is M-G-M."

M-G-M's PROSPERITY PLAN



Direct from Two Big Months on Broadway, Smash Hit Everywhere. Tell the girls it's Gable!

M-G-M presents CLARK GABLE • WALTER PIDGEON VAN JOHNSON • BRIAN DONLEVY • CHARLES BICKFORD • JOHN HODIAK • EDWARD ARNOLD in "COMMAND DECISION" with Marshall Thompson Richard Quine • Cameron Mitchell • Clinton Sundberg Ray Collins • A SAM WOOD Production • Screen Play by William R. Laidlaw and George Froeschel • Based on the Play by William Wister Haines • Directed by SAM WOOD • Produced by SIDNEY FRANKLIN • In Association with GOTTFRIED REINHARDT



Gala World Premiere, Radio City Music Hall now! Trade critics forecast sensational M-G-M Hit!

M-G-M presents "LITTLE WOMEN" starring JUNE ALLYSON • PETER LAWFORD • MARGARET O'BRIEN ELIZABETH TAYLOR • JANET LEIGH • ROSSANO BRAZZI • MARY ASTOR with Lucile Watson • Sir C. Aubrey Smith • Harry Davenport • A MERVYN LeROY Production • Color by TECHNICOLOR • Screen Play by Andrew Solt, Sarah Y. Mason and Victor Heerman • From the Novel by Louisa May Alcott • Produced and Directed by MERVYN LeROY



Off to a rousing start at World Premiere, Loew's State, N.Y. Greater Musical than "Anchors Aweigh"!

M-G-M presents FRANK SINATRA • ESTHER WILLIAMS • GENE KELLY in "TAKE ME OUT TO THE BALL GAME" with BETTY GARRETT • Edward Arnold • Jules Munshin • Color by TECHNICOLOR Screen Play by Harry Tugend and George Wells • Story by Gene Kelly and Stanley Donen • Directed by BUSBY BERKELEY • Produced by ARTHUR FREED

Cites High Values Of Films and Radio

ALBANY, N. Y., March 15.—"We seldom stop to consider how much motion pictures and radio have done for mankind in this and every country of the world; they have achieved a tremendous amount of moral, social and mental good." This statement highlighted a talk given here last night before the Variety Club in the Ten Eyck Hotel and broadcast over WROW, by Father Benjamin Kuhn of Siena College.

Chief barker Sol J. Ullman called Father Kuhn's remarks "The most generous praise which films have received here in some time."

Father Kuhn continued, "A great deal of juvenile delinquency is prevented by going to the movies, although you may hear the opposite said. Most objectionable pictures are being eliminated today.

"With the high class pictures offered, boys and girls are better off in the movies in the afternoon and evening than they would be on the street," Father Kuhn added.

Production Index Increases on Coast

HOLLYWOOD, March 15.—The production index has again increased, to 28. Nine new pictures were started, and seven were finished.

Starting were "Miss Grant Takes Richmond," "Horsemen of the Sierra," Columbia; "Intruder in the Dust," M-G-M; "Fathoms Deep," "A Strange Caravan," Republic; "Arson, Inc.," Screen Guild; "Pinky," 20th-Fox; "Home of the Brave," UA; "The Octopus and Miss Smith," Warner. Finished were "Madame Bovary," "Any Number Can Play," "That Midnight Kiss" and "Border Incident," all M-G-M; "Red, Hot and Blue," Para.; "Outcasts of the Trail," Republic; "Oh, You Beautiful Doll," 20th-Fox.

Rush 'Set Up' Release In RKO-UA Race

HOLLYWOOD, March 15.—In a race to get its production, "The Set Up," on the nation's screens before release of United Artists' "Champion," RKO Radio has booked its boxing film into the Pantages in Los Angeles and has announced immediate release.

The action is said to have followed denial of a request, made by RKO officials to Stanley Kramer, "Champion" producer, to remake a sequence which RKO claims follows closely a similar scene in "Set Up." Though both films deal with the same theme, the seamy side of boxing, Kramer reputedly said he could see no significant similarities in the pictures.

Set 3 Para. Meetings

George A. Smith, Paramount's Western division manager, will conduct three local sales meetings as follows: Seattle, March 17-19; Portland, March 21-22; San Francisco, March 23-25.

Film Council to Meet

The New York Film Council will hold a luncheon meeting tomorrow at Rosoff's restaurant, with Irving Jacboy, newly elected chairman, in charge of the proceedings.

Reviews

"Impact"

(Popkin—United Artists)

THE familiar story of a devoted husband's betrayal by a worthless wife has been given a forthright treatment in "Impact," with several novel developments along the way. Arthur Lubin's direction, marked by clever touches, carefully and adroitly builds up an atmosphere of tense expectancy which enhances the effectiveness of the melodrama. The screenplay, by Dorothy Reid and Jay Dratler, is curiously uneven, however. Its early portions leave nothing to be desired in the way of fresh and excitingly-rendered melodrama. But in its final stretches, it loses luster and winds up in a somewhat standard finale. Harry M. Popkin assembled a neat cast for his production, headed by Brian Donlevy, Ella Raines, Charles Coburn, Helen Walker and Anna May Wong. All factors considered, it shapes up as an attractive box-office picture for those situations which react favorably to outspoken melodramas.

Donlevy is an old hand at this type of role and he handles it well as the millionaire industrialist who becomes the marked man in a murder plot concocted by his wife, Miss Walker, and her lover. A curious turn of events, however, results in the would-be murderer getting killed and his body being mistaken for Donlevy. Plot developments have Miss Walker held for complicity in murder, with Donlevy meanwhile disappearing so that she may be convicted. A change of mind is brought about for Donlevy when in his wanderings he meets Miss Raines, a country gas station owner, and finally takes her advice and goes back to straighten matters out.

Miss Raines, whether in working trousers and smudged face or in gracious attire, is appealing. It is her sleuthing efforts along with those of detective Coburn, that finally saves Donlevy from his faithless wife's further treachery. Coburn gives a workmanlike performance that warrants special mention.

Running time, 111 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMAN

"My Dream Is Yours"

(Warner Brothers) *Hollywood, March 15*

DORIS DAY and Jack Carson, who hit it off so successfully in "Romance on the High Seas," Miss Day's first picture, are even more advantageously paired in this even more shipshape Michael Curtiz Production. Their settings this time are New York and Hollywood, principally the latter, and they are cast as showfolks, radio promoter and thrush, respectively, with Lee Bowman, Adolphe Menjou, Eve Arden, S. Z. Sakall, Selena Royle, Edgar Kennedy, Sheldon Leonard and Franklin Pangborn all giving bang-up performances alongside. It is rich in musical content, richer than common in story, and it is in Technicolor, altogether a lush attraction for that preponderant proportion of the population which goes to the motion picture theatre to have a good time. It can't miss making money.

The picture, directed with easy grace by Harry Kurnitz, from a screenplay by himself and Dane Lussier, based on an adaptation by Allen Rivkin and Laura Kerr, opens in a Hollywood broadcasting studio where Bowman, a conceited crooner, winds up a season by dumping his sponsor and breaking with Carson, the agent who built him up from nothing. Carson flies to New York, seeking a replacement for Bowman, and is led by design into contact with Miss Day, who is employed in one of those slot-machine music dispensaries and sings her wares over the wire. He brings her to Hollywood, and together, with all of those others mentioned above figuring in the procession of complications, work their way up to network stardom for Miss Day and to a happy ending for their romance. It is played out principally for laughs, but packs much more weight and sense than is par for musicals. Music by Harry Warren and lyrics by Ralph Blane assay high as to quality and memorability, and there is a wealth of it.

Running time, 104 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

17th Bill Filed to Cut Federal Tax

WASHINGTON, March 15.—Representative Hand, New Jersey Republican, today introduced a bill to cut the U. S. admission tax back to the pre-war 10 per cent. His is the 17th bill to propose repeal or reduction of the 20 per cent cent tax.

Meanwhile, House Republican Leader Joseph W. Martin, Jr., tonight continued his fight to reduce the admission tax and other war excise levies.

In an address over the Mutual network, Martin said these high war excise rates "are a gross discrimination against a few selected industries and their thousands of employes." Martin has a bill pending to cut the excises back to pre-war levels, which has been indorsed by the House Republican Policy Committee.

Exhibitors Protest Delivery Charges

ST. LOUIS, March 15.—Complaints against local exchange and delivery services have been raised by two exhibitor organizations here, the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois; and Mid-Central Allied Independent Theatre owners.

Slack inspection of films is charged by MPTO, while Mid-Central Allied has objected to alleged "extras" in delivery charges.

Safety Meet April 1

The roles of motion pictures, radio and the press in traffic accident reduction will be discussed at a conference of public officials and safety experts from New York, Washington, Chicago and New Jersey to be held at the Hotel Statler here on April 1, with Thomas W. Ryan, New York state director of safety, presiding.

Allied Eastern Will Meet Here Today

Allied leaders from Boston, Baltimore, Washington, Philadelphia and New Jersey will meet in New York today to discuss taxation, legislative and other matters including distribution sales policies.

The Allied Eastern regional will be conducted by Jersey Allied president Edward Lachman, who will be host to the visitors.

Chances of Jersey Censorship Lessen

Previous strong possibility of statewide censorship in New Jersey lessened sharply yesterday when Allied of New Jersey reported the measure, Assembly Bill No. 206, was referred by the committee on municipalities to the miscellaneous business committee. This is regarded as signifying the death of the proposal through inaction.

The bill was introduced at the behest of Newark Public Safety Commissioner Keenan and was supported widely by women's clubs. New Jersey Allied's legislative committee, headed by George Gold, spearheaded that organization's opposition.

Protesting Owners Kill Oklahoma Bill

OKLAHOMA CITY, March 15.—Oklahoma exhibitors were successful today in their campaign to kill a bill which threatened new taxes on their business. The House of Representatives Revenue and Taxation committee voted without dissent to kill the bill, which would have put a tax ranging from one to five cents on theatre admissions.

A delegation from Theatre Owners of Oklahoma appeared before the committee, and John Griffin, mayor and exhibitor of Miami, Okla., told the group that theatre taxes have reached their limit. The industry, he said, believes its business should be considered "a necessity, not a luxury."

Berlo Vending Gets New York Contracts

ALBANY, N. Y., March 15.—Berlo Vending Co., Philadelphia, has contracted to handle concessions in three Hellman closed theatres in Albany and Troy, two Fabian-Hellman drive-ins in Albany and Binghamton, and Hellman drive-in at Saratoga Road. Berlo will open an office here with Victor Cohen as manager.

With Hellman's contract with Tristate Automatic Candy Corp. expiring, the new contract will become effective in the drive-ins at the end of this month and, in the closed houses May 1.

NYC Tax Levy Up Again

ALBANY, N. Y., March 15.—Senator Fred Morritt, Brooklyn, is again sponsoring a bill to permit New York City to levy a series of special taxes, including 10 per cent admission tax to amusements where the minimum charge is $1.00.

The Battle in the Rio Grande—as depicted by a famous artist for Paramount's magazine campaign



Launching Pine-Thomas' New Production Policy of "Big Pictures Only,"

PARAMOUNT

WILL STAGE AN ALL-STAR SEND-OFF

IN THE LONE STAR STATE FOR



Watch for Big-Time Stars-In-Person Premieres in 7 Texas Cities Starting in El Paso Late in March.

WHEN MEN AND WOMEN
WENT WRONG,
THEY WENT TO

EL PASO

Color by
CINECOLOR

Paramount's Big, Colorful Spectacle of "The Coffin Corner of Texas"

All the boxoffice action that made Paramount's "The Covered Wagon," "The Plainsman" and "Union Pacific" boxoffice bywords.

Scores of spectacular thrill-scenes including the terrific dust storm climax.

Headed for "A" houses everywhere—from the N. Y. Paramount to Texas' Interstate Circuit.

Nationally advertised in full color pages in 28 leading magazines.

starring

JOHN PAYNE
GAIL RUSSELL
STERLING HAYDEN
GEORGE "Gabby" HAYES
DICK FORAN

with Eduardo Noriega • Henry Hull
Mary Beth Hughes • H. B. Warner
Bobby Ellis • Directed by Lewis R. Foster

Based on a story by J. Robert Bren and Gladys Atwater • Screenplay by Lewis R. Foster
A Pine-Thomas Production

Paramount's
GOLD RUSH OF '49

has 4 fabulous color shows between now and May 27th: "El Paso," "A Connecticut Yankee in King Arthur's Court," "Whispering Smith" and "Streets of Laredo."

PRINTED IN U.S.A.

Para. Sales Policy

(*Continued from page* 1)

theatres involved in each. There have been indications that these figures will increase in "problem" areas, Paramount's feeling being that bidding is the most equitable means of settling disputes with exhibitors in competition with each other. This feeling was further strengthened recently when Federal Judge Wilson Warlick in Charlotte dismissed Loew's from a trust action because that company made bidding available to a complainant theatreman.

Uses Product Splits

Paramount also is resolving licensing issues with product splits, that is, allowing theatre competitors to share the company's product on a numerical basis rather than have them engage in bidding.

Company in some instances is conducting "test" bidding by which theatremen seeking a run are invited to bid for product. Results of the experiment determine whether bidding is to be adopted permanently.

According to some sources Paramount has rejected some bids on the grounds that they were excessive and made primarily by the bidder for the purpose of denying his competitor of the opportunity to obtain certain films.

The general expectation at Paramount is that bidding will never be extended to the point where it, rather than standard licensing practices, would be the national, all-embracing policy. Paramount has plans to license by bids only in trouble spots and substantially as a means of defending itself against possible legal actions by theatremen.

Sees Bidding Limited

Bidding never will sweep the country for the obvious reason that "thou-hands of exhibitors" are averse to it, according to one spokesman. Vigorous objections to that type of licensing have been made by Theatre Owners of America and others.

There also has been some question on whether the theatre-by-theatre selling directive would mean that Paramount would be enjoined from doing business with buying and booking combinations. Company's position is that it is free to sell to combines and will continue to do so with, of course, each run licensed on a completely individual basis.

M. P. Sales Co.

(*Continued from page* 1)

was made here yesterday by company president Neil Agnew and executive vice-president Charles L. Casanave at a trade press interview in which MPS publicity director Joseph L. Roberts also participated. The executives revealed additionally that MPS will set up Latin American headquarters in Mexico City by early summer, has laid the groundwork for a European distribution arrangement, and probably will soon have a distribution deal for Canada. Agnew said the company will sell the Orient, Philippines and South Africa out of New York.

MPS, Agnew announced, also has acquired seven new features, plus seven Harold Lloyd reissues, all of which the company will release directly, with James Clark's National Film Service handling physical distribution. Additionally, he said, the company has established itself as producer publicity representative for Nassour Studios, the Harry and Edward Danziger production "Jigsaw," and Franchot Tone's "The Man on the Eiffel Tower."

Pictures which will be distributed under the MPS banner include, in addition to "Movie Crazy," "The Freshman" and five other Lloyd films, the following: Roberto Rosselini's "The Beggar of Rome," Nat Wachsberger's "Cairo," the Maria Montez French production, "Last Port," "Thief of Venice" to be made in Italy, "What Happened to Hitler?," "Prejudice," and the Brazilian-made "Matta Grosso Jungle."

Looks to National Distributor

Agnew, who said the MPS is at present geared to a releasing capacity of one-a-month, indicated that the company may "find a home with a national distributor" for "Cairo," which stars George Raft, and "Last Port," which stars Miss Montez, Jean Pierre Aumont and Lili Palmer.

The MPS plan, Agnew said, is to "farm out" MPS releases to other national distributors when all but the final 15 per cent of the domestic market has been played. He explained that MPS is not in a position to "invade" that final 15 per cent because distribution costs reach such a high point at that stage of marketing.

Television interests, Agnew disclosed, have attempted to buy telecast rights to the Lloyd pictures, but, the MPS head added, the films will be withheld from video until they have completed circulation in theatres. He reported that Lloyd will produce another picture if the reissues "go over."

Code for Video

(*Continued from page* 1)

coming, telecasters face the possibility of an imposed censorship.

"The motion picture industry realized that self-regulation, onerous as it seemed, was better than governmental or any other type of regulation," Austrian observed, adding: "For years it has been operating within the framework of the (PCA) code and has been eminently successful in keeping its skirts clean."

Ascap, Telecasters

(*Continued from page* 1)

There had been delays at the start of the talks but these were caused by the specific nature of Ascap's licensing authority, and not terms.

In reporting on the meetings so far, a video spokesman said yesterday that they bear absolutely no semblance with the heated sessions with the broadcasters late in 1939. As a result of the differences at that time, Ascap music was not used on radio for about nine months.

Ascap's present gratis pact with the telecasters will expire on April 1.

Propose Ascap Fee On Per-piece Basis

BOSTON, March 15.—Hearings have started here before a state legislative committee on a proposal to require Ascap to sell the public performance rights to the music of its members on a fixed-rate per-piece basis under supervision of a state board. The proposal was made originally by Charles McGlue, in behalf of ballroom operators.

Testifying before the committee, Oscar Hammerstein II, appearing as an Ascap vice-president, declared that the proposal has proved impractical from the viewpoint of music writers, music users and the public.

Under the proposal, music copyright owners would be required to file a list of their works with the state and fix a rate for each piece.

Telecasts Begin April 1

CINCINNATI, March 15.—WKRC-TV, local television station, will start commercial telecasts April 1.

Fabian - Gamble

(*Continued from page* 1)

have been urged by United Artists principals to re-enter negotiations now that Chaplin holds a 30 to 40-day option on Miss Pickford's U. A. shares and is assumed to be willing to dispose of his own holdings also, Fabian and Gamble want to be sure beforehand that their 1947 experience will not be repeated.

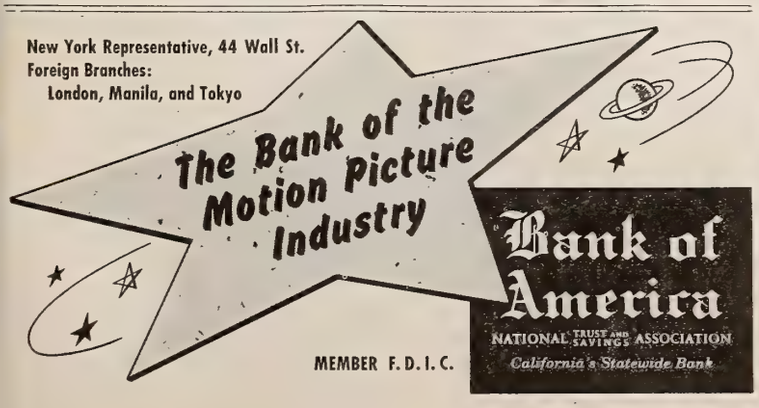
In response to invitations from United Artists sources to bid for the company ownership, Fabian and Gamble have asked for some firm proposal from Chaplin which they can accept or reject and, if accepted, will be the basis for an irrevocable closing. A firm sales proposal could take the form of an option to them for 45 or 60 days but, since Chaplin's own option on Miss Pickford's half interest in U. A. extends for less than that time, it is assumed that her approval of such an option, as well as Chaplin's, would be required.

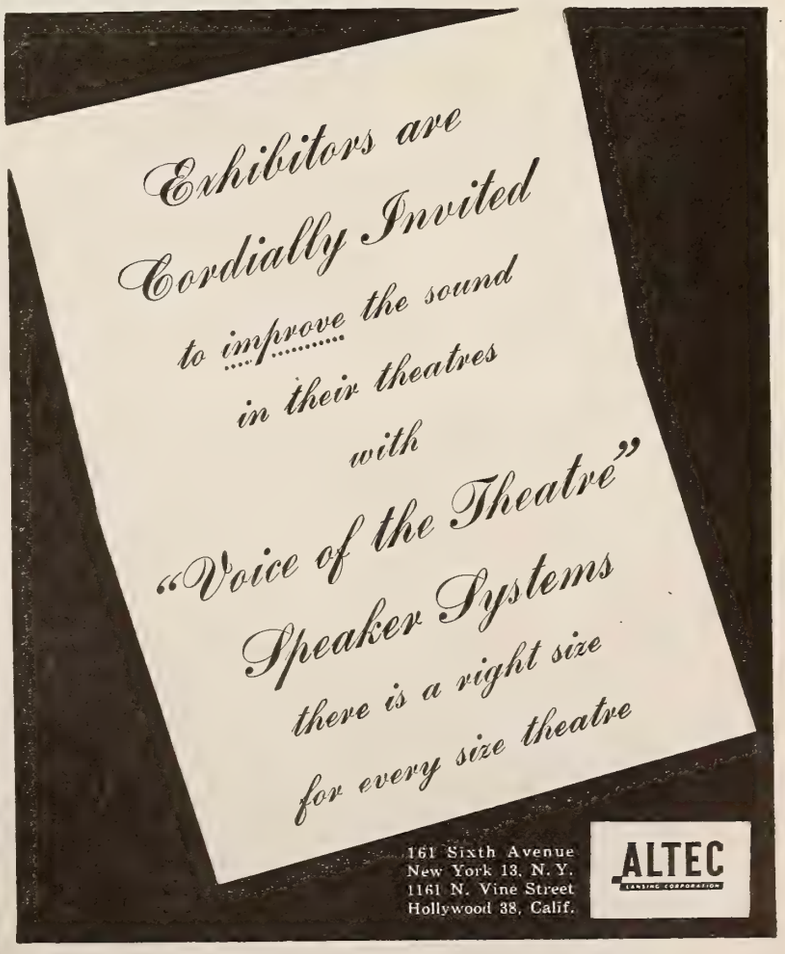
Pending a reply from Chaplin on the firm sales offer requisite, there have been no negotiations by Fabian and Gamble who, at the moment, appear to be the only prospects in the field.

Asking price for the Chaplin-Pickford U. A. shares is $5,400,000. Reportedly, if a deal could be made, Fabian and Gamble would bring in other theatre operators with an initial objective of providing ample cash for the financing of outstanding independent producers who would release through U. A.

Drive-In Registers

ALBANY, N. Y., March 15.—Royster Drive-in Theatres registered a certificate here to operate in Poughkeepsie.





Dutch Indies May Permit 120 Imports

WASHINGTON, March 15.—The Netherlands Indies' Department of Economic Affairs is considering allowing major U. S. film companies to send in 120 films this year, the U. S. Commerce Department reported here today.

Film chief Nathan D. Golden said that another 120 films would be allotted RFD, the Netherlands government film firm, which would be bought from U. S. independents and Continental and Asiatic producers. About 60 films would be allowed J. Arthur Rank, and perhaps 50 to 100 would come from Indian, Arabic, Egyptian and Chinese producers.

Currency exchange continues to be the major problem, Golden said, and through November, 1948, the time when the last report came in from Batavia, leading U. S. producers had been unable to remit dollars for any 1948 showings.

Golden said that a struggle is shaping up between the U. S. Motion Picture Export Association and the RFD. RFD tried to line up films from smaller U. S. independents and some European and Oriental producers, but struck a snag when the U. S. firms wanted cash payment in dollars.

A government ruling prevents distributors from contracting with theatre owners for more than eight films at a time. Distributors feel this prevents long-term planning.

33 1/3% Quota

(*Continued from page* 1)

on the narrow majority accorded it, is regarded as a great personal triumph for Sir Alexander King, newly-elected president of the Exhibitors Association, whose eloquence at the hearing in the face of the Producers Association's embittered opposition clearly swayed the Council's decisive section composed of those having no connection with the industry.

The 45 per cent quota appears to have been a complete failure in the first six months of its existence. Thousands of exhibitors have defaulted despite relief granted to many of them.

Review

"Tuna Clipper"

(*Monogram*)

Hollywood, March 15

TUNA fishing as it is conducted in California waters furnishes interesting and integrated background for this story of human nature's reaction to stress, a sensible and satisfying chronicle offering entertainment for the whole family. A little light on the name side for floodlight exploitation purposes, it is an attraction in the solid-entertainment category and capable of building by word-of-mouth.

Roddy McDowall, who is down with Ace Herman as associate producer to Lindsley Parsons, portrays a serious-minded youngster who sets out to protect a pal by taking the rap for a horse wager which the latter has neglected to place for an unscrupulous bettor on a nag which has romped in at 10 to 1. Undertaking to earn enough money to make good the bet, he leaves home and takes employment and residence with a family of tuna fisher-folk, where his dilemma gradually becomes known and steps are taken to do something corrective about it. When it is learned that the bettor, played by Roland Winters, has been collecting not only from Roddy but also from his pal, played by Dickie Moore, matters get straightened out in a hurry and Roddy is forgiven by his parents for leaving home. Direction by William Beaudine and screenplay by W. Scott Darling make the most of the wholly screenworthy material in hand.

Others in the cast include Elena Verdugo, Rick Vallin, Dickie Moore, Russell Simpson, Doris Kemper, Peter Mamakos, Richard Avonde, Michael Vallon.

Running time, 77 minutes. General audience classification. Release date, not set.

Latest Schine Offer

(*Continued from page* 1)

Buffalo on March 18, when Federal Judge Knight will hear arguments on whether Schine should be allowed to introduce new evidence. The decision will depend on whether Schine comes up with a "substantially better" offer today or tomorrow.

Barring that, the government will oppose any postponement, a Justice official said.

Mono-Allied Backlog

(*Continued from page* 1)

productions this year, Broidy reported, the figure including 18 Westerns. Also included are two high-budget films to be made in England in association with Associated British Pictures.

Broidy spoke confidently of future operations, saying that the company has cut production costs without impairing values.

WB Stockholder Suits

(*Continued from page* 1)

Sept. 20, attack a production-distribution deal with United Pictures, and name as defendants both companies and the following individuals: Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M., Jack L. and Albert Warner, Morris Wolf, John E. Bierwirth, Samuel Carlisle and Samuel Schneider.

Meanwhile, in New York Supreme Court, where four of the Federal Court actions have been duplicated, Justice Samuel Hoffsteder yesterday granted the defendants' motion calling for the stockholder plaintiffs to furnish security bonds in the amount of $25,000 each to cover costs in the event that defendants win the judgments.

2 Join ABC Video Web

Station WCPO-TV, Cincinnati, and WBNS-TV, Columbus, have affiliated with American Broadcasting's television network.

Prejudiced Abroad Uninformed: Seaton

HOLLYWOOD, March 15.—Uninformed prejudice against American pictures is blamed for foreign barriers set up by "highly placed people who have never seen a Hollywood film but who actually believe our films are socially undesirable and detrimental," Screen Writers Guild president George Seaton declared on his return here from a European tour.

Seaton said that, "What I saw abroad convinces me this prejudice has its roots in this country. Overcoming prejudice against Hollywood requires the joint action of all of us, and the SWG intends to do its share toward counter-acting false impressions and inaccurate information. There is far too little understanding and appreciation of the vast amount of honest work, artistic integrity and creative ability that goes into picture making.

"Nobody seems to bother to put across the positive side of the story. This is something writers can and should do in their outside writings.

"Taking a poke at Hollywood has become something of a racket. Disparaging Hollywood is always good for a sure-fire piece, and there is so much of it that the other side has been lost from view. We need to bring the picture back into balance."

Jugoslavia Deal

(*Continued from page* 1)

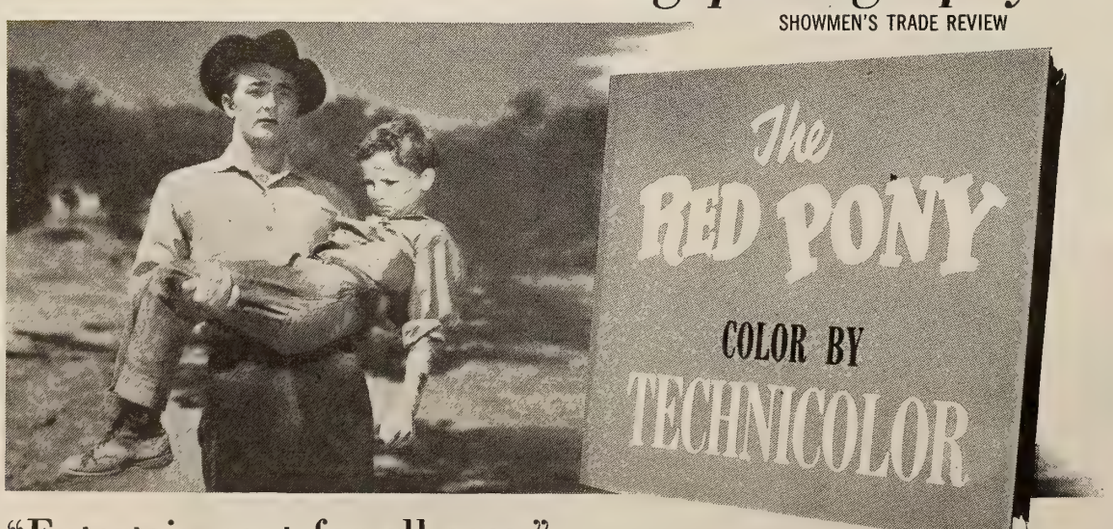
try into Jugoslavia of the films of MPEA's 10 member companies.

Announcement that the Film Monopoly had signed was disclosed in a cable from Belgrade received here from Irving Maas, MPEA vice-president now touring Europe.

Under terms of the agreement, the Jugoslav Monopoly, in addition to a flat sum advance guarantee per picture, will remit a percentage of MPEA's share of revenue earned by each picture on a monthly dollar basis. The balance of the earnings, which will accrue in Jugoslav dinars, will be available for use by the Export Association in various deals through which it is expected substantial additional dollars will be realized. The agreement further provides that MPEA will be permitted to send a representative to Belgrade to control execution of the contract.

From a list of 100 American films submitted for its consideration, the Jugoslav Monopoly, Maas reported, has already screened and approved "Madame Curie," "Mr. Smith Goes to Washington," "Ali Baba and the 40 Thieves," "Gulliver's Travels," "Random Harvest," "Tarzan's Secret Treasure," "Citizen Kane" and "Watch on the Rhine."

"*Outstanding photography.*"
SHOWMEN'S TRADE REVIEW



"Entertainment for all ages."
SAN FRANCISCO CALL-BULLETIN

CHANGE IN DATE
CINCINNATI
Trade Showing
of
"THE SET-UP"
MON., MAR. 21, 9:30 P.M.
at RKO Proj. Room • 12 E. 6th St.
instead of Mar. 22, as previously advertised
RKO Radio Pictures, Inc.

Western Electric's "300" Recording System Gets Rugged Workout in Venezuela

Faced with the problem of making films on location in the mountainous terrain of Venezuela, The Princeton Film Center, Princeton, N. J., is using a Type 300 Recording System mounted in a small truck.

Gordon Knox, Executive Director of The Princeton Film Center, says "we have given the '300' System a rugged workout in Venezuela and it has performed faultlessly."

Wherever Western Electric recording equipment is used, it has earned an unequalled reputation for ruggedness, versatility and high quality. The "300" System is an honored member of the line which includes the Deluxe "400" System and the smaller "200" Newsreel System. Write today for full information.



The Princeton Film Center recordist at the mixer of the "300" System on location high in the Venezuelan mountains.



This small truck contains the complete "300" Recording System, plus all the power generating equipment needed on location.

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More Than 200 Day-and-Dates Set For...

THE BIGGEST MONEY PICTURE OF THE YEAR

WALTER WANGER'S

TULSA



SUSAN HAYWARD as
CHEROKEE LANSING,
HALF WILDCAT . . . HALF ANGEL
ALL WOMAN!

Entire great Southwest blanketed for mid-April premieres of Technicolored "Tulsa" . . . WALTER WANGER'S rip-roaring boomtown spectacle in the top-bracket box-office groove of "Stagecoach," "Canyon Passage" and "Tap Roots!"

TOP CIRCUIT MEN PICK "TULSA"!

"A winner . . . a great show!"—H. J. Griffith, Pres., Theatre Enterprises, Dallas. "Should do exceptional business everywhere!"—Julius Gordon, Pres., Jefferson Amusement Co., Beaumont. "Will be the greatest event in the history of our theatres!"—Ralph Drewry, Vice-Pres., Talbot Theatres, Tulsa. "We are proud of Wanger and Eagle Lion for getting us a sure box-office attraction!"—Raymond Willie, Asst. Gen. Mgr., Interstate Circuit, Dallas. "'Tulsa' is a great story, great show, great drama!"—John Rowley and Henry Robb, Robb and Rowley Circuit, Dallas

JACK SCHLAIFER Testimonial DRIVE
IN '49 IT'S EAGLE LION!

COLOR BY Technicolor

Walter Wanger presents "TULSA" starring SUSAN HAYWARD · ROBERT PRESTON · PEDRO ARMENDARIZ

with CHILL WILLS, LLOYD GOUGH, EDWARD BEGLEY, Jimmy Conlin, Roland Jack • Produced by WALTER WANGER • Directed by STUART HEISLER • Associate Producer EDWARD LASKER • Screenplay by Frank Nugent and Curtis Kenyon • Suggested by a story by Richard Wormser • An EAGLE LION FILMS Release

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 53 NEW YORK, U.S.A., THURSDAY, MARCH 17, 1949 TEN CENTS

SCHINE CONSENT DECREE SIGNED

Agreement Reached with Department of Justice; Details Not Disclosed

WASHINGTON, March 16. — The Department of Justice reached an agreement here today with Schine Chain Theatres for a consent decree ending the 11-year-old anti-trust litigation against the large circuit with headquarters at Gloversville, N. Y.

Although confirming the fact that an agreement on a decree had been reached, Justice officials declined to divulge details on the grounds that the provisions still have to be prepared in form for submission to the U.S. District court at Buffalo and details of the injunctive relief to be granted the government against Schine still remain to be worked out.

The government and Schine will ask the Buffalo court on Friday for another 30-day postponement of the hearing now scheduled for that day in

(*Continued on page* 10)

U. K. Film Men Bring No Official Power

Will Go to Washington Meet As Producers Only

LONDON, March 16. — Britain's members of the Joint Anglo-U. S. Films Council will take with them to the first meeting of the Council, in Washington, on April 21, no official authority delegated to them by the government, Board of Trade spokesmen assert.

This rules out any possibility that the British delegation can introduce remittance restrictions, frozen sterling uses, quota or other government-controlled issues which have rankled the American industry as bargaining points at the forthcoming Washington discussions.

Members of the British delegation, J. Arthur Rank, Sir Henry French and Sir Alexander Korda, have enter-

(*Continued on page* 10)

British Ticket Tax May Be Reduced

LONDON, March 16.—British exhibitors are increasingly hopeful of a reduction of the entertainment tax when the Chancellor of the Exchequer, Sir Stafford Cripps, presents the new budget to the House of Commons on April 6.

Sir William Croft, chairman of the Excise Board, after conferring with exhibitors recently, said he was impressed with their claims that the financial returns of 2,000 theatre operators show that their businesses are jeopardized by the present high tax. He said he would urge Cripps either

(*Continued on page* 10)

Say 13 of 90 U. K. Films Are 'Good'

LONDON, March 16.—A report by Exhibitors' Association strategists rating only 13 films as good first features of the 90 films offered by all British producers in the 10 months ended Jan. 25, 1949, is believed to have had much to do with the Films Council recommendation yesterday for lowering the quota to 33⅓ per cent.

The report graded the 90 British

(*Continued on page* 10)

Houston Teems with Colorful (Green) McCarthy Premiere

HOUSTON, March 16.—More than 50 Hollywood personalities, accompanied by scores of newspaper, trade paper, magazine and radio representatives arrived here today by plane and train to participate in the dual premiere of oil-man and industrialist Glenn McCarthy's first motion picture, "The Green Promise," and the opening of his $20,000,000 Shamrock hotel.

Other "Green Promise"—Shamrock premiere news and information will be found on Pages 5 to 10 of this issue.

The West Coast contingent was transported by a 16-car Santa Fe special train. Others came by chartered American Airline planes. All will be quartered at McCarthy's luxurious new hotel and they will be his guests at a press party and dinner tonight.

(*Continued on page* 5)

Republic, DeLuxe Get 'IA' Demands

AFL's IATSE Motion Picture Home Office Employes Local No. H-63 has opened negotiations with Republic for a "white collarite" union shop contract, it was reported here yesterday by Russell Moss, H-63 business agent. Moss said that No. H-63, which won the Republic home office away from the CIO's Screen Office and Professional Employes Guild in a recent National Labor Relations Board election, is seeking to bring the "collarite" salary scale at Republic in line with that prevailing at Warner and Universal-International, both H-63 home office shops. Talks with Re-

(*Continued on page* 10)

Television Likely To Kill 'B's' in Theatres: Raibourn

CHICAGO, March 16.—"The so-called 'B' picture will find competition in television and is likely to disappear from our screens," Paul Raibourn, Paramount vice-president in charge of television activities, told a luncheon-meeting of the Investment Bankers Association at the Drake Hotel here today.

"But television, as yet, has produced no serious competition for the 'A's," he said.

Raibourn said that it is "no accident" that the "Hopalong Cassidy" Westerns are "tops" as television pictures. He indicated that broader act-

(*Continued on page* 5)

Industry Clear in 5 More Legislatures

WASHINGTON, March 16.—Five more state legislatures have adjourned without taking any action harmful to the film industry, making a total of 11 so far this year, according to Motion Picture Association of America legislative representative Jack Bryson.

The five states whose legislatures quit during the past week were: West Virginia, Utah, Arkansas, New Mexico and Indiana.

In West Virginia, one of the key danger spots this year, several harmful bills were left buried in committee. These were bills to set up a state censorship board, a two per cent reel

(*Continued on page* 4)

New Contracts Give 16mm. Rights to UA

United Artists is now including in all standard distribution contracts with independent producers a new clause under which 16mm. rights also are assigned to the company.

UA's chief motive, it is said, is to protect itself from unregulated showings of the narrow-gauge prints which were in actual competition with the company's regular exhibition outlets.

Company intends to release the 16mm. films through its own exchanges, but only after the product has played out its theatrical runs and in no case where the showings would

(*Continued on page* 10)

Berkson to Expand In Distribution

Expansion in distribution has been set by Screencraft Pictures, Inc., headed by Jack S. Berkson.

Screencraft is currently closing with additional franchise holders throughout the country, Berkson disclosed here yesterday. The company, which since 1940 has been mainly in the reissue field, is now turning to the distribution of new product. The distribution organization will cover the

(*Continued on page* 5)

Industry Prepares for Any Nat'l Express Strike

The film industry here, large user of the Railway Express, is standing virtually alone in its lack of serious concern over the complete shutdown of the agency's 66 terminals and depots in the New York Metropolitan area. It already has circumvented the local print shipping problem and is also fully prepared to keep film moving uninterruptedly should the current REA labor trouble and retaliatory lay-

(*Continued on page* 10)

Biersdorf Heads SRO Sales in the South

Herman Biersdorf, film sales executive of the South, has been named to handle Selznick Releasing Organization sales in that territory, with headquarters in Dallas. Biersdorf was Southern division manager for Eagle-Lion, and also held various sales posts for 20th Century-Fox.

Personal Mention

CHARLES LEVY, Eastern publicity director for Walt Disney Productions, has returned to New York from the Coast.

•

WILLIAM HENDERSON, formerly with Selznick Releasing Organization, has joined Columbia as salesman in the Charlotte branch, succeeding NORMAN JACKTER, who was transferred to the Washington branch.

•

GEORGE JENKINS, formerly 20th Century-Fox publicity representative at San Francisco, has become manager of the Grand Lake Theatre at Oakland, Cal.

•

GEORGE TARASSOFF has succeeded GEORGE MATTHEWS as Eagle-Lion booker at Cleveland, with JOHN OSWALT replacing Tarassoff as the Schine booker.

•

WALLACE SHEPPARD JORDAN has been appointed head of radio and television activities at the William Morris Agency here, succeeding the late WILLIAM B. MURRAY.

•

GEORGE BRANDON DOWELL, former scenario writer and now an instructor in the drama department of Smith College, will speak before the Temple Emanuel League on April 15.

•

I. J. HOFFMAN, Warner zone manager at New Haven, has returned there from a vacation in Louisiana and Florida.

•

FRED TELLER, assistant manager of the Orpheum Theatre, Omaha, was recently married in Lincoln, Neb., to LORRAINE DAVIDSON of the latter city.

•

JOHN C. MARTINSON, assistant manager of the Midtown Theatre at San Francisco, was married on the theatre's stage to ELAINE OLHISER.

•

MAURICE GOLDSTEIN, Monogram-Allied Artists sales vice-president, will return to New York from Boston on Friday.

•

ALLAN JONES and his wife, IRENE HERVEY, will sail from here today for Europe aboard the *S.S. Queen Mary*.

•

DAN MICHALOVE of National Theatres, is at San Francisco, en route to New York.

•

JOHN JENKINS of Astor Pictures, Dallas, is in New York.

Beigel in Loew's Post, Replacing Max Wolff

Charles Beigel, former president of Pyramid International Corp., importers and exporters, has been appointed director of purchasing for Loew's, Inc., here, succeeding Max Wolff, who has resigned after some 30 years with the company. Wolff will take a month's vacation before announcing future plans.

Insider's Outlook

By RED KANN

IN pursuit of his objective to have American films shown wherever there are theatres, Eric Johnston last fall initiated a deal with Yugoslavia's state-operated Film Monopoly. The contracts, signed now with the Motion Picture Export Association, cover 25 features and a like number of shorts for release in this Iron Curtain country in the next 12 months. Terms include an advance flat guarantee per picture, part of the remittances in hard currency, the remainder in dinars for MPEA use in transactions out of which additional dollars eventually may become available in New York.

This conveys an impression of importance which the arrangement actually does not hold. Yugoslavia is not a prime foreign outlet for American product although, obviously, any market opened up may be said to constitute an economic gain and, therefore, is to be commended.

■

Certainly equally as vital, and perhaps more so, is the story of America which motion pictures hold the power to tell in such broad and striking strokes. We venture to offer on behalf of Johnston that he is constantly aware of this, and likewise do we venture it as unthinkable that he is not.

However, the Yugoslav deal creates pause. A list of 100 films was submitted for Film Monopoly selection. Already screened and approved from the offered lineup are eight attractions which include "Mr. Smith Goes to Washington," "Citizen Kane" and "Watch on the Rhine."

The first was a political lampoon in which the U. S. Senate generally took it on its 96-man chin. "Citizen Kane," believed to have been drawn from incidents in the life of William Randolph Hearst, was interpretable as an attack on the American press, or powerful segments of it. "Watch on the Rhine" emphasized the indifference of the entrenched class in America to the menace of Nazism.

■

Where this country and its form of government are understood, it well may be argued these pictures simply were a reflection of democracy at work. On the theory that democracy is not perfect, but is always strong enough to expose its weaknesses and yet arise above them, the position that these three served a purpose can be supported.

Where we are not understood because an opposing ideology distorts the facts into grist for its perpetual-motion propaganda machine, the industry does a disservice to the nation and to itself when it fails to remain abreast of its responsibilities.

Responsibility recedes into limbo when attractions such as those cited are placed on a convenient platter for any anti-democracy county to grab.

■

There is, of course, no information about the reactions of the Communist propaganda apparatus in Yugoslavia. But there cannot be any doubt about the avidity with which these three films must have been seized, and perhaps nothing but amazement over why they were offered.

In deliberate hands, "Mr. Smith" can be—no doubt will be—twisted neatly to prove the whole American Congress is made up of a bunch of crooks. "Citizen Kane" can become an argument demonstrating a completely corrupt and moribund press, and "Watch on the Rhine" a case history proving all Americans were too lazy and too rich to bother about Hitler.

In this period of the "cold war," it is clearly not enough to make a deal to sell numbers of motion pictures. *Where* those films go is an indivisible part of the bargain. *What* those pictures are about, and their potential for good or bad, should be the very essence of the bargain.

■ ■

One of the attention-getters in the Loew brief opposing theatre divestiture has been largely overlooked. Distribution under Bill Rodgers has made 4,984 changes in prevailing, and often long-established clearance schedules from June of '46 to February of '48, in order "to further equitable licensing."

The magnitude of the job is difficult to appreciate. Each schedule finally changed had to be checked over and weighed in relation to the surrounding competition. The exhibitor who was moved up found the competition whose clearance he then shared raising hallelujah and ready to yell he had been robbed. Metro, undoubtedly, made many more friends, but it also encouraged some enmities.

Talent Is Set for Variety Benefit

A large array of talent will be at the RKO Palace next Tuesday night when the new Variety Club of New York presents Allied Artists' "Bad Boy" in a benefit premiere. Milton Berle will formally welcome Variety on behalf of the Friars. Chief barker Max A. Cohen yesterday announced the following entertainers will participate:

Phil Baker, Cab Calloway, Music Hall Rockettes, King Cole Trio, Larry Storch, Harvey Stone, Leo De Lyon, Vic Damone, Myron Cohen, Phil Reagan, Hal LeRoy, Rudy Cardenas, Harry Hirshfield and Jeannette Blair.

Also Frank Fontaine, Julie Wilson, Manual Viera, Jean Carroll, Jack Carter, Larry Best, Dave Apollon, Gil Lamb, Marilyn Maxwell, Virginia O'Brien, Paul Brisson, Jerry Colonna, Jane Pickens, Connie Haines, Betty Reilly, Perry Como, Four Step Brothers, Bunny Briggs, Maurice Rocco and Billy Colby.

Wyman, Warner Win 'Golden Globes'

HOLLYWOOD, March 16.—Jane Wyman was voted best actress of the year for her performance in "Johnny Belinda," and Lawrence Olivier best actor for "Hamlet," by the Hollywood Foreign Correspondents Association at its "Golden Globes" presentation banquet last night, with Jack Warner, Warner production vice-president voted a "double Golden Globe" as producer of the year.

Two Warner films, "Johnny Belinda" and "Treasure of Sierra Madre," won the award for the company's production head and marked the first time the correspondents had chosen two "best" films.

Col. Production Post To S. Sylvan Simon

HOLLYWOOD, March 16.—Columbia announced today the appointment of S. Sylvan Simon as executive producer to function directly under Harry Cohn, company president. Currently producing "Miss Grant Takes Richmond," Simon has been assigned four other films for his personal production and in addition will supervise pictures to be produced by Buddy Adler and Alex Gottlieb.

Skouras Tells Club Of Trip to Greece

A first-hand story of the current war in Greece was given to members of the Overseas Press Club by Spyros P. Skouras, president of 20th Century-Fox, at the club's regular monthly luncheon at the Sherry Netherlands here yesterday.

Lazarus, Sr., Improving

KANSAS CITY, March 16.—Paul Lazarus, Sr., United Artists sales executive, who has been in St. Joseph Hospital here, is improving slowly but steadily, it is reported. However, he still is unable to see visitors.

Du Mont Video Rate Up

WABD, DuMont television station in New York, has increased its basic rate from $1,000 to $1,500 per evening hour, Mortimer W. Loewi, director of the network, announces.

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The SCREEN'S All-TIME BIG-TIME SPRINGTIME MUSICAL from WARNER BROS!



MY DREAM IS YOURS

IN COLOR BY TECHNICOLOR

She's the no. 1 name in record-sales — and the singing star of the Bob Hope Radio Show

A MICHAEL CURTIZ PRODUCTION

STARRING

JACK CARSON · DORIS DAY · LEE BOWMAN

WITH ADOLPHE MENJOU · EVE ARDEN · S.Z. "CUDDLES" SAKALL

SELENA ROYLE · FRANKIE CARLE AND HIS ORCH.

DIRECTED BY MICHAEL CURTIZ

SCREEN PLAY BY HARRY KURNITZ AND DANE LUSSIER

MUSIC BY HARRY WARREN
LYRICS BY RALPH BLANE

MUSICAL DIRECTION RAY HEINDORF

Dozens of hit tunes including the Sensational MY DREAM IS YOURS," SOMEONE LIKE YOU," LOVE FINDS A WAY," "I'LL STRING ALONG WITH YOU" (LYRIC BY AL DUBIN)

BOOK "The Movies and You" short subject series . . . the story of your industry

Mexican Production May Hit High of 200

MEXICO CITY, March 16.—The trade sees materialization of predictions some producers made last year that 1949 will witness a new high in Mexican production with an output of some 200 pictures. That expectation is based upon the announcement by Andres Serra Rojas, president of the industry's own bank, the Banco Nacional Cinematografico, that it has cancelled the policy it recently announced to limit financing this year to 30 pictures and would hand-pick the makers from among topflight producers and operators of large theatre circuits.

"The Banco Nacional Cinematografico, S.A., has decided to change its policy of limiting picture production," Rojas explained. "Therefore it declares that it is disposed to finance as many producers as possible, without distinction or restriction of any kind."

The bank's announcement of limiting production was originally interpreted as meaning that the 1949 output would only reach 80. The trade attributes the change in policy to the demand that is said to have increased for films due to more and more theatres.

Six Are Rated 'B' by Legion of Decency

Twelve additional pictures have been rated by the Legion of Decency this week, with six, an unusually large number, receiving a "B" classification. In that classification are Rank-Eagle Lion's "Easy Money," "Quartet," "Saraband" and "Sleeping Car to Trieste"; Warner's "South of St. Louis," and Paramount's "El Paso."

In Class A-I are Monogram's "Crashing Through"; RKO Radio's "The Green Promise"; Eagle Lion's "Scott of the Antarctic," and Republic's "Sheriff of Wichita." In Class A-II are Rank-Eagle Lion's "Esther Waters" and "My Brother's Keeper." The classification of Oxford Films' "Torment" has been changed from "C" to "B."

Forum To Hear Johnston

PHILADELPHIA, March 16.—Eric Johnston, president of the Motion Picture Association of America, and Morris Sayre, president of Corn Products Refining, will discuss the question "Is the U.S. Headed Toward Socialism" before the third annual *Philadelphia Bulletin* forum on world affairs, with the speeches to be carried over CBS on March 22.

Writers Charge Plagiary

HOLLYWOOD, March 16.—Writers Howard J. Green and Raymond L. Goldman filed suit in Superior Court today charging Monogram, Mayfair Productions and four individuals with plagiarizing their produced play, "People's Choice," in "Henry the Rainmaker." They demand $100,000 real damages and $50,000 punitive damages.

Anti-Jim Crow Bill Due

WASHINGTON, March 16.—Rep. Arthur Klein, New York Democrat, is slated to introduce tomorrow a bill to deny a license to any theatre or other public place in the District of Columbia which does not admit or which segregates Negroes. The measure is given little chance of success.

Reviews

"It Always Rains on Sunday"

(Rank—Eagle-Lion)

THE events in the lives of a set in London's East End on a rainy Sunday have been leisurely but dramatically recorded in this J. Arthur Rank presentation. The characterizations are realistic and ably handled by Googie Withers, as the wife; Edward Chapman, as the husband, and John McCallum as an escaped prisoner. Cockney accents make some of the dialogue difficult to understand.

The plot concerns primarily a father, his second wife and his two daughters. A former boy friend of the wife escapes from prison and goes to her for aid. Her struggle to hide him, dry his clothes and feed him so he will be able to make a getaway is presented in a suspenseful manner. Many complications arise in the course of the day. The elder daughter becomes infatuated with a married orchestra leader; the younger daughter has a quarrel with her boy friend. The police are on the trail of the escaped prisoner and also a trio of petty robbers. An exciting climax is reached when the police are tracking down the prisoner. Eventually the convict is caught; the orchestral leader returns to his wife, and the younger daughter's quarrel is amicably settled.

This is a Michael Balcon production, directed by Robert Hamer, with Henry Cornelius as associate producer. The screenplay was written by Angus Macphail, Robert Hamer and Henry Cornelius, from a novel by Arthur La Bern.

Running time, 88 minutes. Adult audience classification. For March release.

"Red Stallion in the Rockies"

(Eagle-Lion)

A WILD stallion that leads a herd of horses on destructive rampages becomes the objective of irate ranch owners in this formula-made action drama. Along with this angle runs the story of two circus performers who land interim jobs on a ranch and get involved in ensuing entanglements. The story, provided by Tom Reed, has the necessary ingredients to please the audiences which it is intended for, although it is occasionally weakened by the substitution of dialogue for action.

The circus hands, played by Arthur Franz and Wallace Ford, finally realize that the hunted red stallion is actually a circus horse which had its coat covered with phosphorescent paint. The boys have to extend themselves some to prevent the horse from being shot, and to ward off the villainy of a ranch foreman. To further complicate matters, Franz falls in love with the ranch owner's granddaughter, Jean Heather, but her grandfather dislikes circus people. There is some brisk excitement in the customary Western groove before the horse is returned to its circus, the villain gets his due, and Franz marries Miss Heather. Performances are generally adequate. An added exploitation quality is provided by Cinecolor. Aubrey Schenck produced and Ralph Murphy directed. The screenplay was suggested from a story by Francis Orsenwald.

Running time, 85 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Radio Programs Hail 'Canyon' Opening

SALT LAKE CITY, March 16.—For the past three days, the American Broadcasting Co. network program, "Breakfast in Hollywood," has originated from the stage of the Utah Theatre to help promote the premiere of Universal-International's "Red Canyon." Extensive other radio and newspaper promotion has preceded the two-theatre opening tomorrow night.

Aided by Tracy Barham, general manager of Intermountain Theatres, U-I exploitation representative Cliff Brown has been working on the campaign in the territory for several weeks. Several additional openings will follow in this territory during the coming week.

'Bad Boy' at Carthay

HOLLYWOOD, March 16.—The premiere of Allied Artists' "Bad Boy," held at the Carthay Circle here last night, netted $9,850 for the local Variety Club's Boys' Club, with the regular run starting today, in addition, at the Orpheum, Vogue and Belmont.

Lippert Signs Fuller

HOLLYWOOD, March 16.—Samuel Fuller, author and director of Lippert Productions' "I Shot Jesse James," has been signed by Robert L. Lippert to write and direct three pictures for Lippert Productions, to be released through Screen Guild.

'Stratton Story' Bows In Cleveland Apr. 21

M-G-M's "The Stratton Story" will have its world premiere at Loew's Stillman, Cleveland, April 21, preceded by an extensive campaign, it was announced here yesterday. It is one of several pictures announced at the recent West Coast conferences as being scheduled for special treatment and handling.

John Joseph, who recently joined M-G-M as assistant to Howard Dietz, advertising vice-president, plans to leave Monday for Cleveland to meet with Orville Crouch, Loew district manager, and J. E. Watson, M-G-M field promotion man, to discuss preliminary arrangements for the first opening campaign.

Israel Film Release Date

The first feature film from Israel, "Dream No More," written and directed by Joseph Krumgold and produced by Krumgold and Norman Lourie for Palestine Films, will be released in the United States on April 26.

Skinner in New Post

ATLANTA, March 16.—Eugene Skinner, former manager of the Jacksonville, Fla., Drive-In, will be transferred to the home office here of Dixie Drive-In Theatres to coordinate advertising, publicity and exploitation for the circuit, Harris Robinson, president of the circuit, has announced.

Minnesota Cities Can Levy Ticket Tax

St. Paul, March 16. — The tax committee of the Minnesota House has approved a bill authorizing communities to impose amusement taxes should Congress repeal the federal levies.

The measure would permit communities to levy taxes up to the 20 per cent now collected under the Federal statute. Referenda would not be necessary for local imposition of the taxes, the bill authorizing approval simply by ordinance.

600 to Lobby for Municipal Taxes

WASHINGTON, March 16.—There will be a lot of lobbying going on here next week for repeal or reduction of the 20 per cent admissions tax, but the motion picture industry cannot take too much hope from that activity.

The lobbying will come from some 600 city officials from all sections of the U. S., who will meet here Monday through Wednesday at the annual convention of the U. S. Conference of Mayors. One of the big planks in the conference's program is repeal of the Federal admission tax so that municipalities can step in and levy local ticket taxes. The meeting next week will probably reaffirm this program, and then turn the members loose on their Congressmen in an attempt to get some action.

Clear Industry Slate

(Continued from page 1)

use-tax, a two cents-a-ticket admission tax, and a bill to legalize dog racing. The New Mexico legislature voted to legalize bank night.

A bill calling for a two per cent general sales tax, including theatre admissions, has been introduced in Nevada, but the legislature is slated to adjourn shortly, and the bill is not given much chance of passage.

Thirty-three legislatures are still in session. Four are not meeting this year.

Allied Eastern Regional

A closed Allied Eastern regional meeting was held here yesterday, with Edward Lachman, Allied Theatre Owners of New Jersey president, serving as host to Allied unit leaders from Boston, Baltimore, Washington and Philadelphia. Various exhibitor problems were assayed at the meeting, it was said.

Holiday Irks Mexicans

MEXICO CITY, March 16.—Exhibitors are irked by the new obligatory holiday, March 21, recently decreed to honor Benito Juarez, ex-President. Exhibitors must pay triple wages to their help for holidays.

NTS Branch in Omaha

OMAHA, March 16.—National Theatre Supply will hold "open house" here on Monday for its official opening. Glenn K. Slipper is manager; other staffers are O. F. (Ozzie) Gramlick and Elaine Braun.

Two New Pictures Planned by McCarthy

Hollywood, March 16. — Glenn McCarthy Productions, whose first picture, "The Green Promise," is being given an elaborate premiere in Houston tomorrow and Friday, will start work almost immediately on a second, "My Darling Is a Kangaroo," a comedy by Monty Collins, with a Hollywood film cartoon studio background. Robert Paige and Collins will co-produce.

A third will be a large-scale drama of the oil fields, also to be written by Collins. The company plans to make at least two pictures annually.

Raibourn on Video

(*Continued from page* 1)

ing, quicker pace and action rather than characterization will be relied upon for "attention value" in video films. He contrasted these elements with "the subtle nuances of emotion and taste which Hollywood uses to tempt you in the darkened theatre... but which are lost on the average home television set."

Plans for extensive use of trailers over television to promote motion pictures in theatres were revealed by Raibourn. "We have learned that the television set in the home is going to be such a marvelous instrument for making people want to see motion pictures that one wonders sometimes if it wasn't just devised for that purpose," he said. "Through a television broadcast we will come into your home to show you just enough of a picture to make you hungry for the rest of it."

Raibourn cited as an objective the means of applying the know-how which characterizes a Hollywood "Oscar-Candidate" picture which costs $25,000 to $50,000 a minute, to films for video at a maximum cost of $500 a minute. He indicated that television could not afford films costing much more than $50 a minute at the present.

He expressed the belief that network radio, as it now exists, would probably eventually be replaced by television but that most local radio stations would survive.

Raibourn reported on Paramount's experiments with large-screen television in its Paramount Theatre, New York, disclosing that the method has been developed to the point where video pictures and sound can be recorded from a receiver, processed and projected on the large screen within eight seconds. When the process was first unveiled here the reproduction ran about 66 seconds behind the actual televised event.

Cut Rates at Coast House

SAN FRANCISCO, March 16.—The 1,400-seat Tivoli Theatre here will reopen March 23 with a policy of two features and vaudeville. The theatre was remodeled at a cost of $100,000. Ellis W. Levy, general manager of Telenews Theatres, and his New York associates will operate at prices fixed to undersell present houses. With three shows daily and a minimum of five acts, the admission range, including tax, will be 25c mornings, 50 cents in the afternoon, 65 cents evenings, and 74 cents on Saturday and Sunday evenings with a 50-cent matinee.

McCarthy Premiere

(*Continued from page* 1)

Formal opening of the hotel is set for tomorrow, St. Patrick's Day. Premiere of the picture, which will be distributed by RKO Radio, will be held on Friday at the Metropolitan and Kirby theatres. Premiere seats are priced at $4.90.

A five-mile torchlight automobile parade, featuring the Hollywood celebrities, will precede the picture's premiere, starting from The Shamrock, which is some distance from the Houston business district, traveling through main streets of the city to the theatres. Police have made plans for handling one of the largest public turnouts that the city has seen.

Hollywood Stars Attend

Among the Hollywood personalities participating are: Sonja Henie, Marguerite Chapman, Van Heflin, Kirk Douglas, Joan Caulfield, MacDonald Carey, Gale Storm, Robert Preston, Ellen Drew, Robert Paige, Walter Brennan, Chester Morris, Andy Devine, Hugh Herbert, Brian Donlevy, Edgar Bergen, Katharine Grayson, Johnny Johnston, Dennis O'Keefe, Ward Bond, Ed Gardner, Leo Carillo, Robert Stack, Peggy Cummins, Wayne Morris, Alan Hale, Ruth Warrick, Bruce Cabot, Jack Paar, Joan Davis, Cathy Downs and others.

They will be joined at tonight's banquet by leading Houston civic and social personalities. Banquet entertainment will be provided by Dorothy Shay and Russ Morgan's orchestra. Dorothy Lamour's Sealtest show will be broadcast and Pat O'Brien will act as master-of-ceremonies.

Plans for the affair actually were started eight months ago, before the picture went into production. In consequence, it has amassed reams of newspaper and magazine coverage for both the hotel and picture, a reasonably budgeted production which has garnered the fanfare ordinarily given films costing five times as much.

The exploitation staff includes Blake McVeigh, publicity director for Glenn McCarthy Productions; James A. Clark, head of McCarthy's public relations staff in Houston; William Ross Howard of Ruthrauf and Ryan, advertising agency for the Shamrock hotel; Perry Lieber, RKO radio publicity director; Terry Turner, RKO exploitation director, and members of his field staff.

4-H Club Tie-in

Exploitation-wise, the picture is tied up with the 2,000,000 members of the 84,000 4-H clubs between the ages of 10 and 21, and their 10,000,000 other alumni and volunteer workers in the United States. It also has the support of the U. S. Department of Agriculture and its employes throughout the country.

A nationwide search among the 4-H clubs' membership was conducted for a young girl to act in the picture. Jeanne La Duke of Mt. Vernon, Ind., was selected at the culmination of the well-publicized search. The film was previewed for an enthusiastic audience of 2,500 at the annual 4-H Congress in Chicago last December. The picture will open immediately after its local bow in a dozen key cities of Texas and Oklahoma, in Galveston on March 19; Port Arthur, March 20; Beaumont, March 21; Austin, March 22; San Antonio, March 23; Dallas, March 24; Fort Worth, March 25; Abilene, March 26; Wichita Falls, March 27; Oklahoma City, March 28, and Tulsa, March 29.

Tour for 12 Openings

Robert Preston, Ellen Drew, Ruth Warrick and Jack Paar, accompanied by Terry Turner, will make a personal appearance tour covering the 12 Texas-Oklahoma openings. Robert Paige, co-producer of "The Green Promise" and one of its stars, will be at several of them.

The local activities will wind up here Saturday morning when the McCarthy special train will return the Coast visitors to Hollywood and chartered planes convey other guests to their home cities.

British Theatres to Boycott Video Films

LONDON, March 16.—The Exhibitors' Association's general council has adopted a resolution calling for an effective boycott of any films televised "contrary to the arrangements in the industry." That means that no films will be booked which have been shown on television before their theatre value has been exhausted.

The resolution is the aftermath of the televising recently of two Westerns, "Wrangler Roost" and "Trailing Double Trouble," simultaneously with their being offered to theatres by the distributor, New Realm. The latter said it did not control the television rights. That excuse will no longer be accepted, exhibitors say.

Copyright - Violation Prints Are Recovered

Sixteen additional lost or stolen 16mm. prints of features, shorts and newsreels, have been recovered here by the Federal Bureau of Investigation for the Army-Air Force Motion Picture Service. Pictures were produced by Universal, M-G-M, 20th Century-Fox, Columbia, RKO Radio and Paramount.

Berkson to Expand

(*Continued from page* 1)

United States and Canada 100 per cent, he said.

Berkson also revealed that he now is negotiating with several independent production units on the Coast for the distribution of their product. He recently signed with Kayson Productions, its first being "Riders of the Pony Express," in Trucolor, to be ready in about 60 days. Another in color, "Calamity Jane and the Texan," will follow shortly thereafter. Screencraft also is readying for release "Circus Days," a 135-minute package show consisting of a feature, a featurette, and several shorts, all pertaining to the circus.

Current plans call for the distribution of from eight to 12 features a year, mostly in color.

Berkson started in the industry in 1918 with Bernard H. Mills. Both are still working together today, Mills as vice-president of Screencraft.

Warner Signs Ginger

HOLLYWOOD, March 16.—Jack L. Warner, production vice-president of Warner Brothers, has signed Ginger Rogers to star with Dennis Morgan in the company's "Perfect Strangers."

McCarthy Fortune Made in Texas Oil

HOUSTON, March 16.—Glenn McCarthy, executive producer of "The Green Promise," is a product of Texas' fabulous oil fields.



Glenn McCarthy

He began his oil operations as a wildcatter in 1933, experienced momentary successes, followed by reverses, but refused to be discouraged. In 1940 he brought in the Legion City oil field and with numerous subsequent rich discoveries his fortune has increased steadily since.

Today a Multi-millionaire

His wealth today is estimated generally at $65,000,000, but some place it as high as $200,000,000 or $300,000,000. He is 41 years old, a native of Texas, married, and the father of four girls and one boy.

In addition to his huge oil and gas interests, McCarthy owns a publishing company, a radio station, his motion picture company, a Houston skyscraper and the new $20,000,000 Shamrock hotel, which will be opened tomorrow, St. Patrick's Day. It is 18 stories high, has 1,100 luxurious, ultra-modern rooms with radio-television and individual air-conditioning in every room. It is five miles from the business center.

Wide Sports Interests

McCarthy was a good athlete in his school days, excelling in football and boxing. He still is an enthusiastic sportsman, enjoys hunting and riding, and is an aviation enthusiast. He is a director of Eastern Airlines and the National Aeronautic Association. His three planes finished first, second and fourth in the 1948 Bendix air race. He has a 15,000-acre ranch near Uvalde, Texas, where he spends most of his free weekends.

His interest in motion pictures is not a profit one, he can make more money in oil, but like all successful businessmen he wants them to pay their own way. He believes that motion pictures can do much for the home, the family and the nation. He plans to make wholesome, family entertainment. American historical films will have an important part in his production programs.

Met Paige on Tour

Several Hollywood producers tried in the past to interest him in production, stressing the profit possibilities, to no avail. It remained for Robert Paige, whom he met in Houston while the actor was on a personal appearance tour with "Red Stallion," to win McCarthy's support for production of "The Green Promise," a story of American farm life, by recognizing that the picture could be a force for good.

McCarthy not only liked the script well enough to finance the production but prevailed upon its author, Monty Collins, and Paige to produce it themselves. That started Glenn McCarthy Productions.

ALL TEXAS HAILS A



W KIND OF MOVIE!

—Brought to the screen as the newest achievement in the career of that fabulous Texan, Glenn McCarthy, industrialist, oil man, builder—American...and now motion picture producer, whose beginnings as a wildcat driller are reaching a zenith this week as all Houston hails the first presentation of "The Green Promise" and the opening of Mr. McCarthy's luxurious new $20,000,000 Shamrock Hotel!...100 Hollywood stars attending, plus top-ranking dignitaries from all over the Nation!...Gigantic radio shows! Front-page newspaper coverage! Spectacular parades, dinners, dances, and all other kinds of functions, all a part of the

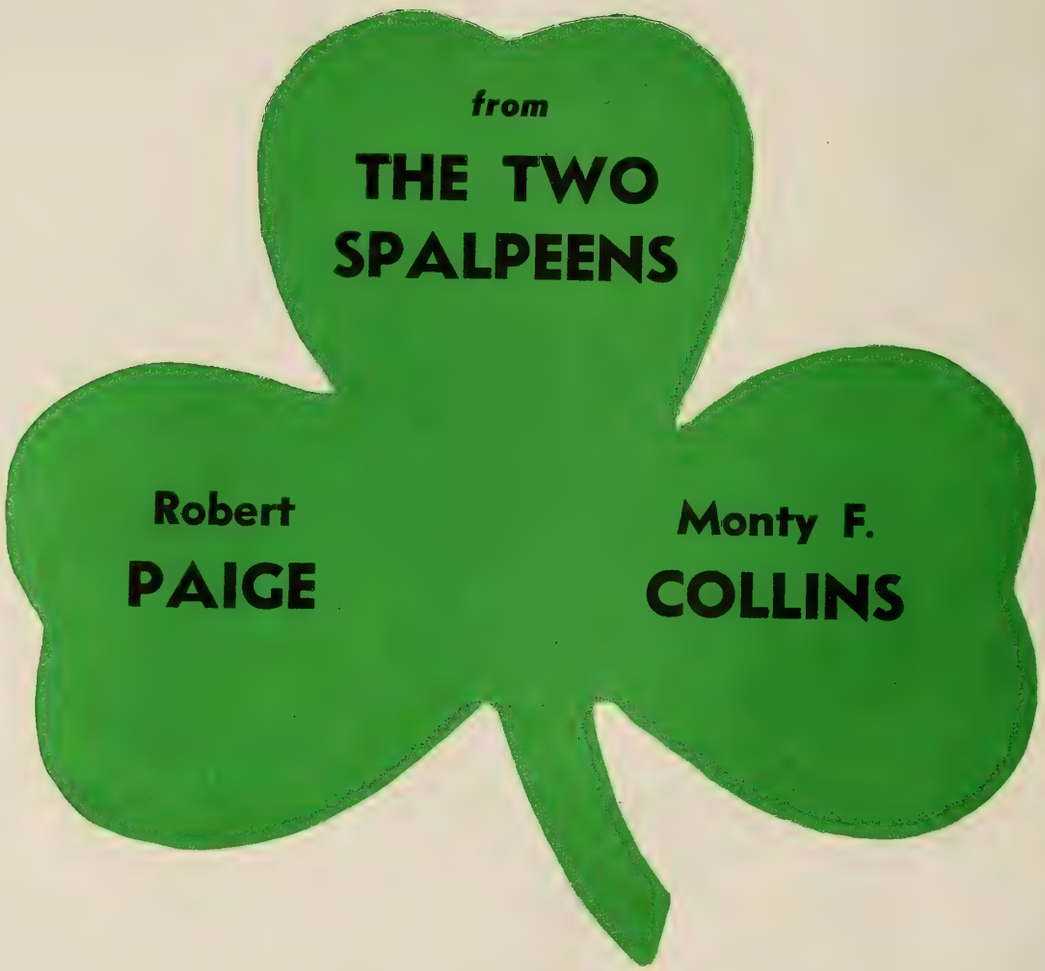
WORLD PREMIERE IN HOUSTON, MARCH 18—and in 100 situations throughout the Southwest immediately thereafter!



Congratulations

GLENN

"Slainthe"

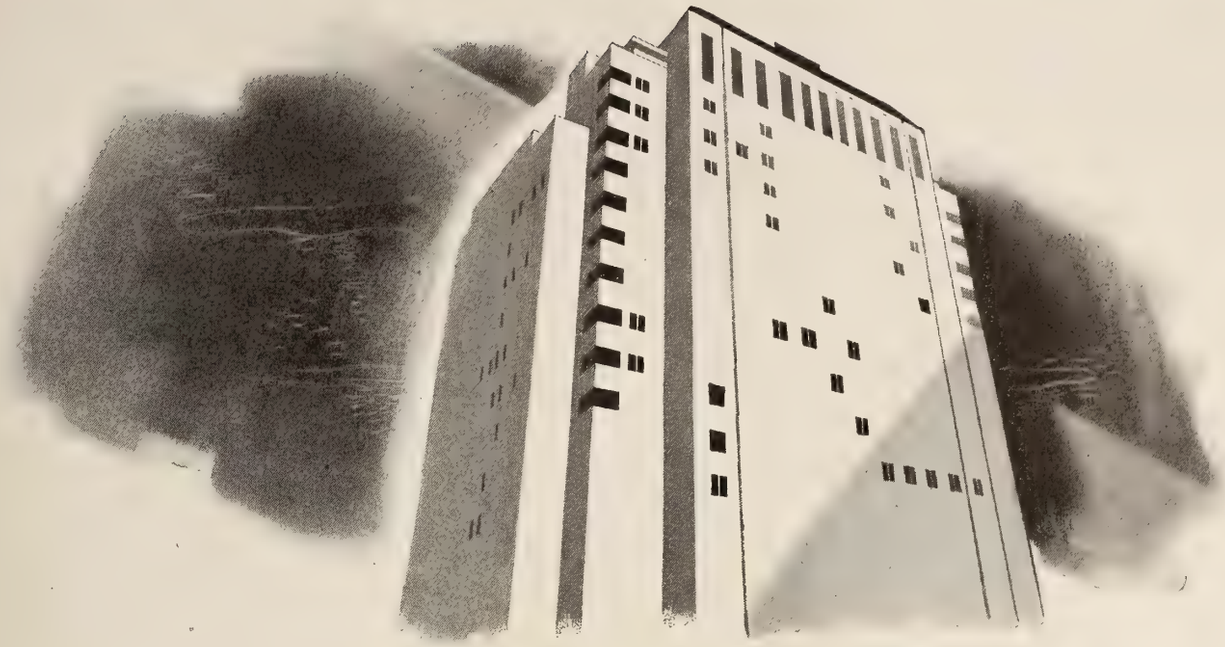


Producers of

THE GREEN PROMISE

A

Glenn McCarthy Production



Houston's Contribution to Good Living: The Shamrock

Here is a great new Experience in Hospitality. This is your introduction to The Shamrock, a magnificent symbol of friendliness built by Texan Glenn McCarthy for America's Magic City . . . Houston.

Here are some reasons why The Shamrock is so vast a departure from run-of-the-mill hostelries . . . why it represents warm welcome, home-style comfort, unique convenience for you when you're in Houston.



Glenn McCarthy

. . . ex-wildcatter, sportsman, airman . . . head of 16 corporations and organizations, member of 14 more . . . oilman builder of McCarthy Center (1100-room hotel, 1200-car garage, 1750-seat theater, swimming pool, exhibition hall).



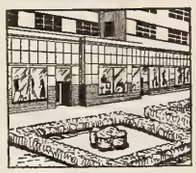
The beautifully modern lobby gives you your first taste of The Shamrock's warm, friendly atmosphere.



Sweet, washed, cooled, conditioned air . . . comfortable, breathable . . . from individually climatized air-conditioning units in every room.



Twelve corner rooms on each floor . . . an architectural achievement that affords you choice exposures, superb views.



Beauty salon, barber shop, teletype service (No. HO 192) . . . dozens of stores in The Shamrock Arcade a few minutes away from your room.



Facilities for the miracle of television . . . soon to be yours to enjoy no matter which accommodations are assigned you.



Smartness and glamor, fine entertainment and grand food . . . in the many spacious private and public dining rooms within The Shamrock.

GRAND OPENING • ST. PATRICK'S DAY • MARCH 17, 1949

In Houston, you are cordially invited to live at

The Shamrock

A GLENN McCARTHY ENTERPRISE

COMPLETE CONVENTION FACILITIES AVAILABLE . . . TELETYPE NO. HO 192

U. K. Film Men

(*Continued from page* 1)

tained and conferred with Harold Wilson, president of the Board of Trade, admittedly to discuss their American mission. That gave rise to conjecture, officially discredited now, that the trio might take with them to Washington a governmental mandate fortifying their bargaining position for either increased American playing time for British pictures or other forms of American assistance for production here.

Makes Status Clear

Sir Henry, at his most recent press conference, confirmed earlier declarations at the Board of Trade, saying that he was anxious to make it completely clear that the three men will go to Washington as representatives of the Producers' Association only.

"We will not be able to speak for His Majesty's Government," said Sir Henry unequivocally. "We have no authority to say anything in the Government's behalf."

Thus, the vaguely-drafted item on the Joint Film Council's agenda, "To discuss mutual production problems," is generally felt here to be about all the Council will do.

That is feeding surmises here, too, that the Council's meeting may not occur on the scheduled date.

Rank, however, will sail from Southampton tomorrow in the *Queen Elizabeth,* due in New York next Wednesday. He will visit his Eagle-Lion associate, Robert Young, in Palm Beach, and his daughter, Mrs. Fred Packard, and family in Hollywood before going to Washington.

Allport to Observe

Korda and French will leave here later, as will F. W. Allport, London representative of the Motion Picture Association of America, who will sit in as an observer if and when the Council meeting takes place.

There is still active dissatisfaction on this side that others than the "big" producers will not have the opportunity of speaking in America for Britain's film industry. Independent producers make it clear that the trio have no right to speak for them and the country's 3,000 independent exhibitors, the backbone here of American trade, bitterly resent that Sir Alexander King, Exhibitors' Association president, or some other exhibitor, should be excluded from a meeting ostensibly directed at a solution of Anglo-American film problems.

British Ticket Tax

(*Continued from page* 1)

to reduce the tax or permit ticket price increases without corresponding increases in the tax.

The government, however, is opposed to price increases and, therefore, the hoped-for relief most likely would be made by tax rate reductions.

The relief which exhibitors seek would cost the Exchequer some $24,000,000 annually. They argue that is not unreasonable in view of the $152,000,000 now being collected in entertainment tax, and the increasing seriousness of the levy to theatre operation.

Distributors' association and theatre unions supported the exhibitors' arguments but the Producers' Association did not. The latter would like to see about $60,000,000 of entertainment tax collections ploughed back as an additional government subsidy for production.

Para. Holdings Are Listed by the SEC

WASHINGTON, March 16. — Paramount president Barney Balaban, at last report to the Securities and Exchange Commission, held 1,400 shares of his company's common stock, and notes for $2,000,000, convertible to common stock under certain conditions, at $12.50 a share, the SEC discloses.

Other holders of large blocks of Paramount common, according to the last reports they made to the SEC, are Stanton Griffis, with 8,700 shares in his own name and 15,800 shares in various trust accounts; Maurice Newton with 18,595 shares in his own name, 18,380 shares in a trust under a will; E. V. Richards, who controls 13,500 shares through companies in which he owns a majority of the stock; and Conger Goodyear, owning 4,900 shares in his own name and 4,200 shares in trust accounts.

Hold 10 Per Cent

SEC records show the holdings of officers, directors and anyone owning more than 10 per cent of the outstanding stock. Others listed on the SEC files, with their last reported holdings, are: Adolph Zukor, 1,000 shares; Leonard Goldenson, 1,100 shares in his own name, 700 jointly; Duncan G. Harris, 2,700 shares; John Hertz, 2,000 shares plus 100 through Lehman Bros., in which he is a partner; C. Austin Keogh, 500; Stephen Callaghan, 1,400; Y. Frank Freeman, 900; Henry Ginsberg, 1,000 plus 275 shares for his sons; Edwin L. Weisl, 200; and Earl McClintock, 200.

13 of 90 U.K. Films

(*Continued from page* 1)

films as follows:

"Good first features, most of which (not all) could be offered in the U. S. as first features—13.

"Offered as first features in the 'mediocre to poor' class—32.

"Definitely second features unacceptable to the U. S. market—32.

"Useful to complete a program—13."

In the first two groups are 45 films. Of these the Association says 28.9 per cent were good; 7.1 per cent were "mediocre to poor."

"With American films," the report observes, "we expect the proportion of good to mediocre to be 50 per cent, otherwise we change to another distributor."

British producers had sought retention of the present 45 per cent quota; studio unions wanted it boosted to 60 per cent.

Housewife Wins 20th' Contest for 'Chicken'

An Oregon housewife, Mrs. E. S. Snook, of Tigard, whose "most desired wish" was to further her training in physical therapy work associated with the care of cerebral palsied children, yesterday was named winner of the National Wishbone Contest in Los Angeles. The contest, which ran during February, was sponsored by the Poultry and Egg National Board in association with 20th Century-Fox, producers of "Chicken Every Sunday."

Anti-Trust Law Probe Set by House Group

Washington, March 16. — Members of the House Judiciary Committee today confirmed that their group plans a comprehensive overhauling and tightening up of the anti-trust laws.

The inquiry may be approved at a meeting tomorrow. It would be carried on with a special staff, and might last over a year. Coordination of existing laws would be the first order of business, then strengthening. The committee will meet next Wednesday with top officials of Government agencies charged with enforcing the anti-trust laws to work out the scope and methods of the investigation.

Express Tie-Up

(*Continued from page* 1)

offs spread to other sections of the country.

Employing for the past week the "special formula" which they have held in reserve for an emergency such as the REA tie-up, the distributors here are shipping prints in and out of the Metropolitan area by film carrier trucks, with Albany and Philadelphia serving as the REA sending and receiving points for product leaving and destined for New York. Except for direct Coast-to-Coast small quantity print shipping, in which case air freight is employed, the distributors usually ship product for long hauls by Railway Express.

In the event of a nationwide REA embargo, the industry will look to the network of independent film carriers which covers the country. Thus, those situations which normally are serviced by REA would receive prints under the "special formula" whereby prints can be relayed by carrier companies from territory to territory. This means of sidestepping any transportation embargo was devised by the distributors acting jointly through the Motion Picture Association of America, when a national railroad strike threatened two years ago. The railroad strike, which never did get underway, would have tied up REA, of course.

Added costs would be involved in employing the emergency carrier relay nationally, a distributor transportation executive has pointed out, but he said the difference in amount would not be too great.

Republic, DeLuxe

(*Continued from page* 1)

public are "progressing favorably," he added.

Tomorrow, Moss said, H-63 will open contract negotiations with DeLuxe Laboratories, a shop which also was won away from SOPEG in an NLRB election. Paramount-International, the third shop to pass from SOPEG to H-63, will be approached for a contract following the election of an employes negotiating committee next week, Moss indicated.

Ottawa Theatre Robbery

OTTAWA, March 16.—Safe-crackers broke into the Nelson Theatre here and took $900 in receipts.

Schine Decree

(*Continued from page* 1)

order to complete details of the consent decree agreement.

It is generally assumed that the decree, in addition to providing specific injunctive relief, will call for the opening up of all remaining "closed" Schine situations and the probable disposition of theatres presumed to have been illegally acquired.

The government brought the anti-trust suit against Schine in Buffalo Federal court in 1938, concurrently with similar theatre divestiture suits against the Crescent Circuit at Nashville and the Griffith Theatres, Oklahoma City. The District court ordered the sale of some 70-odd Schine theatres in New York, Ohio, Kentucky and Maryland, most or all of which have already been disposed of.

The government, seeking further relief, appealed to the U. S. Supreme Court which, last May, remanded the case to the Buffalo court for a study of illegally held or acquired theatres, which it indicated should be divested. The new hearings in the Buffalo court have been postponed pending the outcome of the decree negotiations.

Irving Kaufman and Willard S. McKay, Schine counsel, represented the circuit in the negotiations with Assistant U.S. Attorney General Herbert Bergson.

It was also speculated here that the decree agreement might provide for separation of large blocks of Schine theatres into individual, independent company operations, similar to the pattern followed in the break-up of the Crescent circuit as ordered by the Federal court at Nashville, culminating the litigation there.

The Griffith suit, like the Schine case, was remanded by the U.S. Supreme Court to the District court for further study of the divestiture issue. The Griffith case is still pending in Oklahoma City.

16mm. Rights to UA

(*Continued from page* 1)

be competitive with 35mm. theatres.

A 16mm. print of a Hollywood picture, licensed only to regular outlets for 16mm. film, is figured to bring a maximum distribution gross of about $15,000. Under the new arrangement, this probably will mean about $10,000 to the producer and the remainder to UA as the distributor.

Set Court Meet on Technicolor Suit

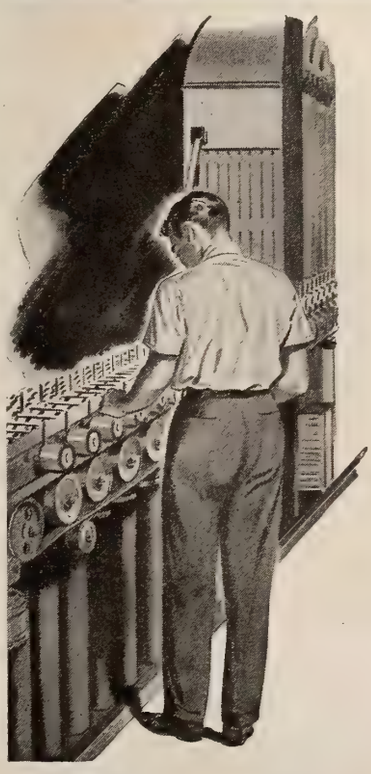
HOLLYWOOD, March 16.—A pre-trial conference in the government's anti-trust case against Technicolor Corp. will be held April 22 before Federal Judge William C. Mathes, according to William C. Dixon, director of the Department of Justice office here.

Counsel for both sides will make stipulations of fact with the purpose of shortening the trial by eliminating extraneous issues. Date for the trial has not yet been set.

Sue Bette Davis for Tax

HOLLYWOOD, March 16. — Bette Davis, film actress, has been sued by the U.S. Treasury Department for $80,820 in back income taxes, and interest, with Edward H. Mitchell, Assistant U.S. Attorney, claiming that the late Arthur Farnsworth, husband of Miss Davis, failed to list half of the star's earnings as community property





Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage... save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath... inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness... as film representing "box-office gold" literally slips through his careful fingers... motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective... the burden of constant vigilance lessened ... when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

"I like this theatre because the seats are always so nice and warm!"



Of Course they're warm—

they never get a chance to cool off with smashes like

MOTHER IS A FRESHMAN
TECHNICOLOR

DOWN TO THE SEA IN SHIPS

THE SNAKE PIT • YELLOW SKY

CHICKEN EVERY SUNDAY

THAT WONDERFUL URGE

A LETTER TO THREE WIVES

WHEN MY BABY SMILES AT ME
TECHNICOLOR

Seat-warmers coming up!

Mr. BELVEDERE GOES TO COLLEGE

CANADIAN PACIFIC • THE FAN
CINECOLOR

THE BEAUTIFUL BLONDE FROM BASHFUL BEND • IMPULSE
TECHNICOLOR

There's No Business Like 20th Business!!!

CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 54 NEW YORK, U. S. A., FRIDAY, MARCH 18, 1949 TEN CENTS

Para. Fights For Television Station Rights

Holds FCC Cannot Bar It For Trust Violations

WASHINGTON, March 17.—Paramount Pictures told the Federal Communications Commission today that the Commission had no right to deny a qualified applicant a radio or television station because of anti-trust violations in a field outside radio communications, and that even it if had such power, Paramount's consent decree with the government gives it a clean slate for broadcasting ventures.

"The issues in U. S. vs. Paramount have been settled and disposed of to the satisfaction of the government and the courts," the company said. "In the consent decree there are no findings

(*Continued on page 6*)

Nassour Sees Filming Spurt

A great intensification of production activity will occur this fall, in the opinion of Edward Nassour, independent producer. Nassour, who operates the Nassour Studios in Hollywood, with his brother William, asserted here yesterday that the considerable backlog of product which the majors had is running low and heightened production is necessary. As for himself, he said he is going ahead with plans for expansion and increased production. Nassour cited this as his an-

(*Continued on page 6*)

Broidy Sees Rental Increase of a Million

Monogram - Allied Artists president Steve Broidy, visiting here from Hollywood, points out that while company profits have decreased because of production costs, the release of completed high-budget Allied Artists pictures, which will be effected by November, will bring an increase of at least $1,000,000 in rentals next year, compared with the present fiscal period. "The Babe Ruth Story," he noted, has already grossed nearly $2,000,000.

Exhibitor TV Bids Will Face No Bias: FCC's Coy

There is no "stigma" attached to being a motion picture exhibitor insofar as the competition for television licenses and channels is concerned, and the Federal Communications Commission will not refuse to grant a television license simply because an applicant is a motion picture exhibitor.

These "personal opinion" statements are embodied in a letter received by Theatre Owners of America executive director Gael Sullivan, from FCC chairman Wayne Coy in Washington. Sullivan had written to Coy, posing two forthright questions concerning exhibitors' prospects for competing on an equal footing with other applicants for video licenses.

"The Commission," Coy told Sullivan, "has no policy against the issuance of television permits or licenses to motion picture exhibitors, provided they are legally, financially, technically and otherwise qualified to become broadcast licensees. However, I am sure you are aware of the fact that

(*Continued on page 6*)

Reek Heads MPAA Newsreel Committee

Edmund Reek of Movietone News has been elected chairman of the newsreel committee of the Motion Picture Association of America. The committee's annual meeting was held here yesterday.

The retiring chairman, A. J. Richard of Paramount Newsreel, made a report at the meeting on the public service and charitable activities with which the newsreels cooperated during 1948. Among the organizations whose message was brought to the attention of the public through the reels were: American Brotherhood, American Red Cross, National Cancer Soci-

(*Continued on page 6*)

Nasser Rep En Route Here on New UA Bid

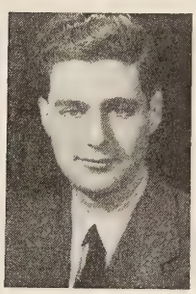
HOLLYWOOD, March 17.—Nasser Brothers' long reported interest in bidding for United Artists appeared to be taking definite shape today with Sam Wiesenthal, General Service Studios vice-president and Nasser financial representative, en route to New York after spending the day with Los Angeles bankers.

Gradwell L. Sears, UA president, also left here for New York, where

(*Continued on page 6*)

Rosenfield Named 20th-Fox Ad Chief

Jonas Rosenfield, Jr., has been appointed advertising manager of 20th Century-Fox, by Charles Einfeld, advertising-publicity vice-president.



Jonas Rosenfield, Jr.

Rosenfield, who has been with the organization since November, 1941, was assistant advertising manager until his elevation to the new post yesterday, a post recently vacated by Christy Wilbert who shifted to the New York Roxy Theatre as advertising-publicity manager.

Starting in the motion picture industry in 1936 with Warner Brothers, Rosenfield left in 1940 to become advertising manager for Walt Disney Productions. Before going to 20th Century-Fox as copy chief in 1941, he was a member of the advertising department of Donahue and Coe. In 1945, he was appointed assistant advertising manager for the 20th-Fox film company.

Hold U. A. Eastern MeetHereTomorrow

A sales meeting of all United Artists Eastern division, district and branch managers will be held all day tomorrow at the Warwick Hotel here, it was announced yesterday by Edward M. Schnitzer, UA's Eastern general sales manager.

Meeting with Schnitzer and Paul N. Lazarus, Jr., executive assistant to UA's president, as well as home office assistants John Wrege, Victor Bikel and John Hughes, will be district managers Sam Lefkowitz of the Eastern district; Mark Silver, Pennsylvania-Washington; Moe Dudelson, Central, and Charles Chaplin, Canada.

Branch managers present will be Abe Dickstein, New York; J. J. Dervin, Boston; James L. Winn, Buffalo; David Leff, New Haven; S. E. Applegate, Philadelphia; Leonard Mintz, Pittsburgh, G. P. Price, Washington; Jack Finberg, Cincinnati; Sidney Cooper, Cleveland, and Sidney J. Bowman, Detroit.

SIMPP Will Police Decree Pacts: Arnall

Threatens Court Actions If Competition Unopened

Society of Independent Motion Picture Producers will police all consent decrees in the government's anti-trust suit against the distributors to make certain that the principle of free competition, basis for the settlements, actually is applied, Ellis G. Arnall, president of the organization, disclosed here yesterday.

Speaking specifically of the Paramount consent judgment, Arnall declared that unless closed situations are opened and competition is completely established in all areas, the Society will endeavor to force further action by the Department of Justice. If un-

(*Continued on page 6*)

Momand Files Trust Appeal

WASHINGTON, March 17.—A. B. Momand today asked the U. S. Supreme Court to overrule a decision of the Boston Circuit Court of Appeals which dismissed his 12-year-old anti-trust suit against Universal, Loew's, 20th Century-Fox, Warners, RKO, United Artists and Columbia.

Momand brought the suit as assignee of 10 theatre corporations in Okla-

(*Continued on page 6*)

Schine Decree to Court on April 18

Schine circuit attorneys and the Department of Justice have agreed on a postponement to April 18 of the hearing scheduled for tomorrow in Federal Court at Buffalo.

Details of the consent decree which has been agreed upon will be worked out in the meantime and court approval of the settlement will be sought on April 18.

"We have every reason to believe we can complete the decree within the next 30 days," Willard S. McKay, counsel for Schine, said yesterday.

Personal Mention

GRADWELL L. SEARS, president of United Artists, returned to New York yesterday from the Coast.

•

BARNEY BALABAN, president of Paramount, and RUSSELL HOLMAN, Eastern production chief, will attend the Press Photographers ball at the White House tomorrow.

•

DAVID O. SELZNICK will leave Hollywood over the weekend for Jamaica, B. W. I., and is due here March 28 to spend the Easter holiday with his son, who attends school in the East.

•

WILLIAM HOWARD, assistant general manager for RKO Theatres, will leave here today for Rochester and Syracuse.

•

JULES LAPIDUS, Warner Eastern and Canadian division sales manager, is in Gloversville, N. Y.

•

J. EDMUND GRAINGER, Republic producer, is in New York from the Coast.

•

RICHARD MORGAN, Paramount home office attorney, is expected back in New York from the Coast on Monday.

•

TED GAMBLE, head of Gamble Enterprises, now in Chicago, is due back in New York next Tuesday.

•

SYD GROSS, Film Classics advertising-publicity chief, left here last night for Washington.

•

G. L. CARRINGTON, Altec president, and his son, ROBERT J. CARRINGTON, have left here to return to the Coast.

•

HAROLD FIELD of Pioneer Theatres, Minneapolis, has been visiting in New York.

•

ROBERT L. LIPPERT, head of Screen Guild and Lippert Productions, is here from San Francisco.

•

SELMA KLEINFELD of RKO Theatres here was married last night to ARNOLD HACKMYER.

•

EZRA STERN, Coast attorney, will leave here for Los Angeles today.

•

VERN CALDWELL, Walt Disney studio executive, is here from the Coast.

Sidney Ascher, 65

BOSTON, March 17.—Sidney Ascher, 65, one-time circuit operator and independent producer, died Wednesday at City Hospital after a sudden illness President of a Kansas City luggage firm at the time of his death, Ascher operated an early nickelodeon in the Bronx, N. Y., a beginning that grew to a circuit of eight houses in New York and Newark. As a producer, he made a serial starring Benny Leonard and participated in the filming of the Georges Carpentier-Jack Dempsey fight. The widow and two daughters survive.

9 - City Speaking Tour for Wolf

Nine speaking engagements have been lined up for Maurice N. Wolf, assistant to H. M. Richey, exhibitor relations head for M-G-M, starting March 22, when Wolf appears at Paterson, N. J.

The March 22 date will be before the Kiwanis Club and two days later he will be with the same organization at Hackensack. On March 29, the schedule calls for a visit to the Red Bank Rotary Club, followed by an appearance at the Lion's Club at Passaic on March 31. Other dates are: April 5, Kiwanis Club, Irvington, N. J., April 7, before the same organization at Jersey City; April 12, Kiwanis, Lynn, Mass.; April 13, Kiwanis, Taunton, Mass.; April 12, Rotary Club, Trenton.

Goldenson at Helm Of New Palsy Drive

Immediate launching of a nationwide campaign to raise an initial $100,000 for the newly-established National Foundation for Cerebral Palsy was announced here yesterday by Leonard Goldenson, president of the Foundation.

According to Goldenson, who is a vice-president of Paramount, the bulk of the initial $100,000 will be sought by the enlistment of individuals and business organizations as founders.

Republic Signs Allen For Six Westerns

HOLLYWOOD, March 17.—Republic Pictures, under whose auspices Gene Autry and Roy Rogers rose to fame, have launched Rex Allen, another singing cowboy, according to the studio.

Allen, recruited to films from radio, has been signed to a term contract which calls for six musical Westerns annually, with the first, "The Arizona Cowboy" to be started next month by Franklin Adreon.

Discontinue Parkway Percentage Actions

The RKO Radio and Loew percentage actions against Parkway Theatres Corp., operating the Parkway, Mount Vernon, and against operators Nathan Steinberg and Leonard Finkelstein, has been discontinued, according to papers filed here yesterday in U. S. District Court here by Irving B-J. Levine, attorney for the defendants.

Two in Tacoma Posts

SEATTLE, March 17.—Will J. Conner, general manager of the John Hamrick Theatres in Tacoma, has appointed Russell Schmidt as city manager of the theatres and has named Willard Coghlan as publicity director.

Helen Orton's Father

A Requiem Mass was sung on Wednesday in St. John's Roman Catholic Church at Stamford, Conn., for William L. Wilson, father of Helen W. Orton of the *Motion Picture Almanac* staff. Wilson died last Saturday in Stamford.

Counterfeits Are Plaguing Boston

Boston, March 17. — With counterfeit $10 and $20 bills flooding this area, theatre cashiers have been alerted to scrutinize all bills of those denominations on their presentation at box-offices and to notify managers should they detect any such bills. More than 100 counterfeits have been presented in the past week.

Youngstein Names 6 Bond Chairmen

Max E. Youngstein, director of advertising-publicity for the industry's Treasury Savings Bond Drive, which runs from May 15 to June 30, has named six exchange-city advertising-publicity chairmen who will coordinate drive activities in their areas, as follows:

Paul E. Levi, American Theatres, Boston; Roy Smart, North Carolina Theatres, Charlotte; Russ Fraser, Tri-State Theatres, Des Moines; Everett Callow, Warner Theatres, Philadelphia; Henry Burger, Warner Theatres, Pittsburgh; Jack Matlack, J. J. Parker Theatres, Portland, Ore.; Frank LaFalce, Warner Theatres, Washington.

Warner Coast Confab On New Product

Warner home office executives Samuel Schneider, Ben Kalmenson and Mort Blumenstock, will leave here today for a series of meetings at the company's Burbank studio with Harry M. and Jack L. Warner.

Purpose of the meetings is to set merchandising plans for "Kiss in the Dark," "My Dream Is Yours," "Flamingo Road," "The Younger Brothers," "Task Force," and "Look for the Silver Lining."

Jersey Bias Ban Up To Governor's Okay

TRENTON, N. J., March 17.—New Jersey's anti-discrimination law was extended to cover theatres and other places of amusement under terms of a bill passed in the State Assembly here yesterday.

With Senate approval already obtained, the bill, which imposes penalties up to a year in jail and a $500 fine, needs only Governor Alfred E. Driscoll's signature. An amendment provides for enforcement to be carried out by local councils.

Film Institute Director

LONDON, March 17.—J. Denis Forman, chief production officer of the Films Division of the Central Office of Information, has been appointed director of the British Film Institute, replacing Oliver Bell, who resigned recently. The Institute, concerned with the art aspects of films, is maintained by a levy on Sunday theatre receipts which, in the future, may be bolstered by a Treasury grant.

Holds Party at Dallas

DALLAS, March 17.—Some 450 industry representatives turned out for a St. Patrick's Day party at the Republic branch here today as newly-appointed manager John O'Houlihan, transferred from Cleveland, held open house.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

"ALIAS Nick Beal"
A Paramount Picture Starring
RAY MILLAND
AUDREY TOTTER
THOMAS MITCHELL
IN PERSON
THE KING COLE TRIO
plus LARRY STORCH
plus HELENE & HOWARD
Extra ELLIOT LAWRENCE
His PIANO & His ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
19th WEEK! VICTORIA BROADWAY & 46th ST.

Loretta Young • Van Johnson
"MOTHER IS A FRESHMAN"
A 20th Century-Fox Picture
In Technicolor
ON VARIETY STAGE
PHIL BAKER • CAB CALLOWAY
BIG ICE REVUE
ROXY 7th Ave. & 50th St.

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HIT! is the word for

"IMPACT!"



SOCK! is the cast and story!

HARRY M. POPKIN presents

BRIAN DONLEVY · ELLA RAINES · CHARLES COBURN · HELEN WALKER

in "IMPACT!"

with **ANNA MAY WONG** • Robert Warwick • Art Baker • Clarence Kolb
William Wright • Tony Barrett • Mae Marsh

Produced by LEO C. POPKIN • Directed by ARTHUR LUBIN

Screen Play by Dorothy Reid and Jay Dratler • A Harry M. Popkin Production

SMASH! business thru U.A.!

"Exceptional and vastly



MYRNA LOY
as Alice Tiflin
Adding new laurels to her illustrious name.



LOVE!

"Excellent direction and performance"
HARRISON'S REPORTS



ROBERT MITCHUM
as Billy Buck
The man who knew all about horses and kids.



DRAMA!



PETER MILES
as the boy Tom
who dreamed great dreams and fought like fury for his red pony.



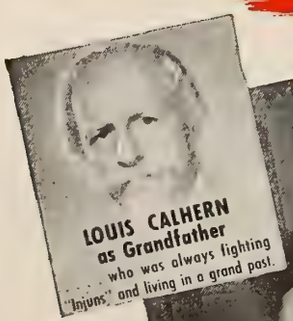
SPECTACULAR!

"A superb achievement"
SHOWMEN'S TRADE REVIEW



SHEPPERD STRUDWICK
as Fred Tiflin
A stranger even in his own family!

TENDERNESS



LOUIS CALHERN
as Grandfather
who was always fighting "injuns" and living in a grand past.



HEART-WARMING!

A REPUBLIC PRODUCTION

entertaining film for all ages."

SAN FRANCISCO CALL-BULLETIN

FLASH

....Jimmie Fidler calls it "The picture of the week."

CHARLES K. FELDMAN
presents

MYRNA **LOY** and ROBERT **MITCHUM**

JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with **LOUIS CALHERN** and **SHEPPERD STRUDWICK**

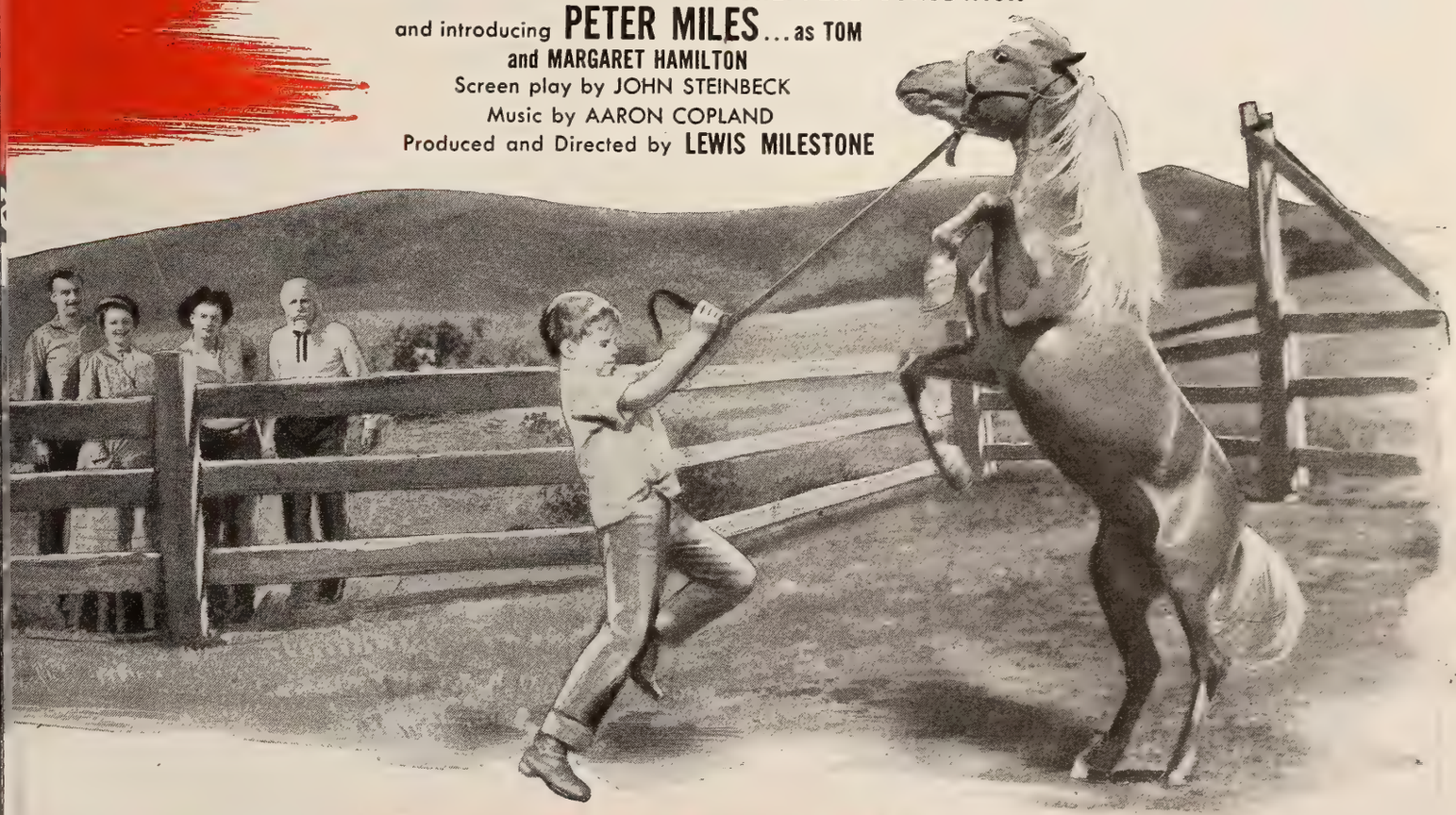
and introducing **PETER MILES**... as TOM

and **MARGARET HAMILTON**

Screen play by JOHN STEINBECK

Music by AARON COPLAND

Produced and Directed by **LEWIS MILESTONE**



Color by TECHNICOLOR

Para. Video

(*Continued from page* 1)

of fact and no final adjudication or admissions of anti-trust violations," Paramount said.

Paramount made its points in a 41-page brief filed with the Commission in support of a motion to renew the television licenses of Paramount subsidiaries. The FCC has been placing such licenses on a temporary renewal basis "pending a decision as to the status of anti-trust violators."

The Paramount brief came less than a week after a similar petition from 20th Century-Fox.

In another Paramount television development yesterday, counsel for Allen B. DuMont Laboratories suggested to the FCC in a private meeting that the Commission take some steps in court, either in connection with the Paramount decree or in a new case, to force the trusteeing of Paramount's DuMont stock. That way, DuMont feels, it won't be "tainted with Paramount's sins in the anti-trust field."

Paramount's brief stressed that neither the government nor the courts at any point had held that any of the five major companies was disqualified from owning and operating theatres.

It pointed out that nowhere in the Paramount case records were there any accusations of fraud or misrepresentation. This should be determining, Paramount said, in deciding whether the firm's "character" was such as to warrant license denial.

If the Commission carries out its policy, the brief said, it must take in such present licensees as RCA, Columbia Broadcasting, Westinghouse, General Tire and Rubber Co. (dominant interest in the Yankee network), many newspapers, and a long list of firms—all losers in anti-trust suits.

Momand Appeals

(*Continued from page* 1)

homa, alleging a conspiracy to restrain trade. Filed originally in June, 1937, in Boston District Court, the case had three separate trials, all of which went against Momand.

A brief filed by attorney George S. Ryan with the High Court here today declares that the Circuit Court decision, "if not reversed, will undoubtedly be used as a precedent in the very large number of civil actions under the anti-trust laws now pending against these defendants and affiliated corporations and other motion picture companies, and will in all probability be a serious obstacle, if not an absolute bar, to the proof of damages in many of these actions."

Ryan said that under the High Court's Paramount decision, "it is doubtful whether any license contract made by any of the defendants with any independent exhibitor was lawful."

The Boston jury awarded Momand damages of $287,611, plus interest at five per cent, but the verdict was set aside by the court.

Reek Heads

(*Continued from page* 1)

ety, United Nations Appeal for Children, Treasury War Bond Drive, March of Dimes and the Arthritis and Rheumatism Foundation.

Taylor Mills of the MPAA and coordinator of the Canadian Cooperation Project reported that there was an increase of 82 per cent last year over 1947 in the number of Canadian sequences appearing in American newsreels.

HUR-RY!  HUR-RY!

YOUR LAST CHANCE — GET YOUR TICKETS TO VARIETY CLUB TENT NO. 35 PREMIERE OF ALLIED ARTISTS' "BAD BOY" PLUS ***MAMMOTH STAGE SHOW*** AT THE RKO PALACE THEATRE TUESDAY EVENING, MARCH 22, 1949

☆

TICKETS

$10.00 - ORCHESTRA

$5.00 - MEZZANINE

MAY BE PURCHASED AT VARIETY CLUB OFFICES IN THE HOTEL ASTOR, ROOM 158 OR TELEPHONE CIRCLE 6-6460.

Nassour Sees Spurt

(*Continued from page* 1)

swer to gloomy production reports.

Nassour, who has been reported to be interested in the purchase of the Mary Pickford-Charles Chaplin shares in United Artists, asserted that he is "interested," but added that "no negotiations are going on. It never reached the negotiating stage," he said. Nassour stressed that whether or not a deal is consummated, "we will continue to release all of our pictures through UA." He remarked that "through our pictures we will have millions invested in UA. We feel UA is very strong and is the best organization for the independent producer."

Nassour's current production plans call for approximately four a year for UA release. Already completed is "Africa Screams," and others shortly to go into production are "Daybreak," "Mrs. Mike" and a Mae West film set for the summer.

Nassour declared that his Coast studios have been in full operation since opening in 1947. He said that they are used by 15 to 20 independents a year, pointing out that they can handle three pictures at a time, and can even manage four.

Nassour sees little to fear from television and expresses the opinion that it will "mean more outlets for films as soon as a working formula is figured out." Nassour, who is here for UA conferences, and to negotiate for story material, is accompanied by his wife and Bernard Luber, his executive assistant.

Crisp Joins Nassour in In Advisory Post on Coast

Actor Donald Crisp has been made a member of the executive committee of Nassour Coast studios and will serve in an advisory capacity on the purchase of stories, along with other duties, Edward Nassour disclosed here yesterday. The veteran actor was an adviser to the Bank of America on motion picture loans for 18 years, according to Nassour.

Coy to Sullivan

(*Continued from page* 1)

the Commission is considering the questions raised by the court decisions involving violation of the anti-trust laws by certain motion picture exhibitors, major circuits and their affiliates, and my reply to your question should not be considered as an expression of opinion on that matter." Sullivan had inquired as to the status of the motion picture exhibitor applicant in a "non-competitive hearing."

In a "competitive and comparative" hearing television applications filed by exhibitors "will be judged on the basis of the particular facts shown in the record of the particular hearing," Coy replied to Sullivan's second question.

Coy pointed out, "As to the manner in which the Commission will approach the problem of weighing the relative merits of motion picture and non-motion picture applicants in comparative hearings, it may be helpful to refer to the Commission's established policy in comparative hearings involving newspaper and non-newspaper applicants. In cases of this type, the Commission has ruled that, all other factors being equal, it will favor non-newspaper applicants over those owning newspapers, with a view to promoting a greater diversity in the ownership of the media of mass communications."

SIMPP, Arnall

(*Continued from page* 1)

successful in this respect, the SIMPP will institute its own court proceedings against any element of monopoly, Arnall threatened.

The former governor of Georgia hailed the Paramount settlement as a "step ahead, a step in the right direction." But although "we are very happy with it," Arnall made it clear that the decree would have been far more preferable to the SIMPP if the Paramount circuit were "pulverized." Paramount president Barney Balaban has disclosed that the new Paramount theatre company could comprise over 600 houses.

Holds Company "Too Big"

Upon assuming the presidency of the SIMPP last December, Arnall announced as his objective the dissolution of all "monopolies" in the industry. He said yesterday that it would be difficult to determine how large a theatre circuit could be before becoming objectionable to the Society, or how limited he would have preferred the new Paramount group to be. However, he made it clear that the new United Paramount Theatres Co. is by far too great a concentration of theatres in one company.

Arnall expressed considerable interest in the forthcoming meeting of the Anglo-American Films Council and said he is giving the matter study to determine whether he would "ask to be invited." At present the Society has no representation on the Council, nor has it been approached and asked to have representation by Eric A. Johnston, president of the Motion Picture Association of America, or by others in the Council group, it is understood.

Interview at New Offices

Arnall was interviewed yesterday in the new SIMPP headquarters in New York, located on the 31st floor of the International Building in Rockefeller Center. The suite consists of three offices, one each for Arnall, Robert J. Rubin, general counsel, and Marvin Faris, executive secretary, plus a reception room. Faris probably will spend most of his time on the Coast, it is understood, with Arnall alternating between here and Hollywood and occasional visits to Washington and his home in Atlanta.

Arnall reported that he has not yet decided on appointing any successor to Joseph Alvin as public relations representative for the Society and indicated that Alvin might be engaged again on some special assignments.

New UA Bid

(*Continued from page* 1)

Wiesenthal is expected to confer tomorrow with Arthur Kelly, UA executive vice-president, a representative of Charles Chaplin and attorney Charles Schwartz.

Under discussion will be a proposal to acquire the company through Chaplin's option, or as an alternative, Chaplin's share in the UA. It is believed here that the Nassers are in favor of acquiring the Chaplin interest under conditions satisfactory to Mary Pickford, but assuring them of sufficient management control to protect their investment in General Service Studios by stipulating its use by producers releasing through UA.

It is generally believed that Wiesenthal's bank conferences today cleared the decks for executing outright or partial purchase if proposals to be made are accepted.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 55 NEW YORK, U.S.A., MONDAY, MARCH 21, 1949 TEN CENTS

Nassers Weigh U. A. Control Bid This Week

Wiesenthal Arrives to Study Company Position

Discussions concerning possible negotiations by Nasser Brothers for purchase of United Artists control from Mary Pickford and Charles Chaplin are scheduled to be initiated here this week by Sam Wiesenthal, vice-president of General Service Studios and Nassers' financial representative.

Wiesenthal arrived in New York from the Coast on Friday with Gradwell L. Sears, U. A. president, and will spend a week or 10 days here studying U. A.'s current condition and prospects. Indications are that if the study proves satisfactory and initial negotiations are promising, the talks would be transferred to the Coast for their final stages.

Chaplin holds an option on Miss

(*Continued on page 3*)

1-Year Production Financing for E-L

The conference of top Eagle-Lion, Pathe Industries and First National Bank of Boston officials in Florida last week resulted in one year's production financing for E-L, one of the conferees reported here at the weekend. Declining to disclose specific figures, the informant described the deal with First National as an "amplification" of the loan agreement which has existed between the bank and Pathe. It is understood that a large part of the

(*Continued on page 3*)

Harold Beecroft to E-L District Post

Appointment of Harold L. Beecroft as Eagle-Lion district manager in charge of the Dallas, Oklahoma City, St. Louis, Omaha, Des Moines and Kansas City exchange territory, with headquarters in Dallas, is announced by William J. Heineman, vice-president in charge of distribution.

Heineman also announced that Grover Parsons, Southern district manager, who has been in charge of the Atlanta-Charlotte-New Orleans territory, will also take over supervision of the Memphis exchange area, effective immediately.

PROSPECTS BRIGHTEN

OUT of the long and complicated tangle of financial and trading restrictions which have been imposed upon the British film market, there now appears the prospect of early relief.

It has become exceedingly clear that the British and the American film enterprises are linked in a very substantial partnership of interest. It has become increasingly apparent to all concerned that progress for the British film industry is not to be builded out of arbitrarily imposed handicaps upon the American film industry.

The recently tested devices, first, of taxation and, next, of a quota barrier have not proved of aid and comfort to the British industry. They have served only to impede the British industry at points where progress was being made and to blank out opportunities which were on the verge of realization.

THE time for a change in the dangerous drift of the past couple of years seems at hand. Voices of experience and authority have welled up in the British industry, making insistent demand for a new order of treatment for the American film in the British market. These voices make effective point of the fact that severe quota restriction of the American film in the British market is indeed a poor means of aiding the British film in the American market.

The suffocation of trade which is the inevitable result of high quota barriers has been making itself felt — a very different outcome than the alluring picture that had been painted by persons who, as it now turns out, had been indulging merely in economic fantasy.

And, thus, a new and hopeful trend has entered the British scene. Much ground has been lost but all of it may be regained if, with fairness and determination, all parties concerned approach the coming change in the state of affairs in a spirit of mutual aid, cooperation and reciprocity.

— M. Q.

Wolff Expects U. K. Quota Compromise

Current activity in Britain in behalf of a reduction in that country's 45 per cent film quota will prove fruitful, it is believed by Robert S. Wolff, RKO Radio managing director in Britain, who arrived here recently from London for seven weeks of home office

(*Continued on page 3*)

Decide MPEA Reich Tenure in 2 Weeks

Decision is expected to be made here within the next two weeks as to whether Motion Picture Export Association companies will discontinue joint distribution in Germany and Austria, and possibly in Japan, Korea and Indonesia, film company foreign

(*Continued on page 3*)

"Tulsa"

[*Eagle-Lion*] — The Story of Oil, Forcefully Told

WALTER WANGER'S Technicolor production of "Tulsa" is box-office, but definitely.

The sweep of the panorama-like presentation of the story of the first gush of oil in that rugged country in Oklahoma is tremendously exciting and mighty entertaining. Exhibitors in virtually all types of situations could hardly ask for more exploitable potentials than they will find here. The principal shortness is in story line, but that matters little, for it is sufficiently overcome by the swiftness and switches of action that run through the 8,100 feet of film so ably guided by director Stuart

(*Continued on page 3*)

Theatre Sales Formula Is Set by Para.

Ask $1,800,000 for Dominion Group in Va.

Paramount has fixed a formula which will determine the asking price for theatre properties it intends to sell, the basis for which reportedly is seven and one-half times the average annual earnings during the last five years. Thus the peak profits of 1946-'47 are included.

Among other holdings which the company is understood to be considering the sale of is its 15-theatre Dominion circuit in Virginia, with the formula price put at $1,800,000. Oddly enough, Paramount is not required to dispose of a major portion of the Virginia group under terms of its consent judgment in the New York trust suit.

Meanwhile, Leonard Goldenson, slated to become president of the new

(*Continued on page 3*)

$525,000 Cleveland Trust Suit Filed

CLEVELAND, March 20.—A $525,000 triple-damage suit, charging violation of the Federal anti-trust laws, has been filed in Federal Court here by Samuel T. Gaines, representing Cleveland's 1,500-seat Moreland Theatre. Petition charges unlawful conspiracy to put the Moreland out of business. Defendants named are Paul Gusdanovic, owner of the Regent Theatre; Cooperative Theatres of Ohio, a booking agency; Milton Mooney, head of Co-

(*Continued on page 3*)

Exhibitor Leaders Set for Bond Drive

Sixteen additional exhibitor co-chairmen have accepted posts to coordinate theatre activities for the industry's participation in the U. S. Treasury's Savings Bond Drive, May 15 to June 30, Maurice Bergman, industry chairman, announced.

They are: Edward Lachman, New York; Harry Lamont, Albany; Daniel J. Murphy, Boston; Hank Hearn, Charlotte; Jack Kirsch, Chicago; Wendel G. Holt, Richwood, W. Va.; Leo F. Woolcott, Eldora, Iowa; Martin G. Smith, Columbus; Benjamin

(*Continued on page 3*)

Personal Mention

JOHN JOSEPH, assistant to Howard Dietz, M-G-M advertising-publicity vice-president, will leave here today for Cleveland.

•

David L. Wolper, president of Harris-Wolper Pictures, and Joseph Harris, board chairman of Realart Pictures, are in Washington from New York.

•

Oscar F. Neu, president of Neumade Products, will return here tomorrow after a vacation in Los Angeles and Palm Springs.

•

William J. Heineman, Eagle-Lion distribution vice-president, was confined to his home with the grippe on Friday.

•

E. K. O'Shea, Paramount assistant general sales manager, will be in Philadelphia tomorrow.

•

Henry Germaine, Paramount branch manager at New Haven, will be in New York today.

•

Betty Hutton and her husband, Ted Briskin, will be here today from Washington.

•

Joseph Lawler, Universal-International studio newspaper contact, has arrived here from the Coast.

•

Margaret Ettinger, industry publicist, will return to New York today from Washington.

•

Howard Strickling, M-G-M studio publicity chief, left Miami over the weekend for the Coast.

•

A. A. Ward, Altec Service vice-president, has left here for the Coast.

Schussel Sales Head For Mayer-Burstyn

Seymour Schussel, former New York district manager for Eagle-Lion and previously associated with Film Classics and Columbia, has been named general sales manager of Mayer-Burstyn, distributors of foreign films.

Postpone Suit vs. Rank

Trial in U. S. District Court here of the $1,000,000 breach-of-contract suit filed against J. Arthur Rank interests in the U. S. and Britain by Empire Universal Films, Ltd., of Canada, has been postponed from March 28 to June 6. Rank, who is due to arrive here from London on Wednesday to remain until April 28, was to have testified at the March 28 hearing.

Loyola Hears Quigley, Jr.

Martin Quigley, Jr., associate editor of Motion Picture Daily and *Motion Picture Herald*, on Friday addressed the students of Loyola School, New York, on the pleasures and pains of the motion picture industry.

Universal 13-Week Loss Is $717,535

Loss of $717,535 for the 13 weeks ended Jan. 29, 1949, was announced at the weekend by Universal. This compares with a profit of $134,206 for the corresponding period of the preceding fiscal year.

Allied Group Confers With Tenn. Governor

Memphis, March 20.—A committee representing the Memphis chapter of Allied Independent Theatre Owners protested the proposed increase in Tennessee state theatre admission taxes in a conference with Governor Browning at Nashville Friday. Bob Bowers, manager of Allied, said the governor expressed himself as "sympathetic" with small theatre owners and realized that over-burdensome taxation could bankrupt their theatres.

The tax bill to be introduced in the legislature Monday would increase state admission taxes from 3 to 4 per cent for theatres not having bank nights and from five to six per cent for those having bank nights.

B'rith Citation to Skouras Tonight

Philadelphia, March 20.—Twentieth Century-Fox will be honored tomorrow night by the B'nai B'rith of this city, when Spyros P. Skouras, president of the company, will accept a special citation from the organization's head, Samuel Kornfeld, for the company's contribution to democracy and understanding through the medium of such films as "Gentleman's Agreement" and "The Snake Pit." It will be presented at a dinner for 1,000 at the Benjamin Franklin Hotel.

Similar honors were recently accorded Darryl F. Zanuck, production vice-president of 20th-Fox, by the B'nai B'rith of Beverly Hills.

Set Nassour Studios For Video Films

Plans to completely equip one stage of the Nassour Coast studios for television production was announced here at the weekend by Edward Nassour. Nassour saw in television a medium whereby, through trailers, an expanded audience for motion pictures could be found. This, he said, would compensate for any theatre audience that may be lost to the new medium.

Nassour will return to the Coast late this week.

'Ambush' Is Wood's Next

Hollywood, March 20.—Sam Wood, who has already completed directing "Command Decision" and "The Stratton Story" under his new long-term contract with M-G-M, has been assigned to "Ambush," which goes before the cameras next month at the Culver City studio as an Armand Deutsch Production. Wood, accompanied by Mrs. Wood, is now in New York scouting story property and acting talent.

N. Y. Variety Club Adopts Constitution

The constitution for the recently-formed New York Variety Tent No. 35 was officially adopted Friday at a meeting at the Astor Hotel here. The meeting, presided over by Chief Barker Max A. Cohen, also adopted by-laws.

One point which occupied considerable discussion was what benefits members of the Motion Picture Associates, which has been merged into the New York Variety tent, will derive from benefit funds in the dissolved organization. The members were assured, however, that those in good standing with the MPA would realize the benefits. After further debate the constitution was adopted.

Reporting on the premiere of "Bad Boy" tomorrow night at the Palace Theatre, in which many show business luminaries will participate, Cohen reported that tickets are practically all sold and expenses would be nil.

It was also reported that club rooms, in the Astor, would be ready in about two months and a maximum rental of $8,000 a year is expected to be paid. The question of house committee membership was deferred pending an invitation to the general membership to submit nominees. It was also announced that application for associate membership have been held up pending a more complete organization of the new organization.

Mono-AA Report Net Loss, Rising Gross

Hollywood, March 20.—With gross income at $5,647,503 for the last 25 weeks in 1948, an increase over the $4,493,218 figure reported for a similar period in 1947, Monogram and Allied Artists still showed a consolidated net loss of $264,892 for the last half of 1948, according to Steve Broidy, president of the companies.

The net loss figures reflect an estimated Federal income tax return under loss carry-back provisions, and the gross figures exclude all intercompany transactions, Broidy said.

400 Day-and-Date Openings for 'Tulsa'

Greatest number of territorial day-and-date engagements ever to break in the Southwest is claimed by Eagle-Lion for Walter Wanger's "Tulsa," which will open in more than 400 key houses during the week following its world premiere in Tulsa on April 13.

William J. Heineman, E-L distribution vice president, declared that the figure will be increased through houses being tied into the regional openings.

$500,000 Ad Budget For UA's 'Champion'

United Artists has a budget of $500,000 for advertising and promoting Screen Plays' "Champion," which will have its world premiere at the Globe Theatre, New York, on April 9, it is announced by Howard Le Sieur, UA advertising-publicity head.

Newsreel Parade

ST. PATRICK'S DAY parade in New York and the Atlantic Pact talks in Washington mark current newsreel headlines. Other items include Russia's return of a U.S. cruiser and the Oakland pier fire. Complete contents follow:

MOVIETONE NEWS, No. 23—St. Patricks Day Parade in New York. President Truman plays host on his vacation. North Atlantic pact talks in Washington. Israel's Minister Sharett arrives in New York. Russia returns cruiser to U. S. Last minute rush to pay income tax. Young war orphans find refuge in U. S. Navy football training. Dog racing. Golden Gloves.

NEWS OF THE DAY, No. 257—Fire sweeps Army base. North Atlantic pact nears reality. Report from Israel. U. S. opens doors to orphan "DP's." Soviet at last returns one U. S. cruiser. New water sport. Skiing paradise.

PARAMOUNT NEWS, No. 60—Springtime on skiis in Alberta. Israel's first trans-Atlantic cargo ship. Remote control hands for atom workers. Russia returns U. S. cruiser. Waterfront fire in California.

UNIVERSAL NEWS, No. 231—Atlantic pact nations map mutual defense plan. War orphans find refuge in America. Israel group returns from Palestine visit. First ship to fly Jewish flag. End clothes rationing in England. Oakland fire. Irish turn out to honor Patron Saint in New York. Skiing.

WARNER PATHE NEWS, No. 62—Oakland pier fire. Eight Atlantic pact nations meet. *SS Haifa* enters Israel-U.S. service. Cruiser leased to Russia rejoins Navy. Orphan airlift flies 67 to new homes here. British workers start U. S. study tour. Navy veteran builds push-button paradise. American Judo girl rolls her own. Hobby horse stars in colorful derby.

Says 15 Millions See Average 'A' Film

If the industry could attract an additional 1,000,000 to 2,000,000 regular theatre customers its income level would rise to an unprecedented level, Paul Raibourn, Paramount vice-president, told the Association of Customers Brokers at the New York Curb Exchange on Friday. He said that the average "A" production costs approximately $25,000 a minute to make and is seen by about 15,000,000 persons. Both production and exhibition are "fixed cost enterprises," Raibourn said, thus the increases in customers would bring the new prosperity.

Shapiro to Manage N. Y. Paramount

Robert Shapiro has been promoted from house manager to manager of the Paramount Theatre at Times Square, "flagship" of the Paramount circuit. Robert Weitman will continue as managing director of the theatre in addition to his new duties as Paramount Theatres vice-president in charge of houses in Philadelphia and the South.

To Publicize Palsy Drive

Milton Livingston, Universal-International publicist, will handle publicity for the newly-established National Foundation for Cerebral Palsy, of which Leonard Goldenson of Paramount is president. The Foundation is conducting a drive for $100,000 to inaugurate its activities.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Nassers-U.A. Bid

(*Continued from page* 1)

Pickford's half interest in U. A. which extends to April 21. During that period he could sell all or part of both Miss Pickford's and his own U. A. interests.

There was speculation here following Wiesenthal's arrival from the Coast concerning the possibility that Si Fabian and Ted R. Gamble, independent circuit operators, might ultimately figure in the Nasser Brothers' negotiations for U. A., should such negotiations make substantial progress. The speculation appeared to be based on reports that the Nassers were among a number of theatre owners whom Fabian contemplated inviting to join him in the event he opened formal negotiations for U. A. himself. Thus, it was surmised, that Fabian might join the Nassers instead.

Fabian and Gamble, invited by United Artists officials to enter into negotiations for the company with Chaplin, replied with a request for a firm sales offer which could be used as a basis for closing of a deal in the event they found it acceptable. Up to Friday, no commitment of the kind had been forthcoming from Chaplin and, in consequence, the two have not entered upon formal negotiations of any kind with U. A. representatives.

James E. and George Nasser, in addition to being producers and owners of General Service Studios, operate the Nasser Brothers circuit in California and have large interests in United California Theatres and T. and D. Jr. Enterprises in California. They are cousins of Edward Nassour, head of Nassour Studio, Hollywood, who also has expressed interest in bidding for U. A.

UK Quota Cut

(*Continued from page* 1)

conferences. Wolff said his opinion is that the new quota year, beginning next October 1, will be launched at a "compromise" figure of between 33⅓ and the present 45 per cent.

RKO Radio's 1949 British "take" was less than five per cent below the company's peak year of 1946, Wolff reported. Earnings of all American companies in Britain during the first 10 weeks of this year are running behind those of the corresponding period of last year, he said, adding that he does not foresee a continuance of this falling off of business.

The American companies' "unit program" releasing in Britain has been operating successfully, Wolff said. He said the RKO Radio-Walt Disney partnership production, "Treasure Island," will go before the cameras at Denham studios in June. It will be RKO Radio's only British production venture this year, but will be followed next year by two more, Wolff indicated.

Wolff, who has been named temporary chairman of the pending London Variety Club, credited Warner British chief C. J. Latta with having developed the idea of a London Variety tent. The club, Wolff said, is awaiting a charter from Variety Clubs International here.

SRO Assigns Brenon

Aileen St. John Brenon has been assigned to handle the magazine publicity on the forthcoming Selznick release, "The Fallen Idol," by Robert M. Gillham, Eastern advertising publicity director of Selznick Releasing Organization.

"Tulsa"

(*Continued from page* 1)

Heisler. Edward Lasker was associate producer. Especially commendable is the photography of Winton Hoch, which reaches a thrilling climax at the finale when a roaring, volcanic fire sweeps the oil fields and sends scores of oil-well super-structures crashing thunderously earthward, silhouetted against the flames in the sky in the deep darkness of night.

"Tulsa" is a Western, true, but as lavishly staged a Western as one could expect to find, with a large and competent cast headed by Susan Hayward, Robert Preston and Pedro Armendariz, supported by Lloyd Gough, Chill Wills, Ed Begley, Roland Jack and Harry Shannon. It runs the full gamut of emotions in a story that is not new, but is well told, about the desperate efforts of pioneering native cattlemen unsuccessfully fighting the encroachments of prospecting oilmen ruining the grazing grasslands with their overflowing rivers of black gold.

Streams polluted by refuse oil poison cattle of Susan's father and their death causes him to protest to the intruders. During his visit at the wells to protest, an unexpected explosion in a nearby well kills the father and Susan vows vengeance against Gough, owner of the wells. Susan acquires land leases and with the aid of Preston, starts drilling. After several disappointments, she strikes oil, and riches. The struggle between the oil interests of Gough and Susan occupies a large part of the story, which has threads of a romance between Preston and Miss Hayward, as the prairie cow camp on the Arkansas rises out of the plains to become the nerve center of a mighty oil industry, in the boom days of the early 20's.

An audience of New Yorkers from a truly Metropolitan neighborhood was most receptive to the production at an evening preview at Loew's 72nd Street Theatre.

Frank Nugent and Curtis Kenyon wrote the screenplay, which was based on a suggestion by Richard Wormser. Music, by Frank Skinner, is exceptionally appropriate, particularly the crescendo accompanying the roaring wildly-spreading fire on the oil fields.

Running time, 90 minutes. General audience classification. Release date, April 13.

JAMES CUNNINGHAM

MPEA Reich Tenure

(*Continued from page* 1)

department spokesmen indicated at the weekend.

The consensus was that the majority of U. S. distributors are in favor of continuing joint operations in those countries through the MPEA, but it was agreed that if one company broke away the result would be that the others would follow suit. Loew's is said to have made definite moves preparatory to severing its MPEA operational tie in Germany and Austria.

For economic, governmental and other reasons, it is expected that the MPEA companies will continue for another year to operate jointly in Japan, Korea and Indonesia. Only by experimenting with solo operation in Germany and Austria can it be determined whether it would be profitable to abandon the MPEA in those countries, it was said, since industry prospect reports from occupied areas have been conflicting.

Financing for E-L

(*Continued from page* 1)

original $7,500,000 loan has been paid off.

Eagle-Lion's Coast studios have been idle for the past four months, and while the company has a backlog of approximately 12 pictures, under normal releasing practice it would be exhausted by September if the studios were not to begin operating shortly. The new financing arrangement is expected to signal immediate resumption of Eagle-Lion production.

Para. Formula

(*Continued from page* 1)

Paramount theatres company, has begun conversations with many of the theatre partners relative to the dissolution of all joint ownerships, according to partnership sources.

While the talks for the most part have been of a preliminary nature, considerable progress has been made in a few instances, it is said. It is believed that when Paramount breaks with some circuits it will be primarily on the basis of a numerical split of the theatres, each taking an equal division wherever possible.

Cleveland Trust Suit

(*Continued from page* 1)

operative, and four major distributors. It is claimed that through alleged conspiracy the Moreland Theatre has lost $175,000 in revenue.

It is claimed that Gusdanovic assisted in the organization of Co-operative through which he allegedly exerted pressure to prevent the competitive Moreland from acquiring product. It is charged also that the distributors named in the petition refused to negotiate with the owners of the Moreland on "a fair, free and genuinely competitive basis" and that it was impossible for the Moreland to procure product until long after its 42-day availability date. Price differential in favor of the Regent by one of the distributor defendants was also claimed in the petition.

Exhibitors Named

(*Continued from page* 1)

Berger, Minneapolis; Dr. J. B. Fishman, New Haven; William A. Prewitt, Jr., New Orleans; Lou Gold, Newark; M. W. Mattecheck, McMinnville, Ore.; Ben Levin, San Francisco; Lauritz Garman, Baltimore, and Morris Finkel, Pittsburgh.

F.C. Buffalo Manager

Matt Sullivan, formerly Film Classics branch manager at Milwaukee, has been placed in charge of the Buffalo branch with supervision over Albany also. He replaces Joe Miller, resigned. Eddie Gavin has been promoted from salesman to Milwaukee branch manager.



THE SHOW MUST GO ON!

FOR TEN DAYS . . . an express embargo has seriously paralyzed shipping from New York City.

MORE THAN 90% . . . of the ACCESSORIES and TRAILERS needed by theatres throughout the country . . . are produced in NEW YORK CITY . . . fountainhead of production for stills, lobbies, silk screen accessories, trailer prints, etc.

The Express Embargo Is A Serious THREAT . . . To The Shipping of These Items! . . . BUT . . .

NIGHT and DAY CREWS . . . in National Screen's offices, shipping rooms, silk screen plant, lithograph plant and laboratories, have been busily at work finding ways and means to OVERCOME THE EMBARGO!

WE'VE BEEN SUCCESSFUL . . . *so far!* At considerable expense, we have matched wits and manpower, with the need for SERVICE . . . in an EMERGENCY . . . BUT . . . we don't know what NEW handicaps will present themselves. . . .

WE HOPE TO KEEP UP THE SERVICE . . . But . . . if the embargo spreads substantially in area, it may seriously handicap even these extraordinary efforts to GET THROUGH. In that case, we trust we will have your indulgence.

If it's up to NSS

THE SHOW *Will* GO ON!

NATIONAL SCREEN SERVICE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 56 NEW YORK, U.S.A., TUESDAY, MARCH 22, 1949 TEN CENTS

Kingsberg to Bid for RKO Theatre Stock

Awaits Plan Approval By Stockholders Monday

Malcolm Kingsberg disclosed here yesterday that he still is determined to bid for Howard Hughes's controlling 24 per cent stock interest in the new RKO theatres company and is forming a group of personal friends from outside the industry to join him in the project.

Kingsberg, president of the RKO theatres subsidiary since 1946, intends to await the expected stockholders' approval of the reorganization plan of the corporation before proposing any deal. Stockholders will meet in Dover, Del., next Monday. Kingsberg returned to the home office yesterday after a month's stay on the Coast, but during that period he did

(*Continued on page* 8)

Noonan to Withhold 'Film Dating' Bill

ALBANY, N. Y., March 21.—Assemblyman Leo P. Noonan has indicated that he is willing to withhold from passage at this session of the New York State Legislature his bill requiring the original release date of motion pictures more than one year old to be included in all advertising. Exhibitor organizations oppose the measure on the grounds that it is "unfair and unreasonable" for small theatres.

Noonan said he will study meanwhile the problems embodied in "dating" motion pictures, with a view toward possibly introducing next year a bill with "more specific" provisions.

(*Continued on page* 8)

Gov't Centralizes VA Film Operations

U. S. Veterans Administration has decided upon complete centralization of its motion picture booking and buying operations, with the Veterans Administration office in New York serving as the focal point, Administration sources have reported here. William J. Jones, Jr., will continue as VA previewing and booking director here. Some months ago, Gen. Carl Gray, VA chief, abolished the motion picture

(*Continued on page* 8)

US Mayors Seek to Levy Admission Tax

WASHINGTON, March 21.—The U. S. Conference of Mayors is continuing its efforts to have the Federal government repeal the admission tax "so that this source of revenue may be open to imposition by cities if so desired," Baltimore's Mayor Thomas D'Alesandro, Jr., chairman of the conference's standing committee on legislation, declared today.

He made his remarks as some 600 mayors and city officials from all over the U. S. gathered here for the 1949 annual Conference of Mayors.

The mayors won't get around to adopting resolutions on any subjects, including taxes, until Wednesday, but it was obvious from a series of speeches by mayors from different

(*Continued on page* 8)

Weitman, Lightman To Confer on Split

Robert M. Weitman, vice-president of Paramount Theatres, will leave here today for Memphis for conferences with M. A. Lightman, Paramount partner, presumably on dissolution of the jointly-owned Malco Theatres. Accompanied by Hal Perreira and Sid Markley of the home office, Weitman will inspect theatre properties in Arkansas and Jackson, Miss.

Paramount executives have begun discussions with many of the company's theatre partners on the break-up of all divided ownerships.

20TH HUNTS NEW FILM RENTAL PLAN

Cites $200 - Million Exhibition Profit

Last year, exhibition in America made a profit of $400,000,000 before taxes, and $200,000,000 after taxes, 20th Century-Fox vice-president Al Lichtman stated here yesterday, as he announced he and distribution vice-president Andy W. Smith, Jr., will tour the country in an endeavor to persuade exhibitors that a "more equitable" share of industry profits will have to go to production-distribution.

The production-distribution companies, Lichtman said, are struggling to "break even," and "many are in the red."

Lichtman, Smith Launch Drive for a Bigger Slice for Distribution

Stepping into the vanguard of distribution's bid for a "more equitable" slice of industry profits, 20th Century-Fox announced yesterday, through a trio of key sales and advertising executives, that it will set about at once to replace customary pricing formulas with entirely new, "scientific" marketing economics.

The man who will take the helm in this endeavor is Al Lichtman, newly-elected vice-president of 20th-Fox, whom company president Spyros P. Skouras described yesterday as "chief adviser to every department." Lichtman, an industry distribution veteran and introducer in 1936, of "sliding-scale" selling, recently resigned a

(*Continued on page* 6)

Drive-In Firm Wins Chicago Equity Suit

CHICAGO, March 21.—A settlement was reached today in the Harlem and North Avenue Outdoor Theatre equity suit, which granted the plaintiffs, Fink and Gandell, operators of the two drive-ins, the opportunity to compete with the B. and K. Marbro and Uptown theatres for films in the first outlying-run showings, or as

(*Continued on page* 8)

George Brown Quits Paramount Post

HOLLYWOOD, March 21.—George Brown, director of Paramount studio publicity and advertising since 1940, has resigned his post, it was announced today.

In accepting the resignation, Henry Ginsberg, Paramount vice-president in charge of studio operations, indicated

(*Continued on page* 8)

Distributors to Seek Tighter Drive-in Deals

Garman to Head Maryland MPTO

Baltimore, March 21.—Lauritz Garman has been named president of the Motion Picture Theatre Owners of Maryland. Others named are Louis Gaertner, vice-president; Jacob Levin, treasurer; Mrs. Helen Diering, secretary.

The directors are: Walter D. Pacy, Leon Back, Meyer Leventhal, Isador Rappaport, Harry Silver, Oscar B. Coblentz, Jr., William C. Allen, L. E. Green, H. Richard Worman and Frank A. Hornig, Jr.

MINNEAPOLIS, March 21.—Distributing companies are looking forward to bolstering sagging rental incomes from drive-in theatres, with all film companies here eyeing at least a minimum number of bookings on percentage terms. It is reported all companies, including smaller majors and independent distributors, will insist on "tigher" deals from the drive-ins for 1949 than those prevailing last year.

Meanwhile, indications of unusually heavy activity in the building of new drive-ins are included in reports from all over the Minneapolis territory.

Drive-in construction in the Minneapolis zone, which has been largely in the "loose talk" stage during the last two years, is now going forward in giant strides on a definite building program to put no less than 28 new

(*Continued on page* 8)

U.A. Sale Talks On; Kelly To See Chaplin

Possibility that control of United Artists would pass to James and George Nasser within another month was strengthened here yesterday as Sam Wiesenthal, representing the Nassers, engaged in day-long huddles with UA officials on the state of the corporation, and Arthur W. Kelly, UA executive vice-president, unexpectedly left for the Coast by plane to confer with co-owner Charles Chaplin on terms of a deal.

The Nassers are understood to already have established bank credits of $3,500,000 to finance the purchase. It is said that Chaplin and his partner, Mary Pickford, may retain a minority interest in the company.

Personal Mention

JAMES R. GRAINGER, Republic distribution vice-president, has left here on a tour of branches that will take him to the Coast.

•

WILLIAM SCHULMAN, advertising-publicity director of Realart Films, and MRS. SCHULMAN, yesterday became parents of a daughter, Jo-ANN, born at Doctor's Hospital here. Baby's grandfather is BUDD ROGERS, Universal-International board member and Realart executive.

•

H. M. BESSEY, Altec Service executive vice-president, has left New York for a month's tour of company offices in the Midwest and on the Coast.

•

MAXWELL ALDERMAN, executive secretary of Allied Motion Picture Theatre Owners of Connecticut, has been appointed to the Board of Aldermen at New Haven.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, returned to New York yesterday from Washington.

•

LEON BRANDT, Eagle-Lion's exploitation manager, has arrived in Tulsa from New York.

•

SAM SEIDELMAN, Eagle-Lion foreign sales chief, was in Paris yesterday and will be in London tomorrow.

•

NAT D. FELLMAN, Warner Theatres executive, left here yesterday for Cleveland.

•

JEFF LIVINGSTON, Universal-International publicist, has returned to New York from Texas.

•

EDWARD A. GOLDEN has returned to Hollywood from New York.

•

PAUL SHORT, Allied Artists producer, is here from the Coast.

Johnston Luncheon Honors L. B. Mayer

WASHINGTON, March 21.—A small but select group of guests attended a luncheon today given by Motion Picture Association of America president Eric Johnston in honor of M-G-M studio head Louis B. Mayer.

Guests included Gen. Dwight Eisenhower, British Ambassador Sir Oliver Franks, French Ambassador Henri Bonnet, Italian Ambassador Alberto Tarchiani, ECA Administrator Paul G. Hoffman, and Lt. Gen. Walter Bedell Smith, retiring Ambassador to Russia. The luncheon was at MPAA headquarters here.

Barbara Boston Resumes

Barbara Hudnut Boston is resigning from *Town and Country Magazine* in order to resume active management as president of Discovery Agency, Inc., the Eastern representative for United California Productions of Robert Cummings, with offices in the Capitol Theatre Building here.

Harrises Form New Flamingo Film Co.

Formation of Flamingo Films, Inc., to distribute foreign films to art theatres and to produce and distribute television films was announced here yesterday by Joseph Harris, chairman of the board. The company has acquired the film library of Television Highlights, Inc., and has contracted for 250 foreign-made short subjects for distribution to TV stations.

It takes its bow in the 35mm. theatrical field with "Fear No Evil," Italian-made feature dealing with the life of Saint Benedict which opens at the Fifth Avenue Playhouse on March 30. This was produced by Maleno Malenotti for Minerva Films. James B. Harris, formerly associated with Budd Rogers in Realart, will handle sales of the opening attraction and others to be acquired and will serve as president of Flamingo. Joseph Harris, his father, sails on the *S.S. Queen Mary* on April 2 to acquire further product. Under separate arrangements, Film Highlights, Inc., will distribute all Flamingo releases in the 16mm. field.

Sy Weintraub, former director of sales for Television Highlights, is vice-president in charge of television. David L. Wolper, president of Harris-Wolper Pictures, which will become inactive, is secretary-treasurer and director of advertising-publicity.

Aside from his activities as board chairman of Realart, the elder Harris proposes concentrating on Flamingo.

Milwaukee Variety Asks Restoration

MILWAUKEE, March 21.—R. J. O'Donnell, Chief Barker of Variety Clubs International, reports that inactive Milwaukee Tent No. 8 has been reorganized and has petitioned for restoration of its charter.

A general meeting was held in Milwaukee and the following were elected officers and directors: Chief barker, Lou Elman; first assistant, Casper Chouinard; second assistant, Harry Melchor; property master, Ed Johnson; dough guy, Joe Imhoff; canvasmen: Jess McBride, Charles Trampe, Arnold Brumm, Erv Clumb, Joe Strothers and Dave Chapman.

The new tent will inaugurate its return to Variety International with a dinner in Milwaukee on April 11, at which O'Donnell will be represented by Col. Bill McCraw and Bill O'Donnell, executive director and international representative, respectively.

Georgia Owners to Meet on May 9-10

ATLANTA, March 21.—J. H. Thompson, president of the Georgia Theatre Owners and Operators reports that the organization will hold its second annual convention in Atlanta at the Henry Grady Hotel on May 9-10. Highlights will include an address by Governor Herman Talmadge, who is expected to discuss legislation handled during the recent session of the legislature that is of special interest to the amusement business.

Short Subject

"Wish You Were Here"

(March of Time-20th-Fox)

Vacation thoughts are always pleasant ones and March of Time here devotes an entire subject to vacations. We learn from the subject that Americans are the most vacationing people in the world, spending the towering total of $11,000,000,000 a year traveling and vacationing.

In popular and pleasant ways, the subject shows how people get away from it all in cruising ships, at the seashore, hotels, camps, etc. Some of the liveliest shots come from scenes of professional entertainers doing their stuff at big-time resorts. The picture very likely will provide the puzzled, would-be vacationer with some fresh ideas. Running time, 17½ minutes.

Lippert Slates Eight Films Up to June 13

HOLLYWOOD, March 21.—Following completion recently of financial backing by several San Francisco banks, Robert L. Lippert's Lippert Productions will set eight pictures before the cameras between April 4 and June 13, the producer disclosed today.

Pictures and dates when production will begin follow: "Come Out Fighting," April 4, with Ron Ormond producing; "Cross Currents," April 11, Cy Roth producing; "Grand Canyon," April 28, Carl K. Hittleman producing; "Skyliner," May 9, William Stephens producing; "Treasure of Monte Cristo," May 16, Leonard Picker producing; "The Baron of Arizona," June 1, Hittleman producing. On June 13 Ormond will start two as yet untitled outdoor features.

Governor Proclaims 'Tulsa Day' April 13

TULSA, Okla., March 21.—World premiere of "Tulsa" in this city on April 13 will be marked by the official statewide celebration of "Tulsa Day," according to an official proclamation by Gov. Roy J. Turner. The premiere at the Ritz and Orpheum theatres here will be attended by Gov. Turner, Oklahoma U. S. Senators Robert S. Kerr and Elmer Thomas, as well as governors of Southwestern states and mayors of cities in the area. The premiere will be followed by at least 400 day-and-date engagements throughout the territory, with more key city houses to be added.

Monogram Will Get Three from Parsons

HOLLYWOOD, March 21.—Lindsley Parsons, who heads Parsons Productions, has concluded a deal with Monogram to make three James Oliver Curwood novels. The three are: "Tentacles of the North," to start in April, "The Wolf Hunters" and "The Captain's Courage."

Says Schools Should Teach Film Tastes

Present motion pictures reflect popular taste, and "if we think that popular taste should be improved we must get to work with the institutions that shape our taste: the home, the school and the church," declared Frances Farmer Wilder, specialist in mass communications in an address given here yesterday before the East Coast Preview Committee of 17 national organizations which view films under the auspices of the Motion Picture Association of America.

"Our schools devote much time to teaching tastes in literature, but few attempt to teach discrimination in motion picture tastes," Miss Wilder added.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
EL PASO
Color by CINECOLOR
starring
John PAYNE • Gail RUSSELL
Sterling HAYDEN • Geo. "Gabby" HAYES
Dick FORAN
IN PERSON
LOUIS JORDAN
AND HIS TYMPANY FIVE
featuring PAULA WATSON
plus PAT HENNING
PEGGY MANN • JOHNNY BARNES
RAY ANTHONY
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK
Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
19th WEEK! VICTORIA BROADWAY & 46th ST.

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WHEN KANSAS CITY WELCOMES "MA and PA KETTLE"



...THE BOX-OFFICE IMPACT WILL BE FELT ALL OVER THE NATION!



The roof's off...and the riot's on...as Marjorie Main and Percy Kilbride—Ma and Pa Kettle in person—lead a Hollywood troupe into Kansas City for a series of celebrations to be climaxed by the March 24th world premiere of U-I's hilarious sequel to "The Egg and I" in a three-theatre opening at the Uptown, Tower and Fairway...and a 50-city territorial premiere in Missouri and Kansas tieing in the Fox Midwest circuit and other leading theatres.

The whole town's cooking with the "Kettles" as the Mayor proclaims official "Ma and Pa Kettle Week," setting off a promotion that leaves no "Kettle" unturned.

Month-long, city-sponsored "Ma and Pa Kettle World's Championship Square Dance Contest"!

Spring Fashion Festival with parades, window displays, newspaper ads and territorial "Miss World Premiere Contest"!

Radio interviews with Marjorie Main, Percy Kilbride, Meg Randall, Richard Long and other visiting Hollywood personalities.



It's the kind of U-I PROMOTION THAT PAID OFF with RECORD-BREAKING BUSINESS on "THE LIFE OF RILEY" *in Cincinnati* and "RED CANYON" *in Salt Lake City.*

Universal International

Ride high with U-I

NOW WATCH IT HAPPEN AGAIN IN KANSAS CITY!

A BOX OFFICE SMASH FROM COAST-TO-COAST

IN THE NATION'S BIGGEST DE LUXE HOUSES!

SENSATIONAL in SAN FRANCISCO!
PARAMOUNT THEATRE

POWERFUL in PROVIDENCE!
METROPOLITAN THEATRE

DYNAMITE in DALLAS!
MAJESTIC THEATRE

TERRIFIC in TULSA!
MAJESTIC THEATRE

BIG! BIG! in BOSTON!
METROPOLITAN THEATRE

MARVELOUS in MEMPHIS!
MALCO THEATRE

OUTSTANDING in OKLAHOMA CITY!
CRITERION THEATRE

LUSCIOUS in LOS ANGELES!
5 THEATRES DAY & DATE

SOCKEROO in SAN ANTONIO!
MAJESTIC THEATRE

GALA BROADWAY PREMIERE RKO PALACE THEATRE MARCH 22nd

Danny is going straight...

WHO PUT THE GUN IN HIS HAND?

STRAIGHT TO THE ELECTRIC CHAIR!

WHAT PUT THAT WILD LOOK IN HIS EYES?

ALLIED ARTISTS presents

BAD BOY

A PAUL SHORT Production

WHY THE MURDER IN HIS HEART?

Starring LLOYD NOLAN · JANE WYATT · JAMES GLEASON · STANLEY CLEMENTS

MARTHA VICKERS

and in his first starring role AUDIE MURPHY

with RHYS WILLIAMS · JAMES LYDON
DICKIE MOORE · SELENA ROYLE
TOMMY COOK

duced with the cooperation of
ety Clubs, International

Produced by PAUL SHORT · Directed by KURT NEUMANN · Screenplay by Robert D. Andrews · Additional Dialogue by Karl Kamb · Story by Robert D. Andrews and Paul Short

Allied Artists PRODUCTIONS

Skouras Gets Award; On Air Tonight

Spyros P. Skouras, president of 20th Century-Fox, received last night in Philadelphia on behalf of the company the Philadelphia B'nai B'rith's citation for its "distinguished contribution to democracy." In his acceptance speech, Skouras said: "As long as I am directing the affairs of 20th Century-Fox, we shall never shirk our responsibility to meet every requirement of public welfare and public taste implied by this citation." This responsibility, he added, "is felt by the whole motion picture industry."

Skouras will appear tonight as a guest on "We, the People" over the CBS network to describe how the Greek people will celebrate the 127th anniversary of Greek independence.

'Joan' British Broadcast

British Broadcasting Co. will airwave the ceremonies at the Royal Premiere at the Pavilion of the RKO Radio-Sierra Pictures' "Joan of Arc" on April 8, Robert Wolff, RKO Radio managing director in the United Kingdom, reports. Wolff is now in New York from London. This is the first time in the history of the BBC that such a broadcast is being made, said RKO.

To Explore New Sales Formulae



A. W. Smith, Jr.



Al Lichtman



Charles Einfeld

New Profit System

(*Continued from page* 1)

Loew's vice-presidency at the studio to join 20th-Fox.

Following a home office trade press interview yesterday, in which advertising-publicity vice-president Charles Einfeld participated, Lichtman and the third key figure in the campaign to "eliminate dog-eat-dog trading," distribution vice-president Andy W. Smith, Jr., left New York for a two-month "grass-roots" tour to confer with exhibitors, their associations, and company exchange executives in an attempt to arrive at a new formula or new formulae for pricing product. They will be in Boston today, whence they will head for New Haven, Philadelphia, and other cities across the country.

Exhibition has a big stake in the outcome of the conference, Lichtman explained yesterday, for as the situation stands today exhibitors are threatened with finding the source of supply of good pictures "endangered." Einfeld interpolated that "somewhere along the line there is an unfair division of the public's money."

Cites Three Theories

Confident that new pricing policies can evolve from the two months of conferences, which, incidentally, are designed to be in the nature of "industry good-will" meetings, Lichtman said there are three theories of selling which will serve as springboards for the field conferences:

(1) Sliding-scale, with its minimum and maximum figures. Lichtman envisions a raising of the maximum.

(2) Apportionment of production costs pro rata to each theatre, with house expense put against the costs and exhibitor and distributor to divide the profits equally.

(3) Charge the exhibitor a flat sum—15, 25 or 50 cents—for each patron who patronizes the picture, leaving the exhibitor free to charge whatever he pleases for the ticket of admission.

In the final analysis, Lichtman acknowledged the last would resemble percentage playing. But, he added, the resemblance ends with the liberty the exhibitor would have to charge any price for the ticket, just so long as the distributor gets the "guaranteed" per-ticket charge. Distributor charge per ticket would vary with the quality of pictures, and the sums cited here by Lichtman were given only as examples.

Sees No 'Magic Formula'

Smith explained that in his and Lichtman's forthcoming conferences with exhibitors there will be "no compulsion, no threats." The two executives, Smith added, will "talk the problems out with exhibitors." The problem of dwindling production-distribution profits, he said, "is the theatres' problem as well as ours." There may be no "magic formula," Smith observed, and the company is going about to search for a solution with "an open mind."

Reminding that the risks in the industry fall mainly on production's shoulders, Lichtman said that if the exhibitors produced pictures they would have to bear all costs and "gamble for profits." As it is, he added, the exhibitor hastens to protect his costs and expects the producer "to take the biggest part of the gamble."

Each of the three 20th-Fox executives had some observations and comments about motion picture advertising. Concisely, Lichtman said: "No picture carries itself." Einfeld, who indicated the company will continue strong "national" advertising activity, cited the advertising practices followed in other industries to support Smith's statement of 20th-Fox's policy against cooperative advertising. For a distributor to cooperate with a theatre in advertising, Smith contended, is to usurp the rights of the exhibitor. He believes the distributor's function is to "advise" theatre owners on advertising.

Asks Revival of Faith

The industry's public relations at present offered a target for some sharp comment from Lichtman. "Too many people" in and outside the industry, he said, are given to "panning" the motion picture business. Describing the industry as "hard-working, sincere" and dogged by economic, creative and production problems, Lichtman called for a revival of the "evangelist" spirit, especially in salesmen. "The picture business is too young to die; it needs a reaffirmation of early faith," he declared.

Is television a threat? Lichtman dismissed that one lightly by maintaining that "theatre business is better in areas where there are most television sets."

Sam Shain, 20th-Fox director of exhibitor relations, will accompany Lichtman and Smith on their tour.

Legion of Decency Reviews 9 Films

Nine films were reviewed by the Legion of Decency this week, with one, United Artists' "Too Late for Tears," placed in Class B, and an Italian film, "His Young Wife," released by Armanac, put in Class A, Section II.

Rated Class A, Section I, were "Arctic Manhunt" and "Ma and Pa Kettle," Universal-International; "Blondie's Big Deal," Columbia; "Daughter of the Jungle," Republic; "Gun Law Justice" and "Gun Runner," Monogram; and "The Secret Garden," M-G-M.





WORN THIN ?

Then it's high time you leave worries behind and take a TWA Quickie Vacation in the Great Southwest. A few days away offers plenty of time for rest and fun in the invigorating climate of Phoenix, when you go by TWA Skyliner. *Big savings on family travel and round trips!* For facts, call your local TWA office or your travel agent.

NBC's Prexy Blasts CBS 'Top Spot' Claim

Battle of the networks has flared anew as Niles Trammell, president of National Broadcasting, dispatched a five-page letter to newspaper editors blasting Columbia Broadcasting's claims of radio leadership in vigorously-worded terms.

Trammell quotes from a recent CBS letter which claimed supremacy on numerous counts, and thereupon adds his own comments.

Disputes Hooper Ratings

CBS had reported that nine of the top 15 Hooper-rating programs are on that network and that the other six were divided equally between two other networks. Says Trammell: "These figures played a limited one-week engagement, Hooper's latest (March 1-7) shows NBC with five, CBS seven. Beyond his shifting top 15 shows, Hooper continues to tell the same old story—NBC delivers more ratings over 10, over 12, than any other network. Down the middle, where most advertisers operate, NBC consistently produces more than its share of the solid ratings."

Commenting on CBS's acquisitions of prominent stars from NBC, Trammell asserts that the ratings for Jack Benny and Amos 'n' Andy are "considerably below" what they were a year ago on NBC.

'Ornamental' and 'Meaningless'

"Strictly ornamental and strictly meaningless," says Trammell of the CBS claim of "highest average station power."

CBS has reported an increase of eight per cent in network billings for the first quarter of 1949 over last year. Trammell's comment: "This is more in the nature of a recovery. CBS first-quarter billings have now caught up to their level of 1945."

The CBS claim that it had the 'largest number of the most popular programs," prompted this comment by Trammell: "Dunninger is still working on this one."

Pine-Thomas Lists Four More for Para.

HOLLYWOOD, March 21. — William H. Pine and William C. Thomas have announced a production schedule under which they will film four "big-scale" pictures for Paramount release.

The first, "Captain China," starring John Payne and Gail Russell, will go before the cameras in mid-April. The second will be "Below the Border," a Western which will be filmed in Technicolor in Mexico. Next will be a newspaper melodrama, "Not for Publication," scheduled to start in late summer. "The Storm" will be fourth on the schedule.

DU-ART...
A GOOD NAME TO REMEMBER FOR LABORATORY WORK · 16 mm, 35 mm
A COMPLETE DEPARTMENT FOR MAKING SUPERIMPOSED AND MAIN TITLES
—BUT FAST
DU-ART FILM LABORATORIES, Inc.
245 WEST 55th ST. CO. 5-5584

Exchange of Ideas To Better Business

Minneapolis, March 21.—Organization of small independent theatre operators recently at Whitehall, Wis., as previously reported, is aimed at improving business through an exchange of ideas at regular monthly meetings and to build goodwill, it was pointed out by Colonel Larson of Independence, temporary chairman of the group, officially known as Western Wisconsin Independent Theatres Association.

Screen 'Outpost' at 'Moroccan Michoue'

French Foreign Legion veterans who served in Morocco were guests of honor at a Moroccan Michoue (traditional Moroccan party) given here last night by M. Raymond Treuil, commercial counselor to the French Embassy in New York. On the occasion, a preview of the new George Raft film, "Outpost in Morocco," released by United Artists, was held.

Also yesterday, U.A. disclosed that it has received a letter of commendation from the director of the cabinet of the French War Ministry on the film, which will open here at the Capitol Theatre on March 28. The picture was filmed in Morocco with a Hollywood troupe supported by hundreds of French Foreign Legionnaires serving as extras.

Lancaster Deal Gives Warner Six Films

HOLLYWOOD, March 21.—Warner will release six pictures starring Burt Lancaster during the next three years, with three to be produced by Warner and three to be made by Lancaster's Norma Productions, under terms of a new contract.

The contract is similar to one signed recently with the Cagney brothers, and gives Warner an interest in Norma Productions, in which Lancaster is associated with Harold Hecht.

Services Today for Joseph Gilpin, 43

HOLLYWOOD, March 21.—Services will be held here tomorrow at Forest Lawn for Joseph C. Gilpin, 43, production manager and studio executive, who died Saturday at his home. He was long active in Warner, Columbia, Enterprise and other studio posts. The widow, a brother, a sister, and two children survive.

Joseph Krul, Exhibitor

DETROIT, March 21.—Joseph B. Krul, 58, a veteran of 18 years in the theater business was buried in Detroit on Friday. He owned the King, Park and Home Theaters here and formerly operated a cafe in Detroit. Surviving are the widow, Hedwig, three children and seven grandchildren.

Wheeler Oakman, 59

HOLLYWOOD, March 21.—Wheeler Oakman, 59, former actor and director of silent films and more recently assistant manager of a North Hollywood theatre, died Saturday at his home in Van Nuys. He was once married to Priscilla Dean, silent film actress.

THE NEW YORK WORLD-TELEGRAM calls it "Adult Treat"

Movies

'Red Pony' Shows Steinbeck Artistry

The story about a boy and his pet has been worn threadbare by Hollywood but the battered old theme emerges new and rich and glossy once more in "The Red Pony." This picture is spreading a rhapsody of mellow happiness and wistful tears through the Technicolor on the Mayfair screen.

John Steinbeck was in a tender mood when he rearranged parts of the short stories that went into the original "Red Pony" collection and turned them into this scenario. He has made no important changes in his material, simply arranged his events into a sequence better suited to movie purposes. His warm, salty dialogue, the eager dreams of childhood and a boy's ecstasy in animal comradeship all have been affectionately caught in the picture.

The skeleton of the story is the same one to which Hollywood has clung since the beginning of movies. A lonely little boy is given a pony and life turns to pure ecstasy. The world crashes in ruins when the pony sickens and dies. With a fierce determination, the boy faces down his ordeal but it does not really end until another colt is born and becomes his.

The difference is in the hearty vigor of the characters Steinbeck has created. He has been given a rousing assist also by a wonderful cast under inspired direction of that old master, Lewis Milestone.

First among these players is the boy, Peter Miles, a stranger to major movie roles. In the way that gifted children have, Peter has plunged into the story and made it his own. He now seems to be the inspiration for a story that must have flowed from the Steinbeck pen before Peter was born. The charm and vividness of this boy's performance are that strong.

Choice of other members of the cast was equally inspired. Bob Mitchum is a Gibraltar of homely wisdom on whom the boy leans for counsel. The parents are Myrna Loy as deeply compassionate mother, and Shepperd Strudwick as a father longing to become part of his boy's world if he could only have understood what it was. Louis Calhern is an old plainsman, lustily roaring out his stories, until the touching moment when he realizes that he has become an ancient and colossal bore.

One word of warning if you take a child to "The Red Pony." There is a bloody scene in which the boy fights a buzzard, for which a sensitive child should be reassured in advance and perhaps again as it occurs.

But in general the Mayfair is the best theater in town to shower —happiness on a child—and to give yourself one of the adult movie treats of the season during the same errand. A. C.

• • •

"The Red Pony," with Myrna Loy, Robert Mitchum, Louis Calhern, Shepperd Strudwick, Peter Miles and Margaret Hamilton. A Republic picture directed by Lewis Milestone, screen play by John Steinbeck, based on a collection of his short stories. At the Mayfair. Running time: 89 minutes.

Reprinted from The New York World-Telegram

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music by AARON COPLAND
Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

Drive-in Deals

(*Continued from page* 1)

outdoor theatres in operation in the area when the 1949 drive-in season gets into full swing.

Anton Schulz will have the 500-car Corral drive-in near Bismarck, N. D., ready for spring opening; and W. R. Hiller and son Jack have completed plans for a 490-car outdoors stand to be opened next summer at Marshall, bringing to 40 the total number of such 35mm operations in the Minneapolis area.

At the close of last year's outdoor activities, there were eight drive-ins in operation in the Minneapolis territory, comprising Minnesota Entertainment Enterprises' Bloomington and Rose, in suburban Minneapolis and St. Paul, respectively; Austin, Minn., drive-in, operated by Clem Jaunich, E. R. Ruben and Harold Field; Ralph Green's Rochester, Minn., drive-in; Ted Mann-Charles Rubenstein's Sky-Line, Duluth; Harold Hanson's East Park, Sioux Falls, S. D., and E. R. Ruben's Ski-Lite drive-ins at Sioux Falls and Rapid City, S. D.

New drive-ins definitely set include:

Minnesota: At Albert Lea, Friedman Brothers; at Bemidji, Ed Baehr; Brainerd, Home Theatres Co.; Duluth, Mann-Rubenstein; International Falls, Home Theatres Co.; Little Falls, Lowell Smoots; Mankato, Pete Karalis; Owatonna, Frank and Woempner; Redwood Falls, Don Buckley; Spring Valley, Joe Milnar; St. Cloud, Karalis; Willmar, Frank and Woempner; Winona, Roesner and Smith; Worthington, Gay Hower.

North Dakota: At Bismarck, Gus Wingreene; Fargo, Ruben; Grand Forks, Ruben; Jamestown, John Ludwig; Minot, Karalis.

South Dakota: At Aberdeen, Ruben; Huron, Ruben; Watertown. Harold Hanson.

Wisconsin: At Eau Claire, Ted Karatz-Sheldon Grengs; LaCrosse, Ruben-Ben Marcus; Superior, Roy McMinn and Clarence Kaake.

Minnesota Enterprises also has drive-ins under construction for Brooklyn Township in suburban Minneapolis, and at Inver Grove, south of the St. Paul city limits. Several additional drive-ins are known to be in the planning stage in the area, particularly at Ashland, Wis., and in the district between Faribault and Northfield, Minn.

Herbert Ochs Will Build Six Drive-ins in Canada

CLEVELAND, March 21. — Herbert Ochs, drive-in circuit operator, is planning to expand his group of five outdoor theatres in Canada to 11. The Ochs circuit also includes seven theatres in the U. S., in Port Huron, Fort Wayne, Grand Rapids, in Michigan, and in Dayton, Rayland, Wheelersburg and Wilmington, all in Ohio.

Chicago Equity Suit

(*Continued from page* 1)

early as films played in any theatre in Chicago outside the Loop.

Defendants were Paramount, Warner, Universal and Columbia. Plaintiff's attorney is Seymour Simon. Miles Seeley represented the distributors.

ABC Drive-In Sold

Sale of the ABC Drive-in, Pittsburgh, to the Midwest Drive-in Theatres of Boston has been announced here by Berk and Krumgold, theatre realty firm.

Reviews

"Adventure in Baltimore"

(*RKO Radio*) *Hollywood, March* 21

ROBERT YOUNG, Shirley Temple, John Agar and Josephine Hutchinson supply the principal entertainment and name power on which this pleasant item of nostalgia, produced by Richard E. Berger under the imprint of Dore Schary during the latter's RKO Radio regime, depends. The film is a good-humored treatment of the thesis that forward-thinking young people in the Baltimore of 1905 gave their elders quite as much concern as the young people of today or any other day, without evil intent or outcome, and the point is gently but firmly made. The picture plays better than it bills, and figures to pick up support from the family circle as audience comment infiltrates the community.

Miss Temple portrays the artistically talented and progressively-minded daughter of a minister, excellently played by Young, who is in line for the bishopry and whose straight-laced followers consider his prospects endangered by his daughter's well-intentioned but gossip-provoking escapades. She gets expelled from school for advocating modernism, lands in jail when a street riot develops among casual admirers of her painting, and again, this time accompanied by her mother and her brothers, for intervening in behalf of votes-for-women paraders. Although counselled to send her away until gossip dies down, the minister takes his case to the congregation in a sermon which results in general clarification and his selection as bishop. Agar plays the young man who does not realize, until all of this is over, that he is in love with the girl. Full attention to details of setting and period, and expert direction by Richard Wallace, give the picture extraordinary realism. The screenplay, by Lionel Houser, is orderly and well thought out.

Running time, 90 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Corridor of Mirrors"

(*Prestige—Universal-International*)

A CURIOUS drama of love and death, permeated with mystical overtones, has been sent here from London by J. Arthur Rank in "Corridor of Mirrors." As a story of a man obsessed with the image of a girl in a 400-year-old painting, the film evolves unconventionally, and as such will have appeal for certain discriminating audiences. Measured by American film standards, however, it moves rather slowly and has frequent interludes of pompous dialogue. Eric Portman and Edana Romney head the cast of this Prestige Picture, which Universal-International is releasing.

It is an unusual role that falls to Portman as a cynically sophisticated gentleman who mentally lives in the Rennaissance period. Believing himself the reincarnation of the portrait-girl's lover, Portman one day meets Miss Romney and becomes convinced she is the reincarnation of the girl. There follows a love story which parallels the old one. As it happened, the lover of yore, thwarted, finally strangles the girl with her own hair. The contemporary parallel, however, follows another line as it is a different girl that gets strangled by a demented woman and Portman is executed for the crime. Such is the outline of the obscure tale which is related in flashback. The film's title derives from a corridor of mirrors in Portman's fabulous home.

Miss Romney, in private life the wife of John Woolf, joint managing director of Rank's General Film Distributors, Ltd., is introduced to American audiences in the film for the first time and she performs with easy competence. A Cartier-Romney production for Apollo Films, it was directed by Terence Young and produced by Rudolph Cartier. The screenplay, by Miss Romney and Cartier, was from Chris Massey's novel.

Running time, 96 minutes. Adult audience classification. Release date, March 22.

MANDEL HERBSTMAN

Brown Quits Para.

(*Continued from page* 1)

that he did so only in deference to Brown's wishes. Brown's future plans have not been disclosed.

Brown entered the motion picture field from newspaper work, becoming advertising manager in New York for Universal in 1922. He came to the West Coast after serving as RKO Theatres publicity director in Chicago.

Subsequently he held the post of advertising-publicity director for Columbia and Warner studios before joining Paramount.

89,337 LA Video Sets

LOS ANGELES, March 21.—There are now 89,337 television sets in the Los Angeles area, a jump of 148 per cent in three months, according to the Southern California Radio and Electrical Appliance Association. The new total of 89,337 sets, at an average cost per set of $400, represents an investment of $35,734,800.

VA Film Operations

(*Continued from page* 1)

division's 13 branches, and a decision had been pending meanwhile as to whether centralization or a modification of the former setup should be adopted.

E. J. Kelly, VA chief of motion pictures, and Mrs. Adenia Stern, VA film liaison, will come to New York from Washington during the week of April 4 to confer with industry distribution executives on the product VA will show here during the next year in VA hospitals and homes.

The VA Administration's motion picture office here plans now to deal directly with film exchanges in the field and will adopt a "locked booking system," whereby the VA hospitals and homes will be supplied with product regularly and under a sequence plan already established. The VA will conduct its motion picture payment and procurement operations out of Washington.

Kingsberg to Bid

(*Continued from page* 1)

not discuss the possible purchase with Hughes.

Under its option agreement with Hughes, Atlas Corp. has the right to meet any offer for the shares in the new independent theatre company. In the event Hughes is unable to obtain outside offers, he must offer the stock to Atlas at a price not to exceed $4,500,000.

Meanwhile, New York Stock Exchange trading in RKO futures is now bringing about $3.75 per share for the new RKO pictures company, and about $4.50 per share for the new theatre company. Hughes will have 929,020 shares of stock in each new company.

U.S. Mayors Seek Tax

(*Continued from page* 1)

areas and corridor conversations that they all are just waiting for a chance to levy admissions taxes and that a resolution along this line, marking the admissions tax as "peculiarly appropriate for local administration" will be adopted Wednesday.

President Truman, addressing the conference, said that one of the most important problems facing cities is to "bring some order out of the tangle among cities, states and the Federal government in the field of taxation and financial relations." The President said he had asked Secretary of Treasury Snyder to report to him on progress in unraveling the tangle, and that "in the near future, the Secretary is inviting representatives of state and local bodies to meet with him and other Federal officials in a preliminary conference to work toward a program for action in this field."

Conference president George W. Welsh, mayor of Grand Rapids, said that the Federal and state governments have pre-empted the most productive forms of taxation. He declared that the conference should press Congress for creation of a Federal-state and city tax commission to be charged with responsibility for developing a suggested division or allocation of tax revenues among the three levels of government.

Mayor David L. Lawrence of Pittsburgh declared that Federal and state governments should adopt a "self-denying ordinance—a clear-cut determination of policy that will leave them out of certain inappropriate taxing areas and leave such resources to the cities."

Mayor W. Cooper Green of Birmingham also called for "home rule" in matters of taxation. Mayor Joseph E. Smith of Oakland said his city had found the sales tax "the most painless and practical method of making ends meet."

'Film Dating' Bill

(*Continued from page* 1)

He indicated he is inclined to take exception to the practice of recording picture copyright dates in Roman numerals on films, but added that he does not believe that the age of a picture is "a determining factor as regards public satisfaction."

London Looks for Sun

LONDON, March 21.—Special weather forecasts, with emphasis on the prospects for sunshine and visibility, will be made availavle twice daily to film producers here by the Government meteorological office.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 57 NEW YORK, U.S.A., WEDNESDAY, MARCH 23, 1949 TEN CENTS

Wilson Fixes New U. K. Quota at 40 Per Cent

Ignores Recommendation of His Own Films Council for Lower Quota; Exhibitors Are Dismayed; Approval by Parliament Is Certain

LONDON, March 22.—Ignoring the recommendation of his own Films Council for a 33⅓ per cent film quota, Harold Wilson, president of the Board of Trade, today fixed the first feature quota at 40 per cent for the year beginning Oct. 1.

Wilson's order requires the approval of both Houses of Parliament, but its adoption is assured.

The present quota is 45 per cent and British producers have been unable so far to supply sufficient product to meet it, with the result that exhibitor defaults are numerous despite exemptions and partial relief granted to them.

Wilson is continuing the 25 per cent quota for supporting programs (second features).

The Exhibitors' Association was dumbfounded by Wilson's action in setting the new quota at 40 per cent. The CEA had urged the Films Coun-

(*Continued on page* 13)

U. S. Treasury Calls Meet on Local Taxes

May Have Far-Reaching Effect on Ticket Levy

WASHINGTON, March 22.—Secretary of the Treasury Snyder today summoned state and local officials to meet with Treasury representatives here on April 21-22 to survey the problems and possibilities for eliminating overlapping Federal, state and local taxes and for establishing more adequate revenue sources for local governments.

Practically all of the groups invited to the conference are on record in favor of the Federal government getting out of the admission tax field, leaving the states and cities free to step in.

President Truman yesterday told the 1949 Conference of Mayors, meeting here, that he realized that many

(*Continued on page* 13)

Approval of RKO Reorganization Seen

Very minor opposition has been expressed to date by stockholders to the RKO reorganization plan, indicating that approval is to be expected at the special meeting of stockholders in Dover, Del., next Monday, company officials reported here yesterday.

Approval of the plan requires a two-thirds vote of shareholders. The plan provides for the separation of RKO theatre operations from production-

(*Continued on page* 13)

Siegel Named Para. Studio Ad Chief

HOLLYWOOD, March 22.—Norman S. Siegel has been named advertising-publicity manager of the Paramount studio, by Henry Ginsberg, production vice-president.

Siegel joined the studio publicity staff of Paramount in June, 1945, prior to that he had been on the editorial staff of the *Cleveland Press* for 15 years. Last April he was appointed executive assistant to studio director of publicity and advertising George Brown, who resigned on Monday. For three successive years he has served as Hollywood coordinator for the Royal Command film premieres in London.

NY Runs Have Mild Grosses

Tickets are selling at a leisurely pace at New York first-runs this week with only a few spots ringing up substantial business. Holdovers are playing in all but two of the "showcases" and the mild weather has not especially helped. The income generally is at a modest level.

"Little Women" with a stage show provided the Music Hall with a prosperous Thursday - through - Sunday gross of $84,000 (bettering the opening weekend mark) and figures to

(*Continued on page* 15)

20th's 1st Rental Plan Meeting Today

BOSTON, March 22.—Twentieth Century-Fox vice-presidents Al Lichtman and Andy W. Smith, Jr., arrived here today from New York in company with advertising-publicity vice-president Charles Einfeld and a number of other company executives for a sales meeting with Edward Callahan, Boston branch manager.

Boston is Lichtman's and Smith's first stop on their scheduled nationwide tour in behalf of a new, prospective film rental plan which is designed to provide a bigger profit for the distributor. They will meet exhibitors here tomorrow at a luncheon at the Copley Plaza Hotel. Other 20th-Fox executives here from New York are Ray Moore, Sam Shain and Maurice Caplan.

NSS Beats Express Embargo Handicaps

Despite the express embargo which has seriously paralyzed shipping from New York for 12 days, trailers and accessories, more than 90 per cent of which are produced here, have continued their uninterrupted distribution to National Screen exchanges, and exhibitors throughout the country, NSS reported here yesterday.

Day and night crews are operating in National Screen's home office, shipping rooms, screen plant and laboratories in routing these advertising items to intermediate shipping stations outside of New York, where they have been relayed to National Screen's 31 offices.

Although NSS spokesmen were reluctant to divulge what methods were employed to overcome the embargo's threat to service, for fear of jeopardizing current advantages, they point out that one such relay point had been Philadelphia, which, now under threat of embargo itself, has given way to a new depot.

Daily tactical briefings are designed to deploy shipments to points of vantage, and to checkmate new handicaps that endanger the service schedule.

40% Quota Shocks Film Trade Here

News of the British Board of Trade's order fixing the film quota at 40 per cent for the year beginning next Oct. 1 was received with surprise and some bitterness in New York film circles yesterday.

"It certainly does nothing to improve strained relations between the American and British industries," one executive commented.

Another remarked that it could not help but create "a heavy atmosphere" for the holding of the first meeting of the Joint Anglo-American Advisory Film Council meeting in Washington

(*Continued on page* 13)

TOA Chiefs Sift Shorts Rental Tilt Tomorrow

Theatre Owners of America's tilt with distributors over apportionment of costs in connection with the exhibition of the industry's series of public relations short subjects will be in the forefront of subjects to be assayed by the TOA executive committee when it meets at the Hotel Astor here tomorrow, according to organization spokesmen. Si H. Fabian, executive

(*Continued on page* 8)

Kelly Reports on UA Bids to Chaplin

HOLLYWOOD, March 22.—Arthur Kelly, United Artists executive vice-president, who arrived here last night from New York, spent the day conferring with Charles Chaplin, reportedly discussing the present status of the Fabian syndicate bid for UA. He

(*Continued on page* 13)

5-City Itinerary For J. Arthur Rank

J. Arthur Rank, president of the British Film Producers Association and head of the world-wide Rank Organization, will arrive here today from London. He will be accompanied by Mrs. Rank and his general counsel, G. I. Woodham-Smith.

Rank will be in the United States for five weeks; his itinerary follows:

In New York March 23-31. He

(*Continued on page* 13)

31 Sales Executives To Aid Bond Drive

A. W. Smith, Jr., distribution vice-president for 20th Century-Fox and national distributor chairman of the industry's U. S. Treasury's Savings Bond Drive, which will run from May 15 to June 30, has received acceptances of the 31 exchange area distributor chairmanships from distribution executives who will coordinate all film company activities into the industry-wide organization.

Distributor chairmen and the territories they will supervise are: E. Vogel, Albany; John Bachman, UA, Atlanta; John Moore, Para., Boston; Jack Chinell, RKO Radio, Buffalo; J. W. Greenleaf, U-I, Charlotte; Sam Gorelik, RKO, Chicago; James Abrose, WB, Cincinnati; I. J. Schmertz, 20th-Fox, Cleveland; Heywood Simmons, Para., Dallas.

Also, Joe Emerson, RKO, Denver; Clarke Baker, Col., Des Moines; Don Woods, WB, Detroit; Foster B. Gauker, Loew's, Indianapolis; Albert L. Adler, Loew's, Kansas City; Fred Greenberg, WB, Los Angeles; Herman Chrisman, Col., Memphis; Jess McBride, Para., Milwaukee; Art Anderson, WB, Minneapolis; Ben Simon, 20th-Fox, New Haven.

Also, Duke Duvall, Col., New Orleans; Dave Levy, U-I, New York; Dewey Gibbs, Col., Oklahoma City; J. E. Scott, 20th-Fox, Omaha; Ulrick Smith, Para., Philadelphia; Saul Gottlieb, Loew's, Pittsburgh; Chas. F. Powers, 20th-Fox, Portland; Herbert Bennin, Loew's, St. Louis; Carroll Trowbridge, UA, Salt Lake City; Joe Smith, RKO, San Francisco; Wallace Rucker, E-L, Seattle; Fred Rohrs, E-L, Washington.

Mullin, Perini Head Boston Cancer Drive

BOSTON, March 22.—Martin J. Mullin, New England Theatres president, and Louis R. Perini, Boston Braves president, will act as co-chairmen of the Children's Cancer Research Foundation fund drive, it is announced by E. Harold Stoneman, chief barker of the New England Variety Club.

Both appointees have been active in similar campaigns in the past and it is hoped, according to Stoneman, that this year's drive will top last year's collection of $230,000.

DuMont Ad-Sales Post to Schofield

Arthur C. Schofield has been appointed manager of the advertising and sales promotion department of the DuMont Television Network, succeeding Wade Thompson who has resigned, it is announced by Mortimer W. Loewi, director of the network.

'Paleface' Wins Award

"The Paleface," Paramount film starring Bob Hope, will be presented an award for screen comedy by the National Laugh Foundation at the National Gagwriters Convention to be held here on March 31 at the Park Sheraton Hotel.

Personal Mention

SIDNEY BERNSTEIN, Transatlantic Pictures president, is en route to New York from the Coast, with Quebec as the next stop on his itinerary. He will return to England from the Canadian city.

•

NICKY GOLDHAMMER, Monogram-Allied Artists Western sales manager, left here last night for the Coast, with stopovers at Chicago, Milwaukee, Minneapolis, St. Louis and Des Moines.

•

P. C. KAPADIA and S. N. KOTWAL, partners in Evergreen Pictures, film distributor in India, are visiting New York from Bombay.

•

MAX COLPET, European film writer, stopped briefly in New York while en route by plane to Italy from Hollywood.

•

ROBERT ARNOLD has resigned as Warner office manager at Charlotte to become manager of the Bryant Theatre Supply Co. in that city.

•

ARTHUR HORNBLOW, JR., M-G-M producer, and JOHN HUSTON, director, are expected here next week from the Coast, en route to Italy.

•

FRANK P. BIBAS, former sales vice-president for Casanave-Artlee Pictures, has joined McCann-Erickson as film director.

•

C. ROY KONKRIGHT has been appointed chief accountant for Monogram Pictures in Hollywood, replacing ALBERT F. MARTIN, resigned.

•

CHARLES SIMONELLI, Universal-International exploitation manager, left here last night for Kansas City.

•

ED GRADY has joined Realart at Dallas as a booker.

WILLIAM SATORI, Monogram-Allied Artists European representative, will sail tomorrow on the *S. S. Nieuw Amsterdam* for London and the Continent.

•

LEE DIBBLE, co-owner of the Embassy, San Francisco, became a grandfather last week with the birth of a son to his daughter, MRS. DELL TRAILOR, of Phoenix.

•

GEORGE SKOURAS, CHARLES SKOURAS and DAN MICHALOVE, National Theatres executives, arrived in San Francisco yesterday from Los Angeles.

•

HERBERT LEGG, formerly in the Columbia booking department at Atlanta, has been promoted to salesman, replacing CLIFF WILSON, who joined the Moody circuit in South Georgia.

•

RONALD REAGAN and PATRICIA NEAL will sail from London Friday aboard the *S. S. Queen Mary*, en route to Hollywood after a five months' absence abroad.

•

CARROLL PUCIATO, Realart general manager, has returned to New York from a tour of exchanges in the Midwest.

•

ERICH VON STROHEIM will arrive in New York from Paris on the *S. S. Queen Elizabeth* today en route to Hollywood to return to Paramount.

•

E. T. GOMERSALL, assistant to WILLIAM A. SCULLY, Universal-International's distribution vice-president, left New York yesterday for Chicago.

•

RUDY BERGER, M-G-M Southern sales manager, and JEROME ADAMS, Washington manager, have returned to Washington after a visit here.

Private Enterprise Safe, Says Johnston

PHILADELPHIA, March 22.—Addressing the third annual *Philadelphia Bulletin* Forum, with his remarks broadcast by CBS, Eric Johnston, Motion Picture Association of America president, tonight said that he believes private enterprise to be secure in the United States.

Speaking on the subject "Is the United States Moving Toward Socialism?," Johnston said that business leaders "must search diligently for new ways to spread the benefits and ownership [of our capitalism] as we search for new techniques and new products. When people have a real stake in something, they protect it."

Bell and Golding Promoted by 20th

Ulric Bell has been appointed director of information for 20th Century-Fox, a new post at the home office, the company announced here yesterday. At the same time, David Golding has been elevated to home office publicity manager, assuming the post held by Bell until his promotion.

Gold Names Morley To NTFC Committee

Henry Morley, Dynamic Films executive, has been named co-chairman of the production committee of the National Television Film Council by Melvin L. Gold, president of the Council and advertising manager of National Screen. Morley will conduct all of the activities of the committee during the illness of Jack Glenn, committee chairman and president of the Screen Directors Guild.

Currently under consideration by the committee is an annual awards for television films, a video film forum, and research for better production techniques for television films.

M-G-M Sets 'Quo Vadis?'

With completion of arrangements for the use of Cinecitta Studios in Rome, M-G-M has announced here final plans for filming "Quo Vadis?" in Italy, starting in June, with Arthur Hornblow, Jr., producing and John Huston directing. The arrangements in Italy were completed by Benjamin Goetz, head of Metro's Elstree Studios, England, and Henry Henigson, assistant to Hornblow, who is in New York from London.

Newsreel Parade

PRESIDENT TRUMAN receiving an "Oscar" from the newsreels, and the North Atlantic pact mark current newsreel highlights. Other items include war orphans arriving here and Oak Ridge opened to the public. Complete contents follow:

MOVIETONE NEWS, No. 24—Democracies unite in North Atlantic defense treaty. Police raid narcotic ring. Tyrone Power and wife arrive in England. Oak Ridge, mystery city, open to public. President Truman given "Oscar" by newsreels. Basketball. Mud motorcycle.

NEWS OF THE DAY, No. 258—Three nations hail Atlantic defense pact. British fleet on the alert. N. Y. police raid narcotic ring. President Truman wins newsreel "Oscar." Oak Ridge open to public.

PARAMOUNT NEWS, No. 61.—Atlantic Pact.

UNIVERSAL NEWSREEL, No. 232—Oak Ridge opens doors to public. Film notables gather at Shamrock Hotel opening at Houston. President Truman gets "Oscar." New rocket fuel. Mud motorcycle race. Basketball.

WARNER PATHE NEWS, No. 63—British fleet in war games. France mourns Gen. Giraud. Hirohito opens Japanese parliament. Dean Acheson praises Atlantic pact. Do you remember?—Treaty of Versailles. President Truman and the press. Foreign correspondents awards. Basketball tournament. Mud motorcycle races.

400 Are Expected at Lynch Testimonial

ALBANY, N. Y., March 22.—About 400 are expected to attend the George V. Lynch testimonial dinner at the Ten Eyck Hotel on Monday, April 4. Lynch, who is film buyer of the Schine circuit, is celebrating his 30th anniversary with that organization. Sales managers of every company have indicated their desire to be present.

Committees in charge of arrangements are: General chairman, Arthur J. Newman; co-chairmen, Herman L. Ripps, Charles A. Smakwitz; treasurer, Jack Bullwinkel; ticket committee chairman, Dan Houlihan; seating, Nate Dickman, Ben Smith; arrangements, Gerald L. Atkin, Milton Schosberg; transportation, Ray Smith; hotel reservations, Jack Goldberg; publicity, Seymour Morris, Floyd Fitzsimmons, Edward Wall; radio, Leonard Asch; dinner, Eugene Vogel, Harry Alexander; entertainment, Gus Lampe, Saul Ullman; area chairmen: Sam Galanty, Washington; David Miller, Phil Fox, Buffalo; Gus Schaefer, Boston; Pete Dana, Cleveland; James Grady, Cincinnati; John May, Gloversville; Sid Kallet, Syracuse; New York City co-chairmen, Ted O'Shea and Jules Lapidus.

Delay Goldstein Banquet

CLEVELAND, March 22.—The Variety Club testimonial banquet for Harry H. Goldstein, announced to be held on April 4, has been postponed to April 11. Change of date was effected so as not to conflict with the Albany, N. Y. banquet for George Lynch who is celebrating his 30th year with the Schine circuit.

Premiere for Showman

World premiere of 20th Century-Fox's "Mr. Belvedere Goes to College" will be held at the New Theatre, Baltimore, March 31, as part of the 20th anniversary of Morris Mechanic as an exhibitor. Dan Dailey, company executives and press representatives will attend the premiere at Mechanic's theatre.

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Ascap's Ahlert, 7 Others Reelected

Fred E. Ahlert and all seven other incumbents have been reelected to the board of directors of the American Society of Composers, Authors and Publishers. Ahlert, who is president of the organization, is understood to have won a 10-to-one majority of the mailed ballots.

Louis Bernstein, Saul H. Bourne and Herman Starr were re-elected on the popular music publishers slate; Ahlert, Paul Cunningham and Oscar Hammerstein, 2nd, were reelected in the popular writers division, and A. Walter Kramer was reelected in the standard writers group.

The Ascap board numbers 24, with the terms running three years; eight memberships are voted each year.

New Music Fee for Canada Stage Shows

TORONTO, March 22.—When a Canadian film theatre is rented or is used exclusively for a stage performance, symphony concert or a recital, the Composers, Authors and Publishers Association of Canada is entitled to collect a special fee for performing rights apart from the regular annual license agreement between theatre and CAPAC.

This provision is contained in a clause in the new three-year contract of the association which has been accepted by exhibitors and approved by the Copyright Appeal Board at Ottawa, according to information which has been sent out to theatres.

It is pointed out, however, if a film is exhibited in conjunction with the stage performance or "live" talent, the theatre's customary seat fee for the year covers the program. The seat tax ranges from 10 cents to 20 cents per year.

Newmeyer In Ascap Press Relations Post

Arthur Grover Newmyer, prominent in newspaper publishing for the past 30 years, has been appointed press and public relations counsel for the American Society of Composers, Authors and Publishers. Ascap has yet to make the announcement, although the organization's board of directors already has ratified it.

Newmyer maintains headquarters in Washington. Executive positions he has held include: national advertising manager of all Munsey newspapers, associate publisher of *New Orleans Item,* publisher of the *Washington Times,* publisher of the *New York Journal,* assistant general manager of Hearst newspapers; vice-president and general manager of the *Philadelphia Record.*

Beauty Contest Short

Inside operations of the annual Atlantic City beauty contest will be on the screen tonight, as "Talented Beauties," a 20th Century-Fox short subject, opens at the Apollo there. Produced by Edmund Reek, directed by Vyvyan Donner and starring the 1948 winner, Be Be Shopp, the film shows the course of the contest from preliminaries held throughout the country to the finals at Atlantic City.

Film Completed Prior To Production Date

Hollywood, March 22. — With all participants sworn to secrecy, shooting was complete on "Home of the Brave," Screen Plays' film with an anti - Negro discrimination theme, before the production was officially announced, Stanley Kramer, company president, told a press conference today.

Rushed to beat several major studios planning similar pictures, "Home of the Brave" went before cameras Feb. 8 and was completed 24½ days later at a cost of $525,000, with United Artists release set for April 2, Kramer said.

Canada Music Group Headed by Sedgwick

TORONTO, March 22.—Angus MacCunn, a director of Famous Players Canadian Corp., has retired as president of the Musical Protective Society of Canada, which deals with copyright matters and performing rights for all public music users, and Harry Sedgwick, Toronto radio executive, has been named the new president.

The annual meeting was also marked by the resignation from the Society's secretaryship of Col. John A. Cooper, who is now 81 years old. He was succeeded by Donald Cooper, a son. Col. Cooper was the founder of the Canadian Moving Picture Distributors Association here after World War I and retired as its secretary several years ago. He is still actively identified with the industry, however, as secretary of the Canadian 16mm. Moving Picture Distributors Association.

The new MPS vice-president is G. H. Peters, representing Odeon Theatres. Directors include Norman Robertson and MacCunn of Famous Players, and William Singleton of Associated Screen News, Montreal, while Col. Cooper also became a member of the board as representative of 16mm. companies. Arch H. Jolley of the Motion Picture Theatres Association of Ontario was appointed assistant secretary-treasurer.

To Oppose 20th-Fox Television Request

WASHINGTON, March 22.—Several firms competing with 20th Century-Fox for television stations in five cities have already indicated they will voice opposition to 20th-Fox's request to the Federal Communications Commission for a ruling that anti-trust violators should not be denied broadcasting licenses. One firm has already filed a motion urging that the Commission rule that anti-trust violations do bar firms from the radio-television field while others have asked for extra time to file such statements.

Committee Kills Bill

ALBANY, March 22.—The Assembly Codes committee today killed the Noonan bill requiring prominent display in all advertising of the date of the original release when the picture is more than a year old.

'Bad Boy' Benefit Nets Fund $10,000

A net of over $10,000 was realized for the Heart Fund of the new Variety Club of New York as a result of the benefit premiere of Allied Artists's "Bad Boy," held at the Palace Theatre here last night. All tickets were sold. The Friars formally welcomed Variety.

Among those invited were Steve Broidy and Harold Mirisch, Monogram-Allied Artists president and vice-president, respectively; Paul Short, producer of "Bad Boy"; Walter Mirisch, producer, and Audie Murphy, Lloyd Nolan and Jane Wyatt, who are featured in the film.

Chief barker Max A. Cohen reported the following entertainers agreed to participate in the benefit performance: Phil Baker, Cab Calloway, Music Hall Rockettes, King Cole Trio, Larry Storch, Harvey Stone, Leo De Lyon, Vic Damone, Myron Cohen, Phil Reagan, Hal LeRoy, Rudy Cardenas, Harry Hirshfeld and Jeannette Blair.

Also, Frank Fontaine, Julie Wilson, Manual Viera, Jean Carroll, Jack Carter, Larry Best, Dave Apollon, Gil Lamb, Marilyn Maxwell, Virginia O'Brien, Paul Brisson, Jerry Colonna, Jane Pickens, Connie Haines, Betty Reilly, Perry Como, Four Step Brothers, Bunny Briggs, Maurice Rocco and Billy Colby.

Luber on Four-Man Nassour Board

Bernard Luber, who recently resigned as vice-president and general manager of Jack Benny's Amusement Enterprises, joined the Nassour Studios in Hollywood, it was announced here yesterday by Edward Nassour, executive vice-president of the studio.

Luber who, prior to joining Jack Benny's company, was both a home office and studio executive at Paramount, will be a member of a four-man executive board at the studio along with William and Edward Nassour and Donald Crisp. The board decides all policies of production and finance for all Nassour product and what financing the Nassour Studio does for independent producers who produce at Nassour Studio.

Luber and Edward Nassour are now in New York to discuss with Neil Agnew and Charles Casanave of Motion Picture Sales Corp. releasing plans for the Abbott and Costello film, "Africa Screams."

MPAA Annual Meet May Be Postponed

Postponement of the annual meeting of the Motion Picture Association of America, scheduled for next Monday in New York, is anticipated due to the absence from the city of several directors. Eric Johnston, president, will probably set a later date for the meeting within the next day or two.

'Riley' in Book Form

"The Life of Riley," new Universal-International release and a current radio program, will be the first book published by the Movie Readers Library, new firm headed by Jack Goldstein, to publish books based on film stories.

Would Boost ECA Fund $5,000,000

Washington, March 22.— The House Foreign Affairs Committee, working to report out a bill extending the ECA through June 30, 1950, has tentatively voted to increase the funds for the information media guarantee program during the next year from $10,000,000 to $15,000,000.

General Precision '48 Net, $936,679

General Precision Equipment Corp. and subsidiary companies for the year ended Dec. 31, 1948, reports consolidated net sales of $27,008,450, compared with $27,748,137 in 1947, which were the largest in the company's history. Consolidated net profit for the year was $936,679, equal to $1.56 per share on 601,087 shares outstanding against $1,262,111 or $2.10 per share for 1947, is disclosed in the company's annual financial report to stockholders, signed jointly by board chairman Earle G. Hines and president Hermann G. Place.

Dividends from the company's investment in 20th Century-Fox, included in the 1948 net profit, amounted to $113,800, compared with $173,925 in 1947.

The GPE balance sheet showed total current assets of $19,905,213 and total current liabilities of $2,859,820, against $15,756,333 and $3,081,054, respectively, at the end of 1947.

The report said the year was marked by increasing evidences of keener competition and narrowing profit margins. Inventories rose by $1,351,557, to $9,392,125, and notes and accounts receivable increased by $1,131,827, to $6,770,698.

Resume Negotiations On Schine Decree

WASHINGTON, March 22.—Meetings between the Justice Department and Schine circuit attorneys to work out final terms of a consent decree are expected to continue on and off this week and next in an attempt to finish up the negotiations in short order.

Assistant Attorney General Herbert Bergson, who has been doing the negotiating, and who has been out of town since Thursday, returned today. He refused to confirm reports that he had met today with Schine attorneys but there was reason to believe that such a meeting did take place and that others will follow during the next 10 days. Agreement has been reached on divestiture provisions of a decree, with the injunctive relief provisions still to be worked out.

Ask Films for Children

Producers were urged to set up script departments for children's films and exhibitors asked to label adult pictures clearly in a resolution passed by some 200 delegates to the third institute of "Children's Films for Children," sponsored by the United Parents association held here recently.

1,000th 'Joan' Showing

The 1,000th showing of "Joan of Arc" at New York's Victoria Theatre will be observed with the first screening on Saturday morning.

M-G-M's 25th YEAR OF MOTIO

JAN.	FEB.	MARCH	APRIL	MAY
"WORDS AND MUSIC" (Technicolor)	**"COMMAND DECISION"** "Winner of Annual Award!"—REDBOOK	**"TAKE ME OUT TO THE BALL GAME"** (Technicolor)	**"LITTLE WOMEN"** "Picture of the Month!" —LOUELLA PARSONS COSMOPOLITAN	**"THE STRATTON STORY** "Picture of the Month!" —LIBERT
The Happy New Year Musical	"Picture of the Month!" —LOUELLA PARSONS COSMOPOLITAN	"Best Musical Comedy of the Month!" —LOUELLA PARSONS COSMOPOLITAN	"Picture of the Month!" —SEVENTEEN MAGAZINE "Picture of the Month!" —PARENTS' MAGAZINE "The Perfect Movie!"—LOOK	**"BARKLEYS O BROADWA** (Technicolor) "Picture of the Month!" —LOUELLA PARSON COSMOPOLITAN

UP! UP! UP! GOES "M-G-M's PROSPERITY PLAN!"

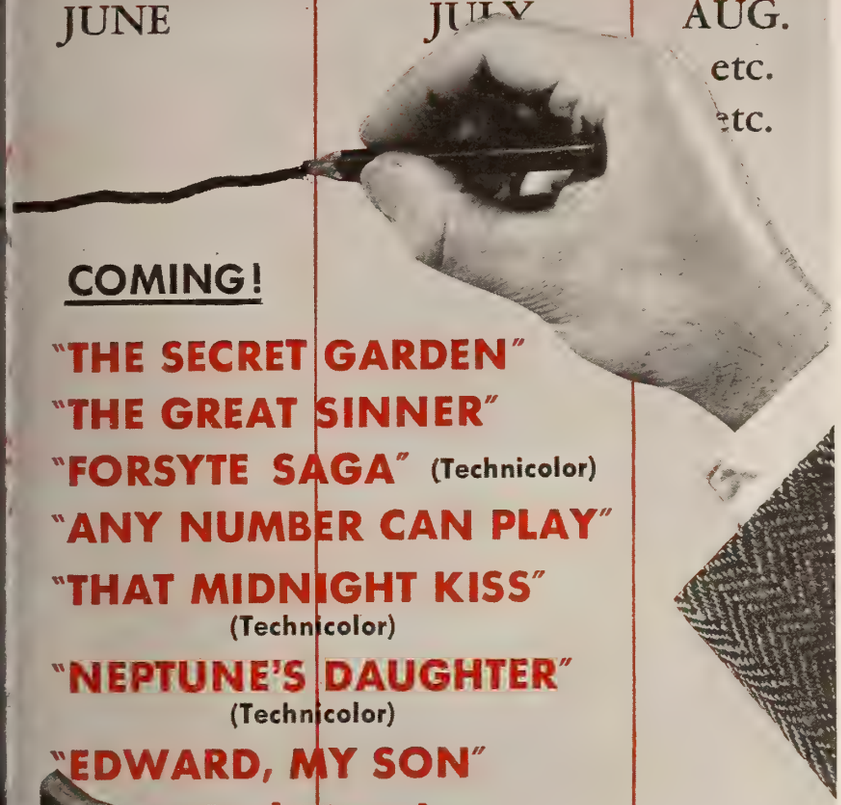
INDUSTRY LEADER IN ADVERTISING!

ONLY M-G-M DOES THIS FOR YOU!

Only M-G-M reaches 115,126,000 readers with its advertising message every month in these top magazines: Look, Parents' Magazine, Saturday Evening Post, Ladies' Home Journal, Redbook, True Story, Woman's Home Companion, Good Housekeeping, Collier's, McCall's, Seventeen, Cosmopolitan, American And in eleven leading fan magazines

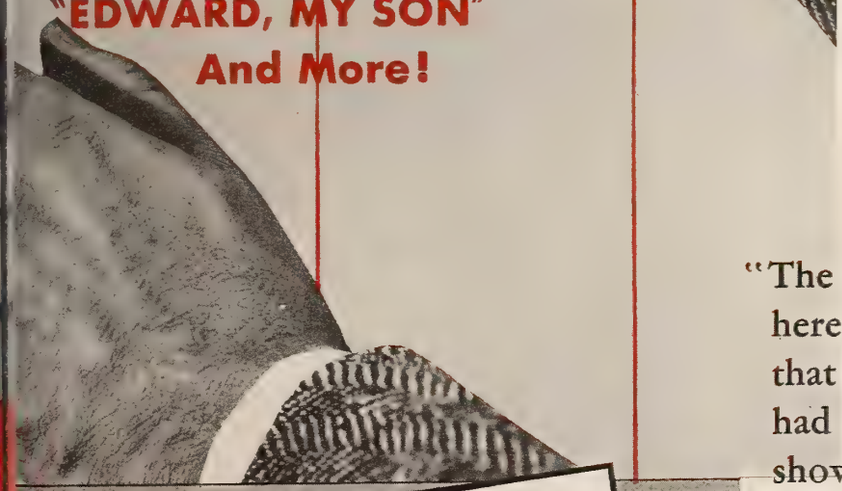
PICTURE LEADERSHIP!

JUNE	JULY	AUG.
		etc.
		etc.



COMING!

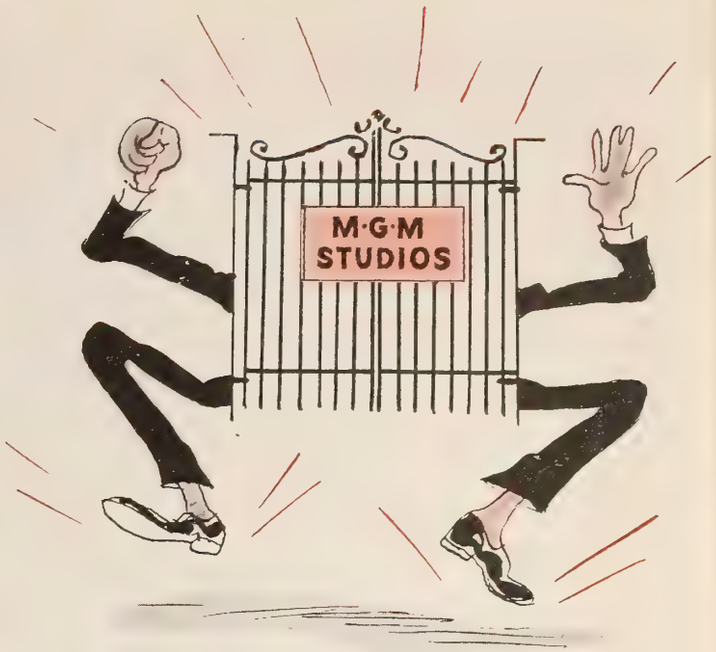
"THE SECRET GARDEN"
"THE GREAT SINNER"
"FORSYTE SAGA" (Technicolor)
"ANY NUMBER CAN PLAY"
"THAT MIDNIGHT KISS" (Technicolor)
"NEPTUNE'S DAUGHTER" (Technicolor)
"EDWARD, MY SON"
And More!





WHEN YOU SIGN AN M-G-M CONTRACT!

M-G-M customers enjoy Leo's industry leadership in radio, newspaper and magazine advertising day after day, week after week, month after month.



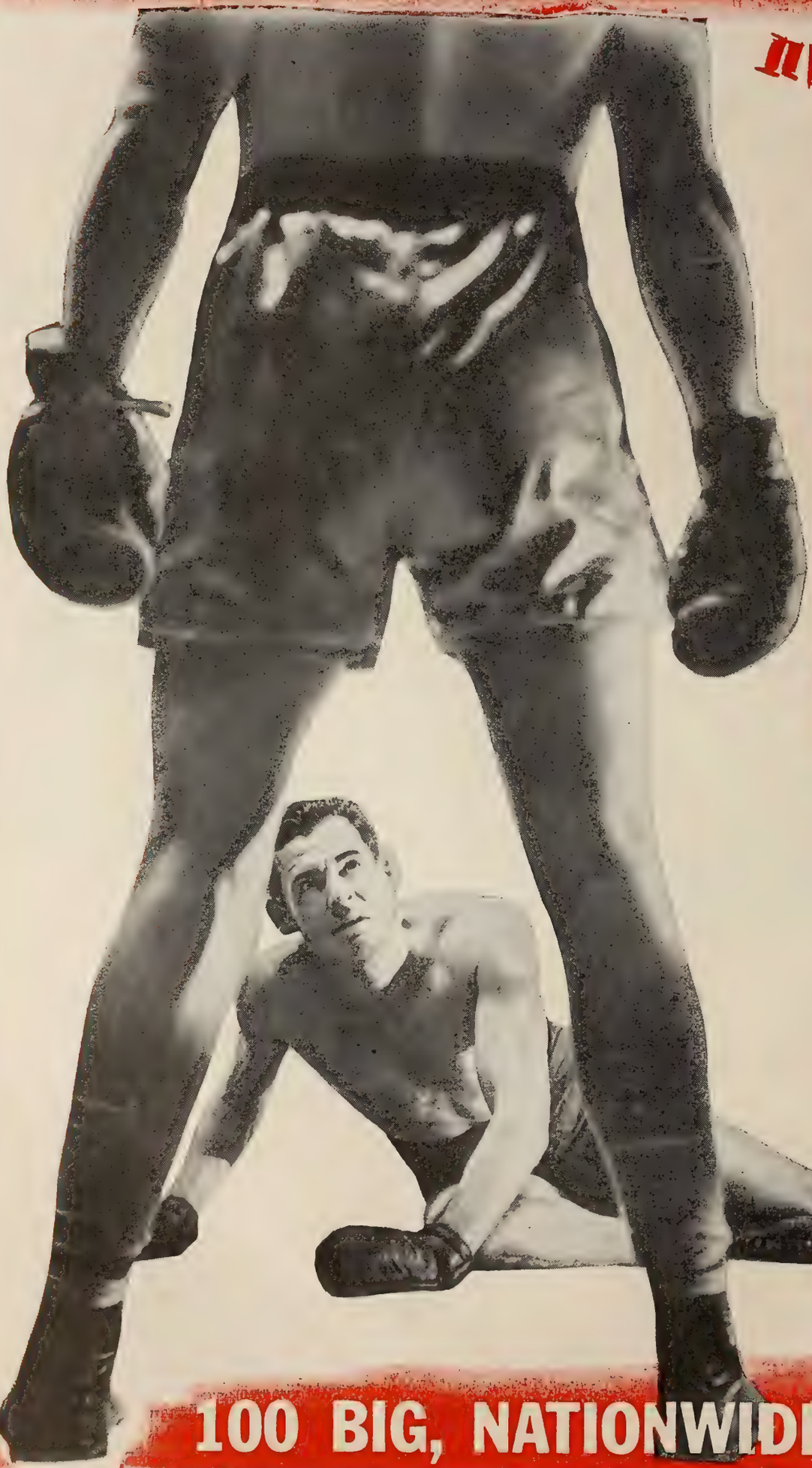
"THINGS ARE REALLY JUMPING AT M-G-M!"

(Excerpts from Coast Report in Hollywood Reporter. Read Every Word!)

"The sales heads who attended the M-G-M meeting here three weeks ago heard Louis Mayer tell them that M-G-M now had the greatest product it had had in many, many years. Then he proceeded to show them 'Take Me Out To The Ball Game', 'The Secret Garden,' 'The Stratton Story,' 'Barkleys of Broadway,' 'Neptune's Daughter,' 'In The Good Old Summertime,' 'Edward, My Son' and 'Conspirator.' They even saw quite a bit of footage on 'The Great Sinner,' 'Madame Bovary,' 'Any Number Can Play,' 'The Forsyte Saga' and 'That Midnight Kiss;' all of which have since been finished. The salesmen were more than impressed.

"M-G-M, with good product, is a great thing for the whole industry. 'As M-G-M goes, so goes the picture business.' The whole industry will be jumping. Good M-G-M product, combined with the fine entertainment being turned out by some of the other majors is bound to return a successful boxoffice. It's great to know M-G-M is in its stride."

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ET-UP'

80 Savage Minutes Ripped From A Man's Battered Body and a Woman's Tortured Soul—Unmasking With Thrill, Shock, Amazement The Kind of People In The Crooked Fight Racket—Raw Realism, Served Straight!



Starring

ROBERT RYAN
AUDREY TOTTER

with

GEORGE TOBIAS • ALAN BAXTER • WALLACE FORD

Produced by RICHARD GOLDSTONE • Directed by ROBERT WISE

Screen Play by ART COHN

For every scar on his face, she wore two on her heart!

For $30—smashed in the ring, hunted in the alley!

RKO RADIO PICTURES

BROADWAY WORLD PREMIERE
CRITERION THEATRE MARCH 29!

CY OPENINGS BEGINNING MARCH 30!

Production Is Up 1; 29 Films in Work

HOLLYWOOD, March 22.—The total of pictures in production has increased by one, to 29. Eight started and seven were completed.

Starting were "The Cowboy and the Indians," "The Blank Wall" and "Barbary Pirate," Columbia; "Alimony" (Equity), E-L; "Leave It to Henry," Mono.; "Riding High," Para.; "Father Was a Fullback," 20th-Fox; "Come Be My Love" (Neptune), U-I.

Completed were "Anna Lucasta" and "Horsemen of the Sierra," Columbia; "Not Wanted" (Emerald), Film Classics; "Joe Palooka in the Return Bout," Mono.; "Rope of Sand," Para.; "Firebug Squad," Screen Guild; "The Western Story," U-I.

Launch Technicians Pact Talks Apr. 11

Representatives of Laboratory Technicians Local No. 702, International Alliance of Theatrical and Stage Employes, will open new contract negotiations with 22 film companies, including the majors, on April 11 at a meeting at the Hotel Astor here. Present pacts will expire on June 19.

Majority of the union's claimed membership of about 1,800 meanwhile are scheduled to convene at the Hotel Diplomat here on April 2 to consider the recommendations of its negotiating committee.

Among 702's top representatives are John Francavilla, president; George Waugh, secretary-treasurer, and Michael F. Pinto, legal counsel.

Video Manufacturers Form New Group

Officials representing 16 small producers of television receivers and components agreed to establish a new trade association which will concentrate exclusively on television manufacturing and distribution problems. The action was taken at an organizational meeting in the Advertising Club. The new organization will be incorporated under the name Television Manufacturers Association.

The first task of an organizing committee named after election of officers will be to attempt to persuade RCA, Philco and DuMont to join the organization. Michael Kaplan, president of Sightmaster Corp., who called the organizational session, was elected temporary president.

Cleveland Papers Increase Ad Rates

CLEVELAND, March 22.—Newspaper amusement advertising rates have gone up on two dailies here and will go up on the third on April 1. *The Plain Dealer*, only morning paper and only one that publishes a Sunday edition, boosted its rate from 37½ to 39c a line on weekdays and from 44 to 47c a line on Sundays. *The Press*, a six-day evening newspaper, boosted from 40½c a line to 42½c and the *News*, also a six-day evening daily, will advance from 30½ cents a line to 32½.

The *Youngstown Vindicator* on April 1 boosts its rate 15 cents an inch.

Reviews

"The Set-Up"

(RKO-Radio)

THE seamy side of the fight game is the theme of this realistic, and often exciting melodrama centering around the decline and the wash-up of Robert Ryan, 20 years in the ring.

The parade of its chief characters is not a pretty one, nor is "The Set-Up" a pretty picture. There is Ryan, practically finished as a boxer, who never manages to make the grade and the money. There is Audrey Totter, his weary and faithful wife surfeited by the cheap hand-to-mouth existence which is her lot with Ryan who refuses to quit. Too, there are George Tobias, double-crossing manager who sells out the fighter to his opponent and the situation wherein Ryan, after a brutal mauling, wins the bout and incurs the displeasure of Alan Baxter, local gang leader who arranged the set-up and believes he has been double-crossed. Thus, Ryan becomes the innocent victim of the gangster's revenge and ends up assaulted and out of the game with a crushed hand. What this brings about, however, is a reconciliation with Miss Totter and an indicated promise of happier times for the future.

Based on a poem by Joseph Moncure March, "The Set-Up" is revealing in its character delineations—Ryan, still hopeful; David Clarke, the has-been still trying; James Edwards, the confident Negro fighter on the up-grade. The cross-section is interesting, well-done and convincing. The picture reaches its climax and its excitement in the four-round bout in which Ryan takes a terrific beating but manages, out of sheer willpower, to put across the successful knockout blow. How various ringsiders react is depicted graphically in byplays of comedy and calloused indifference.

Performances are uniformly good, reaching beyond the principals to such supporting cast members as Wallace Ford and Percy Helton. The atmosphere is authentic and perhaps there is more brutality than many can take. Robert Wise's direction is competent and firm. Richard Goldstone produced.

Running time, 72 minutes. Adult audience classification. Release date, April 1, 1949.

RED KANN

"Quartet"

(J. Arthur Rank-Gainsborough-Eagle-Lion)

AN unusually exgrossing presentation arrives from the British studios of Rank's Gainsborough Productions. It has a wide emotional range which is spread over four short stories by that entertaining author, W. Somerset Maugham. Each of the four is handled separately with different casts to draw the line between them more sharply. Both production and performances are excellent.

Maugham followers will find the film a faithful reproduction of some of the author's better known works; but even those unfamiliar with Maugham should be attracted because the film as a whole contains all of the ingredients of good film fare—adventure, pathos, humor and human interest.

Each of the four stories—"The Facts of Life," "The Alien Corn," "The Kite" and "The Colonel's Lady"—takes about 30 minutes to unreel which makes for rather lengthy running time, but there appears to be no obvious way of cutting or editing without hurting the context. This should prove no booking problem since the films are so ingeniously directed, that one gets the feeling of seeing complete feature-length films instead of half-hour versions. There are no transition sequences between the stories, the whole thing being done simply by fadeout and into the next story.

"The Facts of Life" is a comedy about a son who doesn't heed his father's advice about "not gambling, not lending money and not having anything to do with women," in a visit to Monte Carlo, ending up with more than 100,000 francs to the good. "Alien Corn" tells a touching story of a British aristocrat who commits suicide because he cannot become a concert pianist. "The Kite" is a brittle satire of the English middle class. "The Colonel's Lady" takes sly digs at a "blimpish" ex-army officer leading a double life.

"Quartet" was produced by R. C. Sherriff and directed by Ken Annakin, Arthur Crabtree, Harold French and Ralph Smart. Maugham makes a short introductory appearance at the beginning of the film. The casts follow: "The Facts of Life": Basil Radford, Naunton Wayne, Ian Fleming, Jack Raine, Angela Baddeley, Mai Zetterling; "The Alien Corn": Dirk Bogarde, Raymond Lovell, Irene Browne, Honor Blackman, George Thorpe; "The Kite": Bernard Lee, Frederick Leister, George Merritt, George Cole, David Cole, Hermione Baddeley; "The Colonel's Lady": Cecil Parker, Nora Swinburne, J. H. Roberts, Lynn Evans, Linden Travers.

Running time, 120 minutes. Adult audience classification. Release date, not set.

'Hoppy' on Video

HOLLYWOOD, March 22.—Barbara Ann Baking Co. has signed to sponsor the full-hour weekly series of Hopalong Cassidy features on Paramount's television station KTLA. Films are telecast on Sundays at six P.M. Scholts Advertising Service is the agency.

'Theatre Guild' to NBC

"Theatre Guild of the Air," hour-long dramatic program heard Sunday evenings over American Broadcasting, will switch to National Broadcasting on Sept. 11, following the summer hiatus. U. S. Steel is the sponsor.

Boyd Brown, 51

CHARLOTTE, March 22.—Funeral services were held here Sunday for Boyd Brown, 51, theatre operator, state highway commissioner and former member of the South Carolina legislature, who died at his home in Winnsboro on Saturday, according to word reaching here. Brown was at one time vice-president of the Theatre Owners Assn. of the Carolinas.

Apex Gets Army Contract

WASHINGTON, March 22.—The Army has given the Apex Film Corp. of Los Angeles a $245,500 contract to produce a series of short films.

Exhibitor Contact Important: Grainger

Close communication between exhibitor and producer is important and one of the surest means for the latter to keep informed on the tastes of the film-going public and be guided accordingly in his picture-making activities. This was cited here yesterday by Republic producer J. Edmund Grainger as one of his top business recipes. The producer, who began his film career in distribution, is the son of Republic distribution vice-president James R. Grainger.

Grainger, who has been here from Hollywood since last Friday, was scheduled to return to the Coast last night for conferences with Major-Gen. Selden, head of the U. S. Army's public information division, on "The Sands of Iwo Jima," the producers' next picture for Republic, which, he said, is scheduled to go before the cameras in May. Grainger's latest film is "The Wake of the Red Witch."

Grainger will submit the completed "Iwo Jima" script to Selden for Army approval, that being necessary on all war pictures that claim to present authentic accounts of military undertakings, the producer said. The film will be budgeted at over $1,000,000, he reported.

TOA Chiefs To Meet

(*Continued from page* 1)

committee chairman, will preside at the meeting, which is expected to run through Friday.

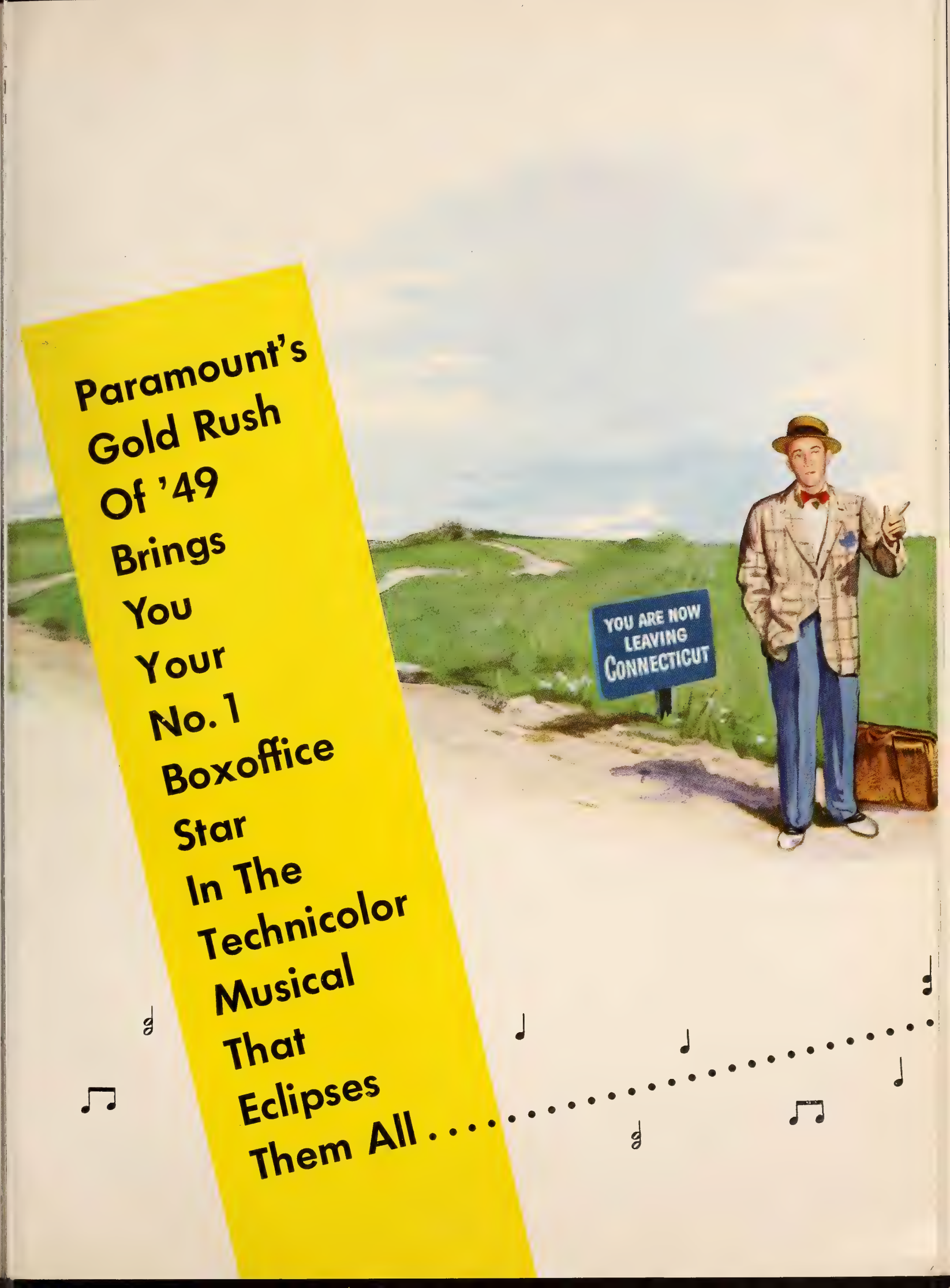
The exhibitors' organization and the distributors, the latter represented by a committee headed by RKO Radio distribution vice-president Robert Mochrie, have been conferring with a view to reaching an agreement on the shorts rentals which will permit the first of the "Let's Go to the Movies" subjects to go into release. However, a deadlock persists, with TOA apparently determined to hold out for more or less nominal rentals for each of the six films in the series. Conferences between the two sides have not been held for more than a week, since TOA's spokesman, executive director Gael Sullivan, has been out of town and is not due to return to New York until today.

Tomorrow's meeting is expected to consider also industry arbitration proposals, television developments, TOA's expansion plans in new territories, a proposal for the exchange of information on box-office performances of films among TOA members, and a number of other subjects.

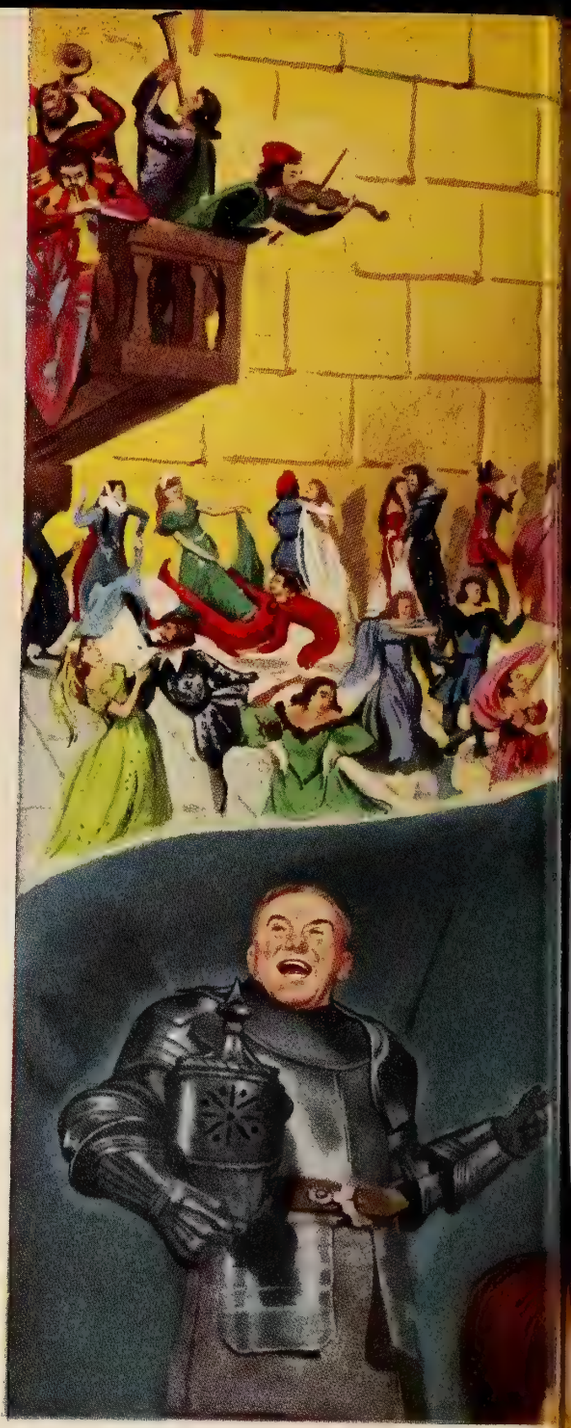
RKO Asks Court to Halt UA 'Champion'

HOLLYWOOD, March 22.—RKO filed an application in Federal court for a temporary order restraining United Artists from releasing the film "Champion" on the ground that certain scenes in the latter virtually duplicated scenes in "Set-Up," an RKO production, and asked $500,000 potential damages.

In a statement issued in advance of the actual filing by RKO, and following an exchange of correspondence between the companies, Screen Plays president Stanley Kramer, producer of "Champion," said, "There are absolutely no grounds for RKO's claim of damaging similarity between the two pictures."


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Of '49
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Your
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Technicolor
Musical
That
Eclipses
Them All . . . . . .
YOU ARE NOW
LEAVING
CONNECTICUT

"Roll Out Your Best Carpet, Dust Off Those Chairs and Light Up That Marquee, Because You're Going To Get A Real Whopper From Paramount." —*M. P. Herald*



BING CROSBY
Rhonda Fleming
William Bendix
Sir Cedric Hardwicke

in

Mark Twain's

"A CONNECTICUT YANKEE

with

Murvyn Vye · Virginia Field

Henry Wilcoxon

Produced by Robert Fellows

Directed by TAY GARNETT

Songs by Johnny Burke and James Van Heusen

Screenplay by Edmund Beloin

Color by TECHNICOLOR


The Happy Easter Attraction at Radio City Music Hall—preceded by national magazine double spreads reproducing this full-color art.
n King Arthur's Court"

Yes, It's Absolutely *EVERYTHING* That Everybody Wants for *BING*



His Most Important Vehicle—an entirely new version of the classic Mark Twain novel—so wonderful that it matches Bing's own greatness.



His Most Romantic Role—played right down to earth to that couple holding hands in the fifth row. A definite *plus* to the famous Crosby charm.



His Most Spectacular Production—with Bing in modern dress most of the time . . . on some of the most dazzling Technicolor sets ever built.



His Most Beautiful Screen Sweetheart—Rhonda Fleming, the girl who'll soon be the talk of *your* town and of every other town in the nation.



His Most Singable Songs—"Once And For Always", "If You Stub Your Toe on the Moon","When Is Sometime?" and "Busy Doing Nothing."

"A CONNECTICUT YANKEE In King Arthur's Court"



The Brightest Treasure of Color-and-Song in Paramount's **GOLD RUSH OF '49**

Color by TECHNICOLOR

PRINTED IN

Tax Meeting

(*Continued from page* 1)

cities had inadequate resources, that the first steps must soon be taken to make "order out of the tangle" of overlapping taxes, and that Secretary Snyder would soon call a conference on the subject. Invited to the conference were the American Municipal Association, the U. S. Conference of Mayors, the Governors' Conference and Council of State Government and the National Association of Tax Administrators.

The AMA recently met here and called for repeal of the Federal admission tax so that states and cities could step in, and the mayors' conference, consisting of some 600 mayors and city officials from all over the U. S., is expected to pass a similar resolution at its concluding session tomorrow. The governors' conference is also on record in favor of a similar plan.

RKO Reorganization

(*Continued from page* 1)

distribution operations, the formation of two new independent companies to which RKO assets will be transferred, and the dissolution of RKO after next Jan. 31.

Stockholders will also vote on reduction of RKO directors from nine to seven and will elect seven directors. Nominees for the board are Ned E. Depinet, Howard Hughes, Noah Dietrich, J. Miller Walker, Lawrence Green, George Shaw and Frederick Ehrman.

20th to Produce One With 'Frozen' Money

HOLLYWOOD, March 22.—Twentieth Century-Fox's "The Black Rose," which was shelved more than a year ago because of its cost, will go before the cameras in North Africa next month as a "frozen" currency project. Tyrone Power, who is already in Europe, will play the lead and the studio will dispatch Alfonso Bedoya and Tommy Blake, a 10-year-old, to Europe this week for supporting roles. Henry Hathaway will direct.

Letters

Charlotte, N. C.

Editor, MOTION PICTURE DAILY:

A check of the records in the Federal Court, Charlotte, N. C., will show that after all testimonies and evidence had been presented by the plaintiff, H. B. Meiselman and the defendants, United Artists, M-G-M, RKO, Columbia, Warners, Fox, Paramount, H. F. Kincey, Charlotte Amusement Co. and Strand Theatres, Inc., and prior to any motion for dismissal or non-suit by said defendants, Mr. H. B. Meiselman through his attorneys, Clagett and Schilz, requested that the court non-suit the case vs. M-G-M. We wish to repeat it was upon the request of the plaintiff, H. B. Meiselman, that Federal Judge Wilson Warlick non-suited the charges vs. M-G-M.

H. B. MEISELMAN

(In reporting the dismissal of M-G-M from the Meiselman anti-trust suit MOTION PICTURE DAILY on March 15 said in a dispatch from Charlotte that the dismissal resulted from the offering of M-G-M product to Meiselman on a competitive bidding basis.—*Ed. Note*).

Review

"The Undercover Man"

(Columbia)

THE documentary-style detective melodrama is now relatively commonplace on the screen, but it remains a singularly effective form of entertainment, as witness "The Undercover Man." Based on an article by Frank J. Wilson, retired chief of the U. S. Secret Service, and a story outline by Jack Rubin, the screenplay of Sidney Boehm delivers itself under the direction of Joseph H. Lewis as a series of nakedly realistic episodes in a Treasury agent's desperate campaign to "nail" a big-city underworld czar on income tax evasion charges. In a broad sense, this is indeed absorbing fare, and it has its sights set squarely on the mass of paying customers who take regular refuge in the screen's vicarious thrills. Examining the picture from closer perspective, however, one finds it to be no more than another cops-and-robbers melodrama whose camouflage of documentary realism is applied, at times, a little too obviously. It is, ironically, the film's occasional bending-over-backwards to convey raw realism that is responsible for its failing to emergs as something of a model for the genre.

In the role of the Treasury sleuth, Glenn Ford is seen to far better advantage than he has been since "Gilda," and much credit for this goes to the camera work of Burnett Guffey. In general the bold photography throws into stark relief much of the fearfulness, tension and melodramatic impact which certainly would have been lost had this story been served in ordinary fictional terms. For it is a straightforward tale wherein suspicion builds into evidence which, in turn, is ignited by sharp physical action and psychological sword-play to bring about the explosive indictment of "the big fellow," the film's anonymous arch-villain. A tenuous thread of romance is woven into the proceedings, with Nina Foch functioning pleasantly as Ford's patient, loving wife. Particularly good in supporting roles in this Robert Rossen production are James Whitmore, Barry Kelley, David Wolfe, Joan Lazer, Esther Minciotti, Angela Clarke and Anthony Caruso. Additional dialogue was contributed by Malvin Wald.

Running time, a fast 85 minutes. General audience classification. For April release.

CHARLES L. FRANKE

UA Bidding

(*Continued from page* 1)

also visited downtown Los Angeles banks in connection with the negotiations now in progress at New York, where Sam Weisenthal is representing James and George Nasser. The Fabian and Nasser groups are said to be the only actual bidders at the present time.

Chaplin is declining to take an active part in negotiations, but is understood to be ready to give an immediate reply to any firm proposition.

Conferences Continue Here On UA, Nasser Deal

Sam Wiesenthal and United Artists' officials continued their conferences here yesterday on the prospective purchase of control of the company by James and George Nasser, whom Wiesenthal represents. Indications are that the Nassers, who have West Coast theatre interests, operate a studio and produce independently, prefer to meet the $5,400,000 asking price for the Mary Pickford-Charles Chaplin stock, rather than to acquire less than complete ownership of the company.

Says NBC Exceeding Hollywood Output

Production of kinescope recording motion picture film at National Broadcasting has far outstripped on annual average the total production of major motion picture studios, it was claimed here last night by Carleton D. Smith, NBC director of television operations. Smith spoke at a press demonstration of NBC's new kinescope recording equipment at Radio City.

According to Smith, total output of film by major film companies in 1948 was 369 feature length films—or about 550 hours of product. NBC Television is producing an average of almost 700 hours of product per year.

Quota Shocks Trade

(*Continued from page* 1)

next month. "It is a poor introduction, if the British producers come here seeking our cooperation," he commented.

J. Arthur Rank, president of the British Film Producers Association, will arrive in New York today on the *Queen Elizabeth,* preliminary to the Washington meeting on April 21. He is accompanied by G. I. Woodham-Smith, his executive aide, and will be followed soon by Sir Henry French, director-general of the BFPA, and Sir Alexander Korda. The BFPA lobbied tirelessly for a high quota, urging at one time that it be raised to 60 to 75 per cent, and continued its urgings, apparently successfully, after the British Films Council on March 15 recommended a reduction of the present 45 per cent quota to 33⅓ per cent.

New York home offices were not surprised that the Board of Trade had not followed the recommendation of its Council for a 33⅓ per cent quota, since the Council's recommendation was by the close vote of 10 to nine. The surprise was occasioned more by the expectancy that a more reasonable compromise was looked for, one which would put the quota at 35 per cent or, at the highest, 37½ per cent.

With hundreds of British exhibitors in default of the 45 per cent quota and with British producers cutting down production, the five per cent quota reduction is regarded by most executives here as completely unrealistic.

Theatre Building Down

TORONTO, March 22.—Theatre construction and remodeling declined sharply in Canada during 1948, according to the results of a construction industry survey completed here. Contracts for theatre work numbered 108 for the year, with a total value of $4,814,500, while the 1947 figure was $7,823,000.

40% Quota

(*Continued from page* 1)

cil to recommend a 30 per cent feature quota as realistic and felt that it would be difficult to comply with the 33⅓ per cent quota which the Council recommended on March 15.

Wilson's defiance of his Films Council's recommendation clearly follows the high-pressure lobbying of Sir Henry French, director-general of the Producers' Association, and the extreme Leftist Technicians' union. Wilson apparently preferred to fly in the face of his Films Council rather than confront the Left Wing opposition in the House of Commons.

Exhibitors commented that reduction of the quota from 45 per cent to 40 per cent, although trifling, demonstrates nevertheless that Wilson's present 45 per cent quota is wholly impracticable, and so demonstrated by his new order.

With prospects for future film production here deteriorating, the new quota is regarded as more than ever unworkable.

Exhibitors are anticipating an increase in quota defaults this year and foresee defaults by the thousand next year. They also expect another outbreak of the Anglo-American film warfare in consequence of the new quota.

A typical comment was that the prosperity of the British and American industries here has been cast to the lions of Wilson's obstinacy and face-saving.

Wilson is expected to present his new quota order to Parliament next week for approval.

Rank Itinerary

(*Continued from page* 1)

will attend a Universal Pictures board of directors' meeting and be present at the American Overseas Press Club's benefit premiere of his film, "Quartet," on March 28, at the Sutton Theatre.

In Palm Beach, Florida March 31-April 6, as the guest of Robert R. Young, railroad industrialist and principal stockholder of American Eagle-Lion Films.

In Chicago April 8, for discussions with Charles H. Percy, president of Bell and Howell.

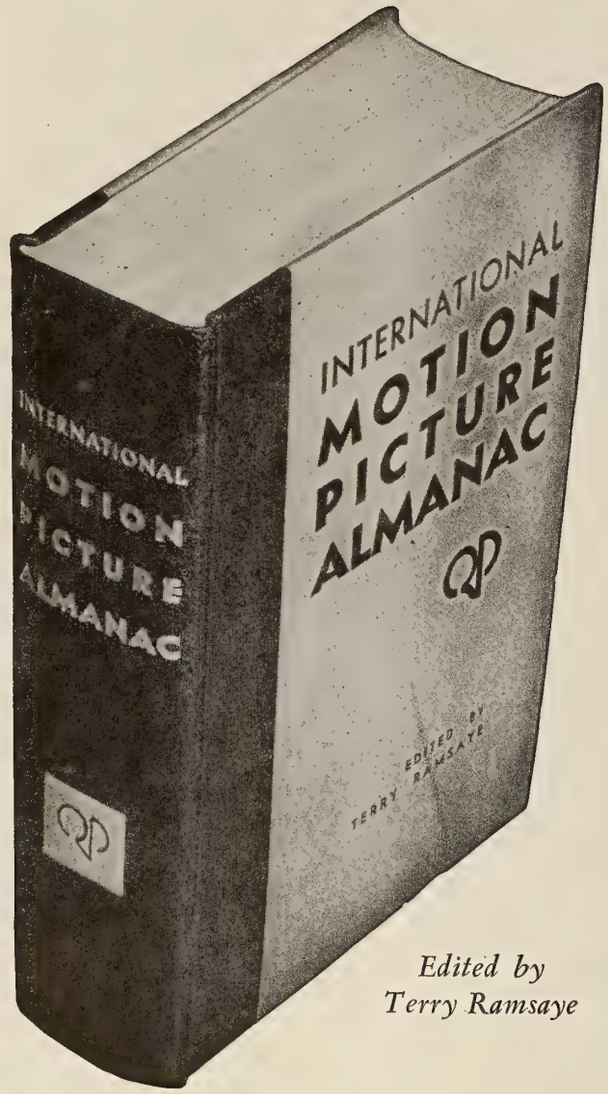
In Los Angeles April 10-17, visiting his daughter, Mrs. Fred M. Packard of North Hollywood.

In Washington, D. C. April 20, to attend American premiere of "Scott of the Antarctic"; April 21-22 for meetings of the Anglo-American Film Advisory Council (British members: Rank, Sir Alexander Korda, Sir Henry French; American members: Eric Johnston, Nicholas M. Schenck, Barney Balaban).

Rank will sail for England on April 28 on the *S. S. Queen Elizabeth.*

Several Shifts in FWC Districts

SAN FRANCISCO, March 22.—W. C. Ricard, Fox West Coast manager of Redondo has been appointed co-district manager with Dave Ross of the Los Angeles district to pinch-hit for Spence Leve, who is temporarily replacing Dick Spie, who is on a leave of absence as Northern division manager in San Francisco. Hal Brislin has moved from the Criterion at Santa Monica to the Ricard post, leaving the Santa Monica job to James Wyatt, a newcomer to Fox West Coast here from its Evergreen division in Eugene, Ore.



Edited by
Terry Ramsaye

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NY 1st-Run Grosses

(*Continued from page* 1)

wind up its second week tonight with $125,000, which is good business. "Take Me Out to the Ball Game" still is giving the State big business, estimated at $40,000 for the second week. "Mother Is a Freshman" with Cab Calloway and Phil Baker on stage looks good for $70,000 in its second week at the Roxy.

"Impact" bowed in at the Globe with fair results, the first week's take being estimated at $15,000. An estimated $15,000 also is indicated for the modest first week of "Last Bandit" at the Mayfair. "South of St. Louis" with Desi Arnaz and a revue on stage probably will give the Strand about $25,000 in a mild final five days of a third week and will be replaced on Friday with "Kiss in the Dark," with Guy Lombardo's orchestra.

At the Paramount, "Alias Nick Beal" with the King Cole Trio and Elliot Lawrence's orchestra on stage did an estimated $60,000, which is fairly healthy, in a second week. Second week of "Criss Cross" probably will gross about $17,000, which is only fair at the Criterion; next at the house is "The Set-Up" which will open next Tuesday.

"Outpost in Morocco" will make its debut at the Capitol tomorrow, replacing "Three Godfathers," which, with Sammy Kaye and Harvey Stone on stage, should wind up its third week with a $39,000 gross, which is modest. "Hamlet," consistent as ever, is likely to complete a 25th week at the Park with $14,000. Steady, too, is "Red Shoes" at the Bijou where the 22nd week should also bring $14,000.

"Joan of Arc" at the Victoria should gross $14,800, which is good, in a 19th week. "Knock at Any Door" will give the Astor about $15,000 in a mediocre fourth week.

Key City Grosses

FOLLOWING are estimated picture grosses for current engagements in key cities as reported by MOTION PICTURE DAILY *correspondents. Estimates omit admission tax.*

CHICAGO

The Loop is active this week, with some strong films, aided by clear, mild weather, chalking up heavy grosses in some spots. The "Whispering Smith"-Tony Martin combination is huge, while "The Undercover Man" is very good. "Mother is a Freshman," plus a stage show, is fine. "Hamlet" has ended a 17-week run. Estimated receipts for the week ending March 24:

BOMBA, THE JUNGLE BOY (Mono.) and THE BIG FIGHT (Mono.) — GARRICK (1,000) (50c-65c-98c). Gross: $10,000. (Average: $10,000)

ENCHANTMENT (Goldwyn-RKO Radio)—WOODS (1,080) (98c) 4th week. Gross: $15,000. (Average: $23,000)

FAMILY HONEYMOON (U-I)—PALACE (2,500) (50c-65c-98c) 5 days, 2nd week. Gross: $14,000. (Average: $20,000)

LEATHER GLOVES (Col.)—Gross: $14,000. (Average: $20,000)

HAMLET (Rank-U-I) — APOLLO (1,200) ($1.20-$1.50-$1.80-$2.40) 17th week. Gross: $6,500. (Average: $12,000)

IT AIN'T HAY (U-I) and GHOST CATCHERS (U-I) — GRAND (1,150) (50c-65c-98c). Gross: $8,000. (Average: $13,500)

MOTHER IS A FRESHMAN (20th-Fox)—ORIENTAL (3,400) (50c-65c-98c) On stage: Nellie Lutcher and Charlie Ventura. Gross: $53,000. (Average: $43,500)

NO MINOR VICES (M-G-M) — UNITED ARTISTS (1,700) (50c-65c-98c). Gross: $15,000. (Average: $17,000)

THE RED SHOES (Rank-E-L) — SELWYN (1,000) ($1.20-$1.50-$1.80-$2.40). 13th week. Gross: $12,000.

SOUTH OF ST. LOUIS (WB)—ROOSEVELT (1,500) (50c-65c-98c) 5 days, 2nd week. Gross: $14,000. (Average: $16,000)

THE UNDERCOVER MAN (Col)—STATE LAKE (2,700) (50c-65c-98c). Gross: $30,000. (Average: $25,000.

WHISPERING SMITH (Para.)—CHICAGO (3,900) (50c-65c-98c) On stage: Tony Martin. Gross: $65,000. (Average: $50,000)

CINCINNATI

"The Clay Pigeon," plus a stage show, is giving the RKO Albee an expected $30,000, while "Whispering Smith" is headed for an estimated $16,000. Otherwise, grosses are spotty. Weakend weather was mild. Estimated receipts for the week ending March 22:

BAD MEN OF TOMBSTONE (AA-MONO)—RKO GRAND (1,500) (50c-55c-60c-65c-70c-75c). Gross: $9,500. (Average: $8,000)

THE CLAY PIGEON (RKO Radio)—RKO ALBEE (3,300) (60c-95c) On stage: Frankie Carle and his orchestra and the Mills Brothers. Gross: $30,000. (Average: $25,000)

DOWN TO THE SEA IN SHIPS (20th-Fox)—RKO CAPITOL (2,000) (50c-55c-60c-65c-70c-75c) 8 days. Gross: $7,500. (Average for 7 days: $10,000)

FAMILY HONEYMOON (U-I)—KEITH'S (1,500) (50c-55c-60c-65c-75c) 2nd week. Gross: $10,500. (Average: $7,500)

MOTHER IS A FRESHMAN (20th-Fox)—RKO SHUBERT (2,150) (50c-55c-60c-65c-70c-75c) 2nd week, on a moveover from the Palace. Gross: $4,500. (Average: $5,000)

WAKE OF THE RED WITCH (Rep.)—RKO LYRIC (1,400) 50c-55c-60c-65c-70c-75c) 4 days, 3rd week, on a moveover from the Shubert, following an opening week at the Albee. **THE DARK PAST (Col.)**—RKO LYRIC (1,400) (50c-55c-60c-65c-70c-75c) 3 days, dualed with **LOADED PISTOLS (Col.)**. Combined gross: $4,500. (Average for 7 days: $5,000)

WHISPERING SMITH (Para.) — RKO PALACE (2,700) (50c-55c-60c-65c-70c-75c) Gross: $16,000. (Average: $13,000)

TORONTO

Only two holdovers are in evidence at Toronto's first-line theatres at a time when concert halls and night clubs are advertising "Good seats available" and the sport palaces are showing empty spots. Reissued pictures continue common on double bills. Estimated receipts for the week ending March 24:

THE CHECKERED COAT (20th-Fox) and CHINA GIRL (20th-Fox) — BILTMORE (938) (15c-30c-36c-55c) 6 days. Gross: $4,200. (Average: $4,500)

COMMAND DECISION (M-G-M) — LOEW'S (2,074) (20c-36c-50c-66c-78c) 6 days, 3rd week. Gross: $13,200. (Average: $14,200)

THE COUNTESS OF MONTE CRISTO (U-I) and THE PLUNDERERS (Rep.)—DANFORTH (1,400) (20c-36c-50c-60c) 6 days. Gross: $5,200. (Average: $5,500)

THE COUNTESS OF MONTE CRISTO (U-I) and THE PLUNDERERS (Rep.)—HUMBER (1,200) (20c-36c-50c-60c) 6 days. Gross: $4,800. (Average: $5,200)

THE CREEPER (20th-Fox) and SHOCK (20th-Fox)—VICTORIA (1,240) (20c-36c-42c-60c) 6 days. Gross: $4,800. (Average: $5,200)

DOWN TO THE SEA IN SHIPS (20th-Fox)—IMPERIAL (3,343) (20c-36c-50c-66c-90c) 6 days. Gross: $16,600. (Average: $14,600)

I WONDER WHO'S KISSING HER NOW (20th-Fox) and THE HOMESTRETCH (20th-Fox)—FAIRLAWN (1,195) (20c-36c-50c-55c) 6 days. Gross: $4,200. (Average: $4,700)

JOHN LOVES MARY (WB) — SHEA'S (2,480) (20c-36c-50c-66c-90c) 6 days. Gross: $16,200. (Average: $14,700)

JOHN LOVES MARY (WB) — NORTON (950) (20c-50c-66c) 6 days. Gross: $5,200. (Average: $5,000)

A MAN ABOUT THE HOUSE (20th-Fox) — EGLINTON (1,086) (20c-36c-50c-66c) 6 days. Gross: $6,000. (Average: $6,400)

SAN FRANCISCO CHRONICLE says: "Rates praise"

'The Red Pony' Rates Praise on All Counts

By JOHN HOBART

From John Steinbeck's story of a childhood spent on a Salinas valley ranch, "The Red Pony," Republic has fashioned a beautiful and sensitive picture in Technicolor, which had its world premiere yesterday at the Fox Theater.

Perhaps the highest praise one could bestow on "The Red Pony" is to say that if you were fond of the book, which seems almost inevitable, you will encounter no disappointments in the film. Mr. Steinbeck himself has written the screenplay (blending three of his four original stories into a fluid whole); Lewis Milestone has directed it with the finesse of a master; and Aaron Copland has embellished it with a brilliant but unobtrusive musical score (which Mr. Bourjaily of the music department comments upon in an adjoining column).

A TRAGEDY

"The Red Pony" deals with the first major emotional crisis in the life of a small boy. To adults, the fact that Tom Tiflin's pony, which was the pride of his young existence, dies from exposure in a rainstorm might seem trifling, since there are always other ponies one can buy. But to Tom the pony's death is a heart-breaking tragedy, and the film takes full cognizance of that tragedy and all its implications.

For it is a tragedy that involves not only Tom but everyone about him — his father, a cold, stern man who is not adjusted to ranch life and who has not won his son's love, but who nevertheless is needed in this crisis; his mother, who understands with a mother's wisdom that the pony's death is a necessary part of Tom's growing up; his garrulous old grandfather, who puts aside his dreams of the glorious dead past to be helpful; and the ranch hand, Billy Buck, who finds that he has lost caste in Tom's eyes and who makes a sacrificial attempt to set matters aright by promising Tom the colt of his prize-winning mare.

CHARACTER STUDY

The interrelationships of these characters are conveyed in "The Red Pony" with the greatest subtlety, and also with the greatest ease. The film's outstanding quality is its naturalness; the people in it are relaxed, unlike the usual characters encountered in a movie, and you feel that they have all been living on this Salinas ranch for a considerable time.

As Tom, red-headed 9-year-old Peter Miles is about as real a youngster as you've ever seen on the screen. He is an imaginative, polite little boy who keeps his emotions to himself (as most little boys are apt to do), and when the inevitable outbursts come, such as in the scene when the father returns home, or the terrifying battle with the buzzard, they are all the more meaningful and cruel.

FINE CAST

Robert Mitchum plays Billy Buck as an easygoing, reliable man who has been around horses for years, which is exactly as he should be played. Myrna Loy emphasizes the austerity and quiet strength of Tom's mother at the expense of more familiar qualities, but that is one of the interesting points of the picture — she is seen as a 9-year-old sees his mother. Shepperd Strudwick is equally good as the father and Louis Calhern gives a magnificent performance as the tired, talkative old grandfather.

"The Red Pony" should have been a good picture; it is heartening to report that it is.

Aaron Copland's 'Red Pony' Score Most Satisfying

From a musical standpoint, "The Red Pony" is extremely satisfying. Aaron Copland has provided a brilliant score that is thoroughly characteristic of the composer without being in any way out of character with the film.

Its structure is necessarily literary rather than musical, for it must follow the story; but Copland has managed to convey a sense of form, building the folksy themes and rhythms of the daybreak, daydream and pastoral sequences into a magnificent climax in Tom's fight with the buzzard.

An orchestral suite made from "The Red Pony" music was introduced with considerable acclaim by the Houston Symphony last October. —VANCE BOURJAILY

Reprinted from the San Francisco Chronicle

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK · Music AARON COPLAND
Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Feb. 20	(Feb. Releases) SLIGHTLY FRENCH Dorothy Lamour Don Ameche CD—81 min. (137) (Rev. 2/17/49)	RIDE, RYDER, RIDE! (Color) Jim Bannon O—59 min. (953)	COMMAND DECISION Clark Gable Walter Pidgeon D—112 min. (915) (Rev. 12/23/48)	(Allied Artists) BAD BOY Audie Murphy Lloyd Nolan D—86 min. (AA15) (Rev. 2/21/49)		(Reissue) SAGA OF DEATH VALLEY Roy Rogers O—58 min. (874)	A WOMAN'S SECRET Maureen O'Hara Melvyn Douglas D—85 min. (916) (Rev. 2/8/49)	(Feb. Releases) A LETTER TO THREE WIVES Jeanne Crain Linda Darnell Ann Sothern D—103 min. (906) (Rev. 12/6/48) CHICKEN EVERY SUNDAY Dan Dailey Celeste Holm CD—94 min. (907) (Rev. 12/9/48) MAN ABOUT THE HOUSE Margaret Johnson Dulcie Gray D—93 min. (909) (Rev. 1/31/49)	COVER UP Dennis O'Keefe William Bendix D—83 min. (Rev. 3/8/49)		
Feb. 27	SONG OF INDIA Sabu Turhan Bey D—77 min. (138) (Rev. 3/3/49) AFFAIRS OF A ROGUE Jean Pierre Aumont D—95 min. (139) (Rev. 2/11/49)	RED STALLION IN THE ROCKIES (Color) Arthur Franz D—85 min. (925) (Rev. 3/17/49)	THE SUN COMES UP (Color) Jeanette MacDonald Claude Jarmon, Jr. Lassie D—94 min. (916) (Rev. 12/31/48)	TEMPTATION HARBOR Robert Newton Simone Simon D—110 min. (4826)	ALIAS NICK BEAL Ray Milland Audrey Totter D—93 min. (4812) (Rev. 1/20/49)	WAKE OF THE RED WITCH John Wayne Gail Russell D—106 min. (803) (Rev. 12/31/48)				(Feb. Releases) THE FIGHTING O'FLYNN Doug. Fairbanks, Jr. Helena Carter Richard Greene D—94 min. (687) (Rev. 1/6/49)	
Mar. 6	LADIES OF THE CHORUS Adele Jergens D—61 min. (114) CHALLENGE OF THE RANGE Charles Starrett O—56 min.		THE BRIBE Robert Taylor Ava Gardner D—98 min. (Rev. 2/4/49)			HIDEOUT Lloyd Bridges Adrian Booth D			JIGSAW Franchot Tone Jean Waller D—77 min. (Rev. 3/10/49)		SOUTH OF ST. LOUIS (Color) Joel McCrea Alexis Smith D—88 min. (815) (Rev. 2/17/49)
Mar. 13	(Mar. Releases) BIG SOMBRERO (Color) Gene Autry O—78 min. WALKING HILLS Randolph Scott Ella Raines D—78 min. (Rev. 3/4/49)	MIRANDA Glynis Johns DC—75 min. (923) (Rev. 1/17/49)		(Allied Artists) MY BROTHER JONATHAN Michael Denison Dulcie Gray D GUN LAW JUSTICE Jimmy Wakely O		DUKE OF CHICAGO Tom Brown Audrey Long D	CLAY PIGEON Bill Williams Barbara Hale D—63 min. (918) (Rev. 2/14/49)	(Mar. Releases) MOTHER IS A FRESHMAN (Color) Loretta Young Van Johnson CD—81 min. (911) (Rev. 2/25/49)		CRISS CROSS Burt Lancaster Yvonne DeCarlo Dan Duryea D—87 min. (688) (Rev. 1/17/49)	
Mar. 20	BOSTON BLACKIE'S CHINESE VENTURE Chester Morris D—59 min. (Rev. 2/3/49)	IT ALWAYS RAINS ON SUNDAY Googie Withers Jack Warner D—88 min. (941) (Rev. 3/17/49)		BOMBA, THE JUNGLE BOY John Sheffield Peggy Ann Garner D—71 min. (Rev. 3/9/49)			GREEN PROMISE Marguerite Chapman Walter Brennan D—95 min. (Rev. 3/9/49)	MISS MINK OF 1949 Jimmy Lydon Lois Collier D—64 min. (912)	GAY AMIGO Leo Carillo Duncan Renaldo O—61 min.	(Mar. Releases)	A KISS IN THE DARK David Niven Jane Wyman D—87 min. (816) (Rev. 3/1/49)
Mar. 27	BLONDIE'S BIG DEAL Penny Singleton C MANHATTAN ANGEL Gloria Jean D—68 min. (Rev. 12/14/48)		(Enterprise) FORCE OF EVIL John Garfield Beatrice Pearson D—76 min. (Rev. 12/28/48)		EL PASO (Color) John Payne Gail Russell O—101 min. (4815) (Rev. 3/2/49)	THE RED PONY (Color) Robert Mitchum Myrna Loy D—89 min. (Rev. 2/3/49)	THE SET-UP Robert Ryan Audrey Totter D—72 min.	DOWN TO THE SEA IN SHIPS Richard Widmark Lionel Barrymore D—120 min. (910) (Rev. 2/16/49)	IMPACT Ella Raines Brian Donlevy D—109 min. (Rev. 3/16/49)	FAMILY HONEYMOON Claudette Colbert Fred MacMurray D—90 min. (689) (Rev. 12/8/48/)	HOMICIDE Robert Douglas Helen Westcott D—77 min.
April 3	(Apr. Releases) KNOCK ON ANY DOOR Humphrey Bogart John Derek D—100 min. (Rev. 2/21/48)	BROKEN JOURNEY Phyllis Calvert Margot Grahame D—89 min. (916)	CAUGHT James Mason Barbara Bel Geddes D—88 min. (Rev. 2/18/49)	MASSACRE RIVER Guy Madison O		(Reissue) RANGER AND THE LADY Roy Rogers O—59 min.	ADVENTURE IN BALTIMORE Shirley Temple Robert Young John Agar D—90 min. (Rev. 3/22/49)			LIFE OF RILEY William Bendix James Gleason Rosemary DeCamp C—87 min. (Rev. 1/27/49)	(Reissue) SERGEANT YORK Gary Cooper D-134 min. (Rev. 7/3/41) (Reissue) CASTLE ON THE HUDSON John Garfield D—77 min. (Rev. 4/27/40)
April 10	THE UNDERCOVER MAN Glenn Ford Nina Foch D RUSTY SAVES A LIFE Ted Donaldson D	TULSA (Color) Susan Hayward Robert Preston D—88 min. (927) (Rev. 3/21/49)	TAKE ME OUT TO THE BALL GAME (Color) Frank Sinatra Esther Williams M—93 min. (Rev. 3/8/49)		A CONNECTICUT YANKEE IN KING ARTHUR'S COURT (Color) Bing Crosby Rhonda Fleming CD-107 min. (4814) (Rev. 2/21/48)	PRINCE OF THE PLAINS Monty Hale Shirley Davis		(April Releases) CANADIAN PACIFIC (Color) Randolph Scott Jane Wyatt D—95 min. (908) (Rev. 3/9/49)			MY DREAM IS YOURS (Color) Jack Carson Doris Day C—101 min.
April 17	THE MUTINEERS Jon Hall Adele Jergens D	THE BIG CAT (Color) Lon McCallister Peggy Ann Garner D SCOTT OF THE ANTARCTIC (Color) John Mills D	LITTLE WOMEN June Allyson Margaret O'Brien Janet Leigh D—122 min. (Rev. 2/23/49)				(Reissue) PRIDE OF THE YANKEES Gary Cooper Teresa Wright D—128 min. (914) (Rev. 7/16/42)	IMPULSE Dana Andrews Maureen O'Hara D	THE CROOKED WAY John Payne Ellen Drew D	(April Releases) RED CANYON (Color) Ann Blyth Howard Duff D—82 min. (Rev. 2/2/49)	
April 24	HOME IN SAN ANTONE Roy Acuff O—61 min. DESERT VIGILANTE Charles Starrett O	ROLL, THUNDER, ROLL (Color) Jim Bannon D	THE GREAT SINNER Gregory Peck Ava Gardner D			THE LAST BANDIT (Color) William Elliott O—80 min. (Rev. 3/9/49) SUSANNA PASS Roy Rogers Dale Evans O		I CHEATED THE LAW Tom Conway Steve Brodie D—64 min. (905) (Rev. 1/19/49)		MA AND PA KETTLE Marjorie Main Percy Kilbride C-75 min.	FLAMINGO ROAD Joan Crawford Zachary Scott D
May 1	(May Release) WE WERE STRANGERS John Garfield Jennifer Jones D			(Allied Artists) STAMPEDE Rod Cameron Gale Storm D—78 min.	BRIDE OF VENGEANCE John Lund Paulette Goddard D—(4816)			(May Release) MR. BELVEDERE GOES TO COLLEGE Clifton Webb Shirley Temple DC	OUTPOST IN MOROCCO George Raft Marie Windsor D—92 min.		

SRO

PORTRAIT OF JENNIE
Jennifer Jones
Joseph Cotten
D—94 min.
(Rev. 12/24/48)
(Release: Feb.)

FALLEN IDOL
Ralph Richardson
D
(Release: April)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D
(Release: May)

FILM CLASSICS

STATE DEPT. FILE 649
(Color)
Wm. Lundigan
D—87 min.
(Rev. 2/11/49)
(Release: 2/20)

ALASKA PATROL
Richard Travis
D
(Release: 3/8)

AMAZON QUEST
Tom Neal
D
(Release: 3/15)

DAUGHTER OF WEST
(Color)
Martha Vickers
D
(Release: 4/7)

LOVABLE CHEAT
Chas. Ruggles
D
(Release: 4/15)

SCREEN GUILD

I SHOT JESSE JAMES
Preston Foster
D—81 min.
(Rev. 2/2/49)
(Release: 2/20/49)

SON OF BILLY THE KID
"Lash" LaRue
O
(Release: 3/6)

RAMFIRE
Henry Hull
D
(Release: 3/12)

OOMO
Ronda Randell
D
(Release: 3/19)

SON OF A BAD MAN
"Lash" LaRue
O
(Release: 3/26)

THERE IS NO ESCAPE
Stanley Thurston
D
(Release: 4/2)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Service Data]

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 58 NEW YORK, U.S.A., THURSDAY, MARCH 24, 1949 TEN CENTS

Rank Says U.K. Can Supply Its Quota Need

Sees Anglo-U.S. Meeting Ironing Out Problems

Asserting that he was "quite happy" with the new 40 per cent quota, J. Arthur Rank, on his arrival here yesterday on the S.S. *Queen Elizabeth*, expressed confidence that the British industry can supply the needed product.



J. Arthur Rank

Rank declined to go into details of the agenda of the forthcoming meetings in Washington of the Anglo-American Film Advisory Council, but said that "we will sit around the table and discuss everything connected with

(*Continued on page 4*)

Video Labor War to NLRB

Direct action by the National Labor Relations Board in Washington will be required to prevent the current television jurisdictional bout between the IATSE and the National Association of Broadcast Engineers and Technicians from exploding into a strike which could interrupt or seriously interfere with National Broadcasting and telecasting after April 30, it appeared here yesterday.

Unable to settle their differences

(*Continued on page 5*)

600 Mayors Demand End of 20% US Tax

WASHINGTON, March 23.—As expected, the 1949 annual U. S. Conference of Mayors today unanimously adopted a resolution calling on Congress to repeal the Federal admission tax, "thus leaving this source of revenue to local governments."

The 1949 conference, which drew

(*Continued on page 5*)

Senate Action on British Film Trade Barriers Asked

WASHINGTON, March 23.—Senator William Knowland, California Republican, today called for a thorough investigation of Anglo-American film difficulties and indicated that he is considering offering amendments to the ECA and Reciprocal Trade Agreements Act to insure non-discriminatory treatment of American films by the British.

It was disclosed in London that Foreign Secretary Ernest Bevin will be prepared to discuss Anglo-American film issues on his arrival in the United States next week. Bevin will be in Washington to sign the North Atlantic pact April 4 and will go to New York for the United Nations General Assembly meetings afterward, but will arrange meetings for dis-

(*Continued on page 4*)

Johnston's Booking Plan Hit By Wilson

LONDON, March 23.—A gratuitous but vague threat against the unit film booking plan devised by Eric Johnston, Motion Picture Association of America president, for British theatres, was voiced by Harold Wilson, president of the Board of Trade, at a special luncheon of the Producers' Association here today.

Wilson described the unit booking plan as "a restrictive practice," which could suitably come within the purview of Lord Portal's committee inquiring into film industry operations

(*Continued on page 5*)

Gratis Video Pact Extended by Ascap

American Society of Composers, Authors and Publishers has extended its gratuitous music license to telecasters an additional 30 days, to April 30, with the condition that when an agreement is reached on terms of the first Ascap non-gratis video pact it will be retroactive to Jan. 1, 1949.

Ascap's board of directors author-

(*Continued on page 5*)

Columbia's 26-Week Net Is $148,000

Columbia Pictures yesterday reported a net profit of $171,000 for the 13 weeks ended Dec. 25, 1948, against $355,000 for the corresponding period in 1947, and profit for the 26 weeks ended Dec. 25, 1948, amounted to $148,000, the loss for the 13 weeks ended Sept. 25, 1948, having amounted to $23,000. Columbia had a profit of $725,000 for the same 1947 period.

Most Sections of British Trade Stunned By Quota

60% of RKO Proxies Okay Plan to Date

Sixty per cent of RKO stockholder proxies favoring the plan for reorganizing the company have been filed with the management, it is understood. Opposition is described as being very minor. The proxies are to be voted at the special meeting of stockholders in Dover, Del., on Monday. Approval of the plan requires a two-thirds vote of shareholders, and the company has started a drive to obtain the necessary additional six and two-thirds per cent for approval.

By PETER BURNUP

LONDON, March 23.—Although greeted with relieved hosannas from producers and with smug triumph by the left-wing Technicians union, whose admitted aim is the nationalization of the whole film industry, Harold Wilson's unexpected obstinacy in clinging to a high 40 per cent quota stunned all responsible sections of the industry here.

Their chief regret is that a golden opportunity to achieve better understanding between their own and the American film industry has been frittered away.

Tom O'Brien, head of the National Association of Theatrical and Kine Employes, said of the new quota: "It is a third-rate palliative which

(*Continued on page 4*)

Mullin Backs 20th's Bid for Better Terms

Thinks Other Companies Should Follow Suit

BOSTON, March 23.—Twentieth Century-Fox's campaign to persuade U. S. exhibitors that a "more equitable" share of industry profits should fall to distribution was hailed here today by Martin Mullin, head of New England Theatres Co., with expressions of hope that the other distribution companies will take similar steps.

Mullin delivered his comments in his role as toastmaster of an exhibitor luncheon at the Copley Plaza Hotel,

(*Continued on page 4*)

TOA-SMPE Tieup Pends

Theatre Owners of America's determination to establish itself firmly in television activity was underscored yesterday with the disclosure by TOA executive director Gael Sullivan that the Society of Motion Picture Engineers, which is in close touch with theatre video research, has invited TOA to become an SMPE sustaining member.

The invitation will be taken up at the TOA executive committee meeting to be held at the Hotel Astor here today, and acceptance is virtually certain. Only about 10 individual TOA members now have membership in SMPE.

Theatre television, Sullivan reported yesterday, will be the principal sub-

(*Continued on page 2*)

Heavy Schedule for Colo. Convention

DENVER, March 23.—A large registration is expected at the first convention of the Colorado Association of Theatre Owners when it convenes at the Cosmopolitan Hotel here on April 5-6. With Dave Cockrill, president, in the chair, the meeting will discuss numerous industry problems, and hear from a number of theatre executives, including Ted Gamble and Robert J. O'Donnell. The meeting will end with a dinner-dance on the second night.

(*Continued on page 2*)

Personal Mention

GUS EYSSELL, Radio City Music Hall managing director, will return here from a Florida vacation by April 1.

•

SAM LEFKOWITZ, United Artists Eastern district manager, and ABE DICKSTEIN, New York branch manager, have left here for Buffalo and Gloversville.

•

JACK COHEN, Eastern division manager for National Screen Service, has resigned and, after a vacation, will join World-Wide Poster Co. as general sales manager.

•

MAURICE YATES, RKO Radio set designer, has been awarded first prize in the 1948 Interior Sets Competition held by the American Institute of Decorators.

•

RUSSELL MOSS, executive vice-president of the IATSE Motion Picture Home Office Employes Local No. H-63 here, will return to New York from St. Louis on Monday.

•

WILLIAM MISKELL, Tri-States Theatres manager at Omaha, has left there for Portsmouth, N. H., to attend funeral services for his mother.

•

EMMA ROGERS, assistant manager of Loew's Lincoln Square Theatre here, has been transferred to Loew's Palace, Memphis, in the same capacity.

•

L. J. MCGINLEY, Prestige Pictures' sales manager, will return to New York today from Indianapolis and Cincinnati.

•

BEN GOETZ, head of M-G-M studios at Boreham Woods, Herts, England, is visiting the company's Culver City, Cal., studios.

•

RAY SCHREIBER, of Midwest Theatres, Detroit, will leave there Saturday for Florida to rest after an illness.

•

PAUL BRODER, Realart president, has arrived in New York from Detroit.

•

JOSEPH MOSS, president of Moss Associates, advertising agency, has left here for Chicago.

•

JOHN JOSEPH, assistant to HOWARD DIETZ at M-G-M, will return here today from Cleveland.

•

KEN PRICKETT, Boston field representative for M-G-M, is here from that city.

National Theatre Debate

Terry Ramsaye, editor of *Motion Picture Herald,* will discuss the question, "Congress and a National Theatre" with Robert Breen, secretary of the American National Theatre and Academy, and Vance M. Morton, professor at Brooklyn College, on Station WNYC at nine P.M. on Wednesday, March 30. Ramsaye is said to oppose the plan for a national theatre.

Arkansas ITO Sets Meeting May 18-19

Gael Sullivan, executive director of the Theatre Owners of America, reported here yesterday that the Independent Theatre Owners of Arkansas, a TOA affiliate, will hold its annual convention at the Hotel Marion, Little Rock, on May 18 and 19.

Ted R. Gamble, chairman of the TOA board; Arthur H. Lockwood, president; Herman M. Levy, general counsel, and Sullivan have been invited to attend the meeting. Top executives of distributor company will also be invited.

Colorado Convention

(*Continued from page* 1)

An exceptionally heavy agenda has been set.

Cockrill, Mayor Quigg Newton and Governor Leo Knous will welcome the delegates, to be followed by the following first-day speakers: Morris Lowenstein, Oklahoma; Bob Livingston, Nebraska; Miles Hurley, New Mexico, and Ted Gamble, board chairman of the Theatre Owners of America, and Gael Sullivan, its executive director, both from New York.

Among the first day's subjects will be taxation, legislation, arbitration, public service films, television and consent decrees. Other subjects will include: "What's Ahead for the Exhibitor," "Organize to Survive," "What Is Happening in New Mexico" and "The Need of Organization."

On the second day there will be an election of officers, resolutions outlining the intentions of the organization for the coming year, and appointment of committees to carry out those intentions.

At the banquet that evening, addresses will be given by O'Donnell and Col. Bill McCraw, both speaking as executives of International Variety.

90 More Days for Denver Dissolution

New York Federal Court yesterday granted the application of Loew's and RKO for an additional 90 days in which to dissolve their joint interests in the Orpheum Theatre, Denver. The deadline originally had been set for March 31.

Tent 19 Honors Weems

BALTIMORE, March 23.—Local Tent No. 19, Variety Club, tonight honored its ex-chief barker, Nick Weems, at a testimonial dinner-dance at the Sheraton-Belvedere Hotel. Chairman of the committee in charge was Morris Oletski.

New Narration Process

With a new background process substituting spoken English narration for the earlier visual titles, the French film "Jenny Lamour" will have a second Broadway premiere here tomorrow. The American sponsor is Vog Film.

DuMont Will Open SMPE Convention

Dr. Allen B. DuMont, head of the DuMont Laboratories, will be the principal speaker at a luncheon opening the 65th semi-annual convention of the Society of Motion Picture Engineers at the Hotel Statler, New York, on April 4.

A total of 37 technical papers, in addition to two forums, lectures and social events, are scheduled for the 10 sessions, running through April 8.

Highlights of the opening day include a forum on television and motion pictures, led by authorities on different phases of the growing relationship of these arts, in the afternoon, and a demonstration of the latest equipment for direct projection of theatre-size television images, in the evening. Tuesday morning and afternoon sessions will also be devoted to television, with the evening open.

Symposia on high-speed photography, including a report on a camera employing refocused revolving beams to obtain half-a-million stationary images per second, will occupy Wednesday morning and afternoon sessions, while Wednesday evening will be given over to the social highlight of the convention—the Society's 65th semi-annual banquet.

Thursday morning will be open, the afternoon session will feature an open forum on 16mm. sound recording and reproducing characteristics.

Scheduled for the Friday morning session are papers on camera objectives and lenses and sound recording, including magnetic recording for motion pictures. The agenda for the final session on Friday afternoon includes papers on film processing, theatre sound and projection, and the selection of theatre sites.

Screen Guild Gets New Composers, Inc.

HOLLYWOOD, March 23.—Screen Guild has assumed control of Composers, Inc., recently-formed by Albert and Katherine Glasser, to publish and arrange for the distribution of songs written by classical musicians and presented to the public by way of the screen.

Robert L. Lippert acted for Screen Guild, retaining the directorship of Glasser on a non-exclusive contract basis so that the latter can continue his activities as an independent composer-conductor.

Republic in Mexico Deal

MEXICO CITY, March 23.—Republic now has a place in Mexican exhibition after several years of booking only an occasional picture. The company has contracted with the Cadena de Oro (Golden Chain), one of the largest circuits here, of three first-run theatres, four second-runs and 10 subsequent runs, for the exhibition of its pictures for a solid year, starting soon with "Wake of the Red Witch," Carl Ponedel, Republic manager, announced here. The Golden Chain is owned and operated by the Emilio Azcarraga interests, top figures in Mexican exhibition.

Tonight's the Night

Hollywood, March 23.—The Academy of Motion Picture Arts and Sciences will announce its annual awards for film production and performance achievements tomorrow evening at the Academy's 950-seat theatre here, with Academy president Jean Hersholt presiding. The ceremonies will be broadcast.

TOA-SMPE Tieup

(*Continued from page* 1)

ject of discussion today. Mitchell Wolfson, chairman of TOA's television committee, will report on theatre video prospects, and the meeting is expected to take definite action on a number of proposals contained in the report. Fifteen items, in addition to television, are on the meeting agenda, according to Sullivan who expects the session to run well into tonight.

Si H. Fabian, executive committee chairman, will preside. In addition to Sullivan and Wolfson, the following are expected to attend: Ted R. Gamble, Robert W. Coyne, A. Julian Brylawski, Leonard H. Goldenson, Lewen Pizor, Fred Wehrenberg, Arthur H. Lockwood (TOA president), Martin J. Mullin and other organization executives.

3-Theatre Premiere For 'Ma & Pa Kettle'

KANSAS CITY, Mo., March 23.—World premiere for Universal-International's "Ma and Pa Kettle" will be held at the Tower, Uptown and Fairway theatres here tomorrow with a Hollywood contingent, headed by producer Leonard Goldstein and including Marjorie Main, Percy Kilbride, Meg Randall and Richard Long, on hand to aid the promotion.

With 50 openings scheduled in the territory for the coming week, the group will leave here Friday for Topeka, Wichita and St. Louis, with radio broadcasts, personal appearances and visits to the governor and legislature at Topeka highlighting an intensive campaign.

Tied in with the opening is the World Championship Square Dance contest held here tonight at the Municipal Auditorium arena, with grand prizes awarded by U-I.

Director Cites 'Manon'

The French film industry is making some top productions, Eric Von Stroheim, director and actor, asserted here yesterday on his arrival on the *SS Queen Elizabeth.* He especially cited the new French film, "Manon," to be released in this country through Vog Films. Von Stroheim said, however, that the French industry is hit by the "lack of money and high costs."

Israel Film Premiere

American premiere of "Tomorrow's a Wonderful Day," first feature filmed in Israel, will be held on April 9 at the Stanley Theatre here, according to Jewish Film Distributors.

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SALT LAKE WELCOMES 'RED CANYON' STARS



Salt Lake City Mayor Earl J. Glade greets Hollywood caravan on hand for premiere celebration.



The Deseret News

THE FAMILY NEWSPAPER

Salt Lake City, Utah Wednesday, March 16, 1949

Vol. 226. No. 74. 99th Year

Price: Five Cents

Four Stars and Producer Here For Premiere

By Howard Pearson

Deseret News Motion Picture Editor

SALT LAKE CITY rolled out a red carpet for four of Hollywood's top stars and one of its outstanding producers, who arrived this morning for the world premiere of one of their pictures.

The stars were Ann Blyth, Howard Duff, Edgar Buchanan and Chill Wills. The producer was Leonard Goldstein, and the picture, "Red Canyon," which was made entirely in color in southern Utah and which will have its world premiere at the Utah Theater Thursday at 8 p.m.

Greeting the visitors at the Salt Lake City airport were Mayor J. Bracken Lee and City officials and theater executives of the Union Pacific railroad, where new arrivals were welcomed by Stream-liner Wednesday morning. The swimming star also in-

IT'S 'RED CANYON WEEK'

This is what movie stars ... both motion pictures is important in our future not only economically but for the enrichment ... Cecil B. DeMille ... gives to the ... and the [illegible] ... wonders of Utah, of ... which we are so justly proud. ... Therefore it is fitting ... Universal-Inter... Governor J. Bracken Lee ... Salt Lake City ... Utah ... Utah ... Utah

Senate Action

(*Continued from page* 1)

cussion of film problems during his American visit.

At the same time, Lord Strabolgi, Labor Party leader in the House of Lords, issued a fervent plea here for an amicable settlement of the British-American film dispute. Strabolgi, who claimed he was here on private business but said that he "would be happy to see Mr. Johnston any time," declared that he thought the British quota should be lowered still further.

Lord Strabolgi suggested that one compromise might be to allow American companies to take more money out of Britain or be allowed to invest in other British industries and take out the interest on those investments. He said he did not think that British films had been given a fair showing here, and was disappointed in the grosses of all British films here except "Red Shoes" and "Hamlet."

Protests Raising Barriers

Knowland declared that it was "utterly inconsistent at one time to talk of breaking down barriers and at the same time the British government raises them higher, as was done last year. Then, on the eve of our consideration of ECA legislation, they make this alleged concession of five per cent in a quota which they should not have at all if they are truly interested in the free, unrestricted trade set-up we are seeking."

The British government is giving only lip-service to the theory of reciprocity, Knowland told the Senate. He pointed out that the British film producers have never been able to provide films for more than 20 per cent of the screen time in Britain, and declared that the reduction of the quota from 45 per cent to 40 per cent is "no concession whatsoever."

Demands Thorough Study

"I want to serve notice on the State Department and on the Senate Foreign Relations and Finance committees that I am going to insist on a thorough study of the history of discrimination against our film companies," the California Republican said. He added that he would request the Department to make representations to the British government "to live up to the spirit and the letter of reciprocity legislation.

Lord Strabolgi, who leaves here Saturday, made his observations at a press conference at the Mayflower Hotel. He said he thought that the dispute between the British government and the British motion picture industry, and between the government and the American industry, should never have been allowed to develop. The film industries of the two countries are complementary, he declared, and "there is no reason why we should not reach a settlement."

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Mullin Backs

(*Continued from page* 1)

at which 20th-Fox vice-presidents Al Lichtman and Andy W. Smith, Jr., who are spearheading the profit campaign, were honor guests. According to one authority, some $5,000,000 worth of exhibition business was represented at the affair.

Smith, company distribution chief, told the gathering that 20th-Fox is out to increase its profit by 25 per cent. That increase, he said, is necessary notwithstanding the fact that the company has been able to reduce distribution costs by $2,000,000 since 1947.

Asks Changed Attitude

"Exhibitors," Lichtman admonished in his address, "will have to change their mental attitude that it is their God-given right to show a profit and the devil take the distributor."

Restating before the gathering much of what he told the trade press on Monday before he and Smith set out to "sell" their ideas to the nation's exhibitors personally, Lichtman said even better product will be coming from Hollywood, but meanwhile all branches of the industry must unite against criticism of it, and "horse trading and wrangling" between exhibitor and distributor must stop.

Smith spread before the exhibitor luncheon an array of figures to support the bid for a "fairer" distribution profit. In 1947, he said, the average cost for one picture in the can was $2,330,000, but in 1949 the cost is down to $1,751,000. However, he explained, add to the current cost 70 per cent for distribution and advertising on black-and-white features, and 75 to 80 per cent on Technicolor prints, and distribution's cost burden is exactly where it was in 1947, when distribution and advertising expenses were below what they are now notwithstanding economies which have been adopted meanwhile.

Einfeld, Lockwood Speak

Other speakers at today's luncheon were 20th-Fox advertising-publicity vice-president Charles Einfeld, Theatre Owners of America president Arthur H. Lockwood, Independent Exhibitors of New England president Daniel J. Murphy, American Theatres president Sam Pinanski.

Attending from the 20th-Fox home office were executives Sam Shain, Ray Moon, Morris Caplan and Lem Jones. Representing the company's Boston exchange were Ed Callahan, Jim Connolly, John Felony and Sam Berg.

Lichtman and Smith will be in New Haven tomorrow when they are scheduled to meet local exhibition leaders at a luncheon in the Taft Hotel.

Exhibitors in Attendance

Exhibitors invited to the luncheon meeting follow:

Leslie Bendslev, Philip Bloomberg, Harry Browning, Roy Burroughs, Jean Campopiano, Edward Canter, Edward Cuddy, Albert Clark, Jerry Crowley, John Deery, Richard Dobbyn, Abner Eilenberg, Stanley Eilenberg, Edward Fay, Ray Feeley, Thomas Fermoyle, Seth Field, Hy Fine, Dan Finn, Max Finn, Ted Fleisher, John Ford, Arthur Frank, John Giles, John Glazier, Louis Gordon, Gerry Govan, Irving Green, Mel Green, Bill Henry, Larry Herman, Herbert Higgins, Harry Horgan, Arthur Howard.

Also, Ernest Israel, Bert Jacocks, Sam Kurzon, Newell Kurson, Herb Koppelman, Spero Latchis, Paul Levi, Max Levenson, Arthur Lockwood, James Mahoney, Willard Mathews, Walter Mitchell, William Mulcahy, Martin Mullin, Dan Murphy, Ray Murphy, Charles Morse, John Nolan, Clinton Payne, Samuel Pinanski, Herman Rifkin, Julian Rifkin, George Roberts, Stanley Rothenberg, Henri Schwartzberg, Samuel Seletsky, Harry Smith, Chester Stoddard, Harold Stoneman, William Sullivan, Stanley Sumner, Martin Toohey, Harold Young and Harry Zeitz.

Rank Will Address 'U's' Board Today

Universal's board of directors, of which J. Arthur Rank is a member, will meet here today to elect officers and receive from Rank a first-hand account of film industry conditions in Britain. Rank arrived here yesterday aboard the *S. S. Queen Elizabeth.*

Officers up for re-election today are company president Nate J. Blumberg, board chairman J. Cheever Cowdin (abroad at present), vice-presidents Charles D. Prutzman, John J. O'Connor, Matthew Fox, William A. Scully, Joseph Seidelman and Edward Muhl, treasurer Samuel Machnovitch, and secretary Adolph Schimel.

British Quota

(*Continued from page* 1)

threatens to reduce British film production for all time to a mediocre, second feature industry."

Sir Alexander King, head of the Exhibitors Association, protested that British exhibitors, who had sought a lower quota, had been treated with contempt and that Board of Trade president Wilson's own Films Council, which had recommended a 33⅓ per cent quota, had been ignored by Wilson in his self-sufficiency.

The Exhibitors Association, again producing figures showing recent British film grosses to be generally less than box-office averages, forecast that the industry's present difficulties will become even more pronounced in another six months due to scarcity of production financing and the cumulative losses on films now being offered.

CEA officers roundly assert that disaster will overcome the whole industry before the year's end if present conditions persist.

They again urged large-scale American production here, terming it the only assurance which British exhibitors could have of obtaining a sufficient supply of worthwhile pictures.

"Americans appear to be the only people with experience, money and worldwide distribution facilities remaining to whom we can look for 12 to 15 first-class pictures annually," King said.

The new quota is understood to be due for discussion in the House of Commons next week, at which time Wilson's order undoubtedly will be confirmed.

Wilson is said to be convinced that the financial advances to be made by his $20,000,000 Film Finance Corp. will succeed in stimulating independent production sufficiently to meet the quota. Also, when reports are received from the Portal and Gater committees, now sitting, Wilson will be prepared to take the industry's problems to the Cabinet level, if necessary, there to seek an additional $20,000,000 to add to his Finance company's resources.

'Break-In' Site Changed

The Tower Theatre, Philadelphia, has replaced theatres in Newburgh and Poughkeepsie as a "break-in" house for Paramount stage shows.

Rank Says

(*Continued from page* 1)

the industry." "Through cooperation and good-will, I think we can iron out our problems," he commented.

Asked if he favored enlarging the Anglo-U. S. council to include in its membership exhibitor representatives, he said that very likely it would be discussed at the meetings, "and if there is any advantage, it no doubt will be arranged for labor, exhibition and everyone in the industry to attend."

Rank discounted reports of a postponement of the meetings which are slated for April 21-22. He disclosed that Sir Henry French, second British member of the council, will arrive here April 18, and Sir Alexander Korda, third member, about the same time. Eric Johnston, Nicholas Schenck and Barney Balaban are the American members of the Council.

Schedules 40 Features

Rank revealed that his production schedule calls for 40 features for this quota year ending Oct. 1, and that the number would be slightly under that for the following year.

Questioned why British producers could not meet the 45 per cent quota, Rank countered that "we have met the quota in all our 600 theatres." Pressed for further comment on exhibitor complaints about British product, he remarked that "exhibitors always like the greatest number of pictures possible." He said that in the long run the quota will prove more profitable for the British industry.

Present grosses in England are down 10 to 15 per cent from the 1946 peak year, Rank observed. Contrasting box-office returns of American and British product, Rank said that in the last six months of 1948 his 600 theatres played good, medium and poor British films and their average gross was slightly above the best American films shown.

Sees No Nationalization

Rank asserted that there was no fear of nationalization of the British film industry. He also said that divorcement of exhibition from production "was not even a question" now. Turning to television, he revealed that a government committee shortly will look into theatre television.

Rank said he was satisfied with his distribution here "which is progressing all the time." He said he couldn't establish his own distribution company here because of the "lack of dollars." Asked about the possibility of setting up a distribution organization in the future, he said "that bridge can be crossed when we come to it." Citing distribution progress, he pointed out that in 1945 only five of his films were distributed here, in 1946 it went up to 11, in 1947 it reached 20, and in 1948 it rose to 24.

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Decide Video's Fate In Canada April 7

OTTAWA, March 23.—One of the first tangible moves to be taken by the Canadian government to give a green light to television in the Dominion came today when the government's Canadian Broadcasting Corp. decided to reconsider applications for telecast licenses at a meeting of its board of governors here on April 7-9. Applications were filed last November, but were not acted upon.

Meanwhile, the Canadian Association of Broadcasters has issued a five-point policy statement, calling for an end to Canadian government interference in programming as the price for the association's co-operation with the Canadian Broadcasting Corp. in the development of television in Canada.

The statement gave these conditions: Powers of regulation must be placed in the hands of an independent group; the term for which television licenses are granted must be sufficiently long to allow the operating company time to recoup its initial capital investment; private operators must be free from unfair or subsidized competition; no system of television can render adequate service to the Canadian public unless it is permitted free access to program material from every possible source.

Johnston's Plan

(*Continued from page* 1)

and, more importantly, could be given the attention of the government's newly appointed and widely ranging monopoly commission, which is probing all British industries.

Johnston's booking plan, which requires theatres to take a complete American program in order to prevent quality American films from being booked as supporting features for a British quota film, is generally regarded here as having proved to be a shrewd blow to the efficacy of the high quota, particularly the 25 per cent quota for a supporting program.

Video Cuts CBS '48 Net to $5-Million

Consolidated net income of Columbia Broadcasting for 1948 amounted to $5,041,682, compared with $5,920,104 in 1947. Total fixed assets, less accumulated depreciation reserves, rose from $12,174,657 on Jan. 3, 1948, to $13,490,011 on Jan. 1, 1949. Expenditures for fixed assets in 1948 totaled approximately $2,550,000, including substantial amounts for new television studio construction and associated technical equipment.

Net income from standard broadcasting operations in 1948 was greater than in 1947, but this gain was more than offset by a substantial increase in costs of expanded television activities and by reduced earnings of Columbia Records, Inc., CBS said.

Video 'Freeze' May Come Off in June

WASHINGTON, March 23.—Federal Communications Commission chairman Wayne Coy said here today that any future allocation plan adopted by the Commission would keep the present 12 television channels.

Coy said he thought the revised allocation plan would be completed in May or June, and implied that the lifting of the television "freeze" would be about the same time.

Ascap Video Pact

(*Continued from page* 1)

ized the extension at a meeting here yesterday and this was followed by another session with representatives of the television interests where negotiations on the new contract were continued.

Negotiations have been on for two months and the additional 30 days were needed because "we are dealing with a new industry," according to one of the negotiators here. He explained that there are no precedents for music license arragements in television, thus it is difficult to reach terms which would be agreeable to both sides.

Representatives of Ascap and the telecasters will resume meetings here on Monday.

Video Labor War

(*Continued from page* 1)

between themselves, the rival unions have again laid their cases before NLRB hearing officer Chester Migden here. Migden conducted hearings on the issue almost every day last week, and will resume them this morning when Ferdinand Wankel, NBC's assistant director of television engineering, will take the stand to testify on the various phases of his company's video operations. It is expected that "IA" international president Richard F. Walsh and NABET president John R. McDonnell will be called to testify here, before Migden submits a final report to the board in Washington.

On March 3, Walsh warned that the jurisdictional fight could take a harmful turn for telecasters if it were not settled by April 30, the expiration date of NABET's contracts with the companies.

Demand End of Tax

(*Continued from page* 1)

some 600 mayors and city officials from all over the U. S., ended today.

Another resolution called for the creation of a joint Congressional tax commission to study over-lapping Federal, state and local taxes and to try and allocate revenue sources for each level of government. The commission would consist of Senators, Representatives, officials of the interested Federal agencies, and representatives of state and local government organizations.

Would Replace Excise Taxes With Excess Profits Levy

WASHINGTON, March 23.—Rep. Aime J. Forand, R. I., sponsor of a bill to cut admission and other excise taxes back to pre-war levels, and a top Truman Democrat on the House Ways and Means committee, indicated in a radio address tonight that he would favor excise tax cuts if they were coupled with an excess profits tax to make up the loss in revenue.

Forand attacked the Republican excise tax policy, declaring that the G.O.P. made many promises but never carried through on cutting during its two-year control of the 80th Congress.

Canada on a Tax-cut Rampage; Some Restrictions Lifted

OTTAWA, March 23.—The Canadian Government today announced sweeping reductions in its income taxes for the lower and middle income groups, and the relaxation of import controls on scores of articles including 8 mm. and 16 mm. motion picture equipment.

NEW ORLEANS STATES calls it "Convincing"

For Your Entertainment

SAENGER THEATER—"The Red Pony," a Republic picture, produced and directed by Lewis Milestone, featuring Louis Calhern, Shepperd Strudwick, Peter Miles, Myrna Loy and Robert Mitchum.

A little boy's devotion to his first pony and a sympathetic ranch hand's understanding form the basis for John Steinbeck's story, "The Red Pony." Technicolor filming brings out the beauty of the Western landscape.

The story is a simple portrayal of ranch life in the homesteading days. Peter Miles who plays the part of the boy is a handsome and engaging youngster. A newcomer to the movies, he plays the role in an easy, natural manner.

As the hired man Robert Mitchum turns in a convincing performance. Cast in a sympathetic part, Mitchum is much better than in the roles he usually portrays.

Myrna Loy is entirely capable as the child's mother although the vivacious actress loses some of her charm in the more serious roles.

The story is saved from becoming tedious by Louis Calhern's performance as the Indian fighting grandfather.

The film is one which may be enjoyed by children as well as grownups. —F. J.

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MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 59 NEW YORK, U.S.A., FRIDAY, MARCH 25, 1949 TEN CENTS

20th-Fox Net For 1948 Is $12,500,000

Yield Off $1,503,640 from Company's 1947 Profit

Consolidated earnings of 20th Century-Fox and subsidiaries for the year ended Dec. 25, 1948, was estimated by the company yesterday at $12,500,000.

The 1948 result compares with net earnings for 1947 of $14,003,640.

Gross income from film rentals and National Theatres Corp. and Roxy Theatre, Inc., receipts during 1948 are estimated at $163,400,000, compared with $174,375,241 the preceding year. Consolidated earnings before Federal

(*Continued on page 6*)

Conn. Owners Told Of 20th-Fox Plan

Andy W. Smith, Jr., 20th Century-Fox distribution vice-president, and vice-president Al Lichtman, told an exhibitor meeting in New Haven's Hotel Taft, yesterday, that "they have no objections to flat rentals if the price is right," according to a statement from the home office, which added: Smith and Lichtman "said exhibitors had a tendency to hold down

(*Continued on page 6*)

Mullin Denies He Approved Fox Plan

Martin J. Mullin, president of New England Theatres, Boston, denied to MOTION PICTURE DAILY yesterday that he had approved 20th Century-Fox's current efforts to obtain a "more equitable" share of industry profits for distribution or that he had expressed the hope that other distribution companies would take similar

(*Continued on page 6*)

ITOA Scores 20th On Pricing Plans

The Independent Theatre Owners Association of New York yesterday voted to invite Spyros Skouras, 20th Century-Fox president, and Al Lichtman and A. W. Smith, Jr., vice-presidents, to discuss the company's sales practices at an open forum of the independent exhibitor organization.

(*Continued on page 6*)

Academy Winners

HOLLYWOOD, March 24.—The Academy of Motion Picture Arts and Sciences tonight announced the following winners of its annual awards, for 1948, at ceremonies at the Academy Theatre:

Best motion picture of the year—"Hamlet," J. Arthur Rank-Two Cities, Universal-International.

Best performance by an actor—Laurence Olivier in "Hamlet," J. Arthur Rank-Two Cities, Universal-International.

Best performance by an actress—Jane Wyman in "Johnny Belinda," Warner.

Best performance by an actor in a supporting role—Walter Huston in "Treasure of Sierra Madre," Warner.

Best performance by an actress in a supporting role—Claire Trevor in "Key Largo," Warner.

Best achievement in directing—"Treasure of Sierra Madre," Warner; John Huston.

Best written screen play—"Treasure of Sierra Madre," Warner; John Huston.

Best original motion picture story—"The Search," Praesens Film, M-G-M; Richard Schweizer and David Wechsler.

Best achievement in art direction—Black-and-white: "Hamlet," J. Arthur Rank-Two Cities, Universal-International; Roger K. Furse. Color: "The Red Shoes," J. Arthur Rank-Archers, Eagle-Lion; Hein Heckroth.

Certificates of merit for interior decorators of the productions receiving awards for art direction—Black-and-white: "Hamlet," J. Arthur Rank-Two Cities, Universal-International; Carmen Dillon. Color: "The Red Shoes," J. Arthur Rank-Archers, Eagle-Lion; Arthur Lawson.

Best achievements in cinematography—Black-and-white: 'The Naked City," Mark Hellinger Productions, Universal-International; William Daniels. Color: "Joan of Arc," Sierra Pictures, RKO Radio; Joseph Valentine, Wm. V. Skall and Winton Hoch.

Best achievements in sound recording—"The Snake Pit," 20th Century-Fox.

Best achievements in film editing—"The Naked City," Mark Hellinger Productions, Universal-International; Paul Weatherwax.

Best achievements in special effects—"Portrait of Jennie," Selznick Studio. Special visual effects: Paul Eagler, J. McMillan Johnson, Russell Sherman and Clarence Slifer. Special audible effects: Charles Freeman and James J. Stewart.

Best short subjects—Cartoons: "The Little Orphan," M-G-M; Fred Quimby, Producer. One-Reel: "Symphony of a City," 20th Century-Fox; Edmund Reek, Producer. Two-Reel: "Seal Island," Walt Disney, RKO Radio; Walt Disney, Producer.

Best scoring of a musical picture—"Easter Parade," M-G-M; by Johnny Green and Roger Edens.

Best Music Score of a dramatic or comedy picture—"The Red Shoes," J. Arthur Rank-Archers, Eagle-Lion; by Brian Easdale.

Best original song—"Button and Bows," from "The Paleface," Paramount. Music and lyrics by Jay Livingston and Ray Evans.

Best achievement in costume design—Black-and-white: 'Hamlet," J. Arthur Rank-Two Cities, Universal-International; Roger K. Furse. Color: "Joan of Arc," Sierra Pictures, RKO Radio; Dorothy Jenkins and Karinska.

Distinctive achievement in documentary production—Short subject: "Toward Independence," U. S. Army. Feature: "The Secret Land," U. S. Navy, M-G-M; O. O. Dull, Producer.

The Irving G. Thalberg Memorial Award for the most consistently high quality of production achieved by an individual producer—Jerry Wald.

Special award to Walter Wanger for distinguished service to the industry in adding to its moral stature in the world community by his production of the picture, "Joan of Arc."

Special award to Adolph Zukor for his services to the industry over a period of 40 years.

Special award to Sid Grauman, who raised the standards of motion picture exhibition.

Special award to Ivan Jandl for the outstanding juvenile performance of 1948 in "The Search."

Special award for the best foreign language film released in the U. S. during 1948: "Monsieur Vincente."

Senator Takes Case Against UK to Acheson

Opposition Is Growing Against Film Barriers

WASHINGTON, March 24.—Sentiment is growing in the Senate to put pressure on the State Department to take steps against British restrictions on American films.

Senator William Knowland, California Republican, who yesterday attacked the British quota on the Senate floor, today wrote to Secretary of State Dean Acheson calling on him to reveal what steps, if any, the State Department has taken to break down such restrictive measures by the Brit-

(*Continued on page 4*)

TOA Urges Video Trailer Production

All distributors and National Screen will be urged by Theatre Owners of America to make trailers available for telecasting, Arthur H. Lockwood, TOA president, reported yesterday following the close of the TOA's executive committee meeting in the Hotel Astor here. Describing television trailers as "a very potent advertising device for theatres," Lockwood said the TOA executive group, acting on the

(*Continued on page 7*)

2,218,758 Shares Favor Para. Split

Return of proxies through last Tuesday show that 14,863 Paramount stockholders, representing 2,218,758 shares, have voted in favor of the corporation's plan for reorganization, Barney Balaban, president, told the stockholders yesterday in a letter accompanying 50-cent dividend checks for the first quarter. In opposition to

(*Continued on page 4*)

Blumberg, Other 'U' Officers Reelected

Universal president Nate J. Blumberg, board chairman J. Cheever Cowdin and all other company officers were reelected at a board of directors meeting held here yesterday.

Others elected include vice-presidents Charles D. Prutzman, John J. O'Connor, Matthew Fox, William A.

(*Continued on page 6*)

Personal Mention

NED E. DEPINET, RKO president, is due back in New York today from Texas.

•

SAM WOOD, M-G-M director, has deferred his departure from here to the Coast, and is now scheduled to leave on April 5, with stopovers at Cleveland and Chicago.

•

VAUGHN O'NEILL, former manager of Loew's Ohio, Cleveland, has been appointed manager of the State there, succeeding MAURICE DRUKER, who transferred to Providence.

•

ARTHUR M. LOEW, Loew International president, and MORTON A. SPRING, first vice-president, who are now in Europe, are expected in New York early next month.

•

GEORGE WELTNER, Paramount International president, left here last night for Minneapolis, from where he will leave by plane on a month's tour of the Far East.

•

HAROLD CITRON, Northcoast Theatres general manager, is in San Francisco from Los Angeles.

•

RUDY BERGER, M-G-M Southern sales manager, will leave here today for a vacation at Miami.

•

MARVIN H. SCHENCK, Loew vice-president, and MRS. SCHENCK, will leave here today for the Coast.

•

J. EDMUND GRAINGER, Republic producer, left here last night by plane for the Coast.

•

DAVID IDZAL, manager of the Fox Theatre, Detroit, is in a hospital there for a check-up.

•

ARTHUR C. BROMBERG, head of Monogram Southern exchanges, has returned to Atlanta from Chicago.

•

E. R. HOLTZ, president-treasurer of La Salle Garden Theatre Co., Detroit, will arrive in New York today.

•

Loew Stockholders to Vote on Board Today

Annual Loew stockholders meeting will be held here at the home office today and will vote on increasing the directorate from 10 to 11 members. Nominated for the post of 11th director is F. Joseph Holleran, vice-president of National City Bank of New York.

Nominated for reelection are Leopold Friedman, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel, David Warfield and Henry Rogers Winthrop.

Insider's Outlook

By RED KANN

IT didn't take long for things to start seething. On Monday, Al Lichtman officially got under way at 20th-Fox, held a press interview, outlined explorations looking toward a redivision of the box-office dollar weighted in his direction.

The three ideas already reported were approaches. They were ideas, at most, and not plans. The plan, or plans, will come after discussions, plus persuasions, with lots of exhibitors in lots of cities. But the ITOA of New York yesterday refused to wait. It issued a blistering attack on Fox's sales policies, threw down the gauntlet of an open forum, indicated its confidence in disproving any need for disgorging more of the coveted box-office dollar and, in general, proclaimed that already it had been "robbed."

Of course, this is no more, no less than was to be expected. Anytime price figures in, the disagreement between buyer and seller assumes its traditional armor. Fox will be wanting more for its product, and says so, and exhibitors won't be wanting to pay it, and are beginning to say so.

The position of each protagonist is woefully simple to understand. By its very nature and the history of the business, however, the situation suggests a whale of a lot of trading with, perhaps, no clear-cut victory for either side.

Teeth gnash and tempers fray in this explosive business. But there's a lot of compromise in it, too.

■

FISTS-UP QUOTATION: "Exhibitors," stated Lichtman in Boston, "will have to change their mental attitude that it is their God-given right to show a profit and the devil take the distributor."

■ ■

The five producing-distributing-exhibiting companies have been singularly shy about divulging official information on returns from their theatre operations. It took the highly interesting Paramount proxy statement to turn up data not hitherto exposed to public view. Paramount Pictures, Inc. [which is to say the company operating before the decree was signed] and its consolidated subsidiary corporation grossed the following in theatre admissions and receipts for the fiscal years note:

December 29, 1945..$87,492,600
January 4, 1947....108,172,832
January 3, 1948....108,791,746
October 2, 1948
(9 months) 76,418,589

It takes an avalanche of two-bit and four-bit coins to stack these many millions.

■ ■

Post-decree statements issued variously by Paramount executives are worth noting. Adolph Zukor, for instance: "The new [Paramount Picture] company will be in a position to book films in the theatres most suitable for the exhibition of particular pictures and at the same time sell on the best possible terms. I am sure that our pictures stand to gain by this arrangement. . . ."

Reads like a forthright argument for divorcement from the chairman of the board of a company that resisted ten hotly contested years.

■ ■

QUOTATION OF THE WEEK: "The Paramount decree indicates that the largest firm in the business believes divorcement can work," one top Justice Department official said [in MOTION PICTURE DAILY]. "We will probably call that to the Federal Court's attention as an argument against the arguments of the remaining defendants."

Probably?

■ ■

Joe Skeptic asks:

"If producers can't own theatres, why can exhibitors own a producing company?"

Actually, he's ahead of himself, but he's thinking early of the possibility that Si Fabian, Ted Gamble, et al, may end up owning United Artists.

■

Incidentally, if that deal ever comes off look for Ted to head the works.

■ ■

Life Magazine, notoriously inaccurate in motion picture matters, last week reached a new high in miscues, said:

"'Duel in the Sun' has made $8.5 million."

'Adult' Classification For Three in Canada

TORONTO, March 24.—Three U. S. films have been placed in the adult entertainment category by the Ontario Board of Censors. They are: "This Was a Woman," 20th Century-Fox; "An Act of Murder," Universal-International; and "Flaxy Martin," Warner.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
EL PASO
Color by CINECOLOR
starring
John PAYNE • Gail RUSSELL
Sterling HAYDEN • Geo. "Gabby" HAYES
Dick FORAN
IN PERSON
LOUIS JORDAN
AND HIS TYMPANY FIVE
introducing PAULA WATSON
also PAT HENNING
PEGGY MANN • JOHNNY BARNES
RAY ANTHONY
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

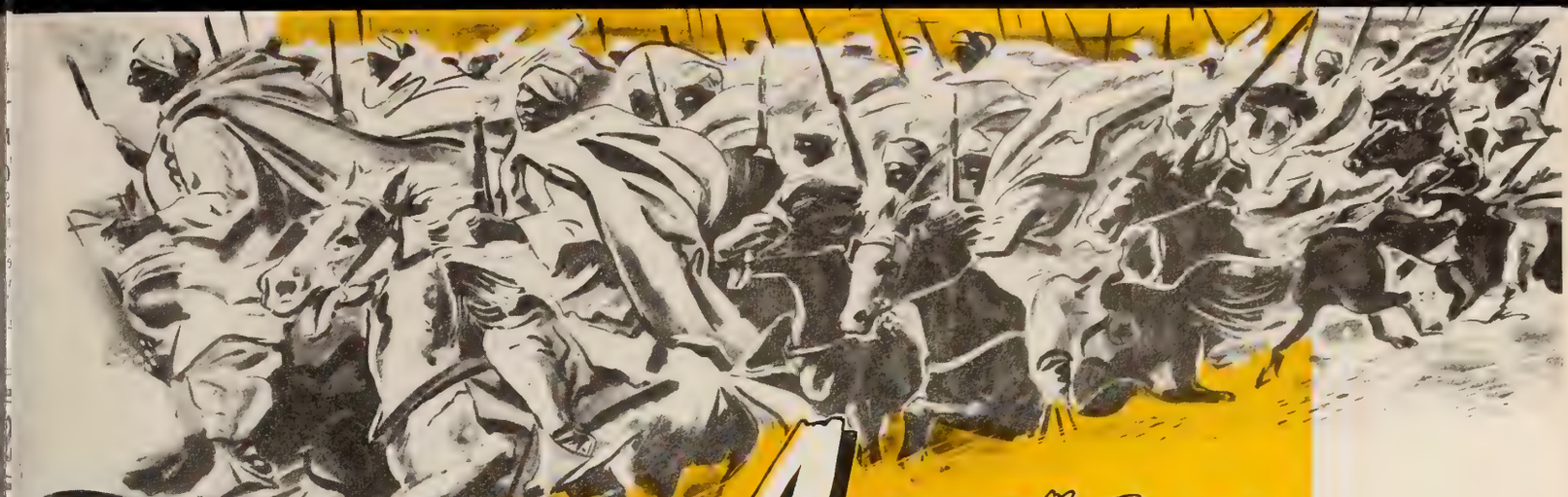
J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY-FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by
RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
20th WEEK! VICTORIA BROADWAY & 46th ST.

Loretta Young • Van Johnson
"MOTHER IS A FRESHMAN"
A 20th Century-Fox Picture
In Technicolor
ON VARIETY STAGE
PHIL BAKER • CAB CALLOWAY
BIG ICE REVUE
ROXY 7th Ave. & 50th St.

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There's ACTION!

at the

CAPITOL THEATRE

NEW YORK CITY

where

OUTPOST IN MOROCCO





"OUTPOST IN MOROCCO"

starring

GEORGE RAFT

with

AKIM TAMIROFF • MARIE WINDSOR

AND A CAST OF THOUSANDS

Executive Producer SAMUEL BISCHOFF • Produced by JOSEPH N. ERMOLIEFF

Directed by ROBERT FLOREY •

IS DOING TREMENDOUS BUSINESS!

for a raft of dough thru UA!

Michigan Allied to Fight Percentages

Detroit, March 24.—Charles Snyder, executive secretary of Michigan Allied, is urging exhibitors to refuse to play percentage pictures, in support of a campaign to eliminate that practice.

"There is enough good product from those companies which agreed to go along that, when the boys who demand percentage come into your office, they should be given the greatest letting alone in history," Snyder states in a bulletin to exhibitors.

Lerner in Charge of Lippert Production

HOLLYWOOD, March 24.—Robert L. Lippert, upon his arrival from Palm Springs today, disclosed that Murray Lerner has been placed in charge of production as a vice-president of Lippert Productions, under Lippert's direct supervision.

Lerner takes over his new duties on the next Lippert production, "Cross Currents," which Seymour Roth will put before the cameras on April 11.

Carbon for Drive-Ins

A new carbon designed for drive-ins is being introduced to the New York area by Sun Distributors, according to Robert A. Newbergh, Sun executive.

UK-US Production Urged by Bernstein

Expressing favor of Anglo-American production, Sidney Bernstein, British producer and exhibitor, asserted here yesterday that it could provide one of the solutions to the many trade problems facing the industries of both countries.

Bernstein, who is president of Transatlantic Pictures, which distributes here through Warner Brothers, and Granada Theatres, a circuit of 50 British theatres, declared that both nations are indivisible from a film point of view. He urged closer production coordination, asserting that "there is enough profit for both industries."

Without going into the new 40 per cent quota extensively, Bernstein ventured the opinion that it was "high" and expressed the hope that U.K. "producers deliver films in sufficiently good quality not to make the public stay away from British pictures."

Bernstein said that grosses in his theatres are up. He said that generally good British films gross better than good American films, observing that films in the country of their origin always earn more money than films of equal merit from a foreign country.

Bernstein has just returned here from the Coast where he and Alfred Hitchcock consulted with Jack L. Warner on final sequences of "Under Capricorn" which were completed on the W. B. Burbank lot. Bernstein shortly will leave for Quebec to film sequences of "I Confess," his next film.



Case Against U.K.

(*Continued from page* 1)

ish government against the American industry."

Knowland also revealed that he had discussed the matter with several other Senators and that a follow-up letter with the signatures of these Senators might go to Acheson very soon. The California Republican also said that he is continuing to try to work out some amendment to either the pending ECA bill or the Reciprocal Trade Agreement Act to prevent British discrimination against American films. He said that this is proving difficult to work out, and it might not be ready by the time these bills come up for voting. In that event, he said, he would try to put such an amendment on to a later bill carrying appropriations for the ECA.

MPAA Officials Pleased

Meanwhile, MPAA officials, openly pleased at the Senate developments, said they knew of no plans for MPAA president Eric Johnston to confer with British Foreign Secretary Bevin when the latter comes here next week, and doubt that Bevin will do much negotiating on films, despite London press dispatches that he would.

Knowland refused to say what Senators he had spoken to on the film matter, but other sources mentioned Senators Smith of New Jersey, Capehart of Indiana, and Brewster of Maine as being among those most likely to sound off on the matter.

Knowland's letter to Acheson said that "at a time when we are being called on to pass a new ECA Act and a new Reciprocal Trade Agreements Bill, both of which are presumed to contribute to the opening up of the channels of trade, it seems to be unwise and inconsistent for the British government to establish or maintain economic 'Iron Curtains' of her own."

Favor Para. Split

(*Continued from page* 1)

the proposed reorganization are 304 stockholders, representing 40,249 shares, Balaban reports.

Thus, proportionately, the required two-thirds affirmative vote is substantially exceeded so far. It is understood that Paramount has a total of slightly more than 6,000,000 shares outstanding.

The proxies for the special meeting of stockholders here on April 12 to ratify the reorganization "are coming in very satisfactorily," Balaban said. He again urged holders to return proxies which are still out.

Paramount's report on 1948 operations will be mailed late next month, Balaban reported.

FC's Salesmen Vote Colosseum Affiliation

MILWAUKEE, March 24.—Film Classics has become the 12th distributing company whose salesmen will bargain collectively under the banner of the Colosseum of Motion Picture Salesmen of America, it was reported here today by David Beznor, Colosseum attorney. Salesmen of the 11 other distributors won last year through the Colosseum their first contracts with the companies, with wage increases and various benefits included.

In a National Labor Relations Board election Film Classics salesmen voted 44 to one in favor of the Colosseum, Beznor said.

SIMPP Meets Today on UK Film Problems

Eastern distribution committee of the Society of Independent Motion Picture Producers, and Ellis G. Arnall, SIMPP president, will meet here today on all ramifications of the Anglo-American film trade relationship with formulation of a plan for new action seen as a possible result of the session.

Participants will include James A. Mulvey, Samuel Goldwyn Productions; Gradwell Sears, United Artists; William Levy, Walt Disney Prod.; Harry Kosiner, Edward Small Prod.; Charles R. Rogers, Realart, and a David O. Selznick representative.

It is understood that the group has in mind to discuss, among other subjects, J. Arthur Rank's visit here and the April 21-22 meeting of the Anglo-American Film Advisory Council; British Foreign Secretary Ernest Bevin's plan to come here next week with some consideration of film trade on his agenda; and Sen. William Knowland's recommendation of an investigation of Britain's trade barriers.

SIMPP is said to regard as especially encouraging Sen. Knowland's remarks on Wednesday in the Senate, where he indicated that he is considering proposal of amendments to the Economic Cooperation Administration and the Reciprocal Trade Agreements Act which would insure non-discriminatory treatment of American films by the British.

Government support of the U. S. industry in international dealings long since has been the aim of SIMPP.

To what extent the society will concern itself with the Film Council conference in Washington probably will be determined at today's meeting.

Telephone Co. Seeks 20 Radio Relay Sites

WASHINGTON, March 24. — The American Telephone and Telegraph Co. has applied for construction permits for 20 experimental microwave radio stations between Pittsburgh and Chicago, the Federal Communications Commission announced.

A. T. and T. stated that the stations would be part of its proposed $12,000,000 radio relay system which would eventually transmit television and other programs from New York to Chicago. The 20 stations applied for are in Pennsylvania, Ohio, Indiana and Illinois.

Al Slep to Republic

Al Slep has joined Republic Pictures here as assistant to publicity manager Evelyn Koleman. Before going to Republic, Slep was associated for 10 years with Eddie Jaffe, specializing in theatrical and radio publicity. He also had been in charge of script writing and publicity for the "Candid Microphone" radio program.

Distributors Organize

MEXICO CITY, March 24.—Independent distributors, mostly those of European pictures, principally Spanish, French and Italian, have organized a mutual aid association with headquarters here.

The Academy Bows To
The "BUTTONS AND BOWS" Boys!

JAY LIVINGSTON and RAY EVANS WIN ACADEMY AWARD

for the best screen song of the year—

"BUTTONS AND BOWS"

as introduced by Bob Hope in

"THE PALEFACE"



Listen now for new LIVINGSTON and EVANS song sensations in

"STREETS OF LAREDO"
Color by TECHNICOLOR
starring
William Holden · William Bendix
Macdonald Carey
Mona Freeman

William Wyler's
"THE HEIRESS"
starring
Olivia deHavilland
Montgomery Clift
Ralph Richardson

Hal Wallis'
"MY FRIEND IRMA"
starring John Lund · Diana Lynn
Marie Wilson · Don De Fore
Dean Martin · Jerry Lewis
and
"BITTER VICTORY"
starring Robert Cummings
Lizabeth Scott and
Diana Lynn

Damon Runyon's
"SORROWFUL JONES"
starring
Bob Hope · Lucille Ball
And introducing
Mary Jane Saunders

—all box-office pictures to sing about in

Paramount's

GOLD RUSH OF '49

No Film Theatres in 10 Years: Fleischer

Detroit, March 24.—"The revolution in motion pictures is on now," says Max Fleischer of New York, pioneer cartoon producer, now visiting here.

"The future of motion pictures is in television," he said, predicting that in "10 or 15 years there will be video theatres instead of movie houses. If they don't realize this in Hollywood, it's because they would rather not."

Taxes Reflect Better Box-Office Business

WASHINGTON, March 23.—The year got off to a good start at the box-office, according to tax collection figures released here today by the U. S. Bureau of Internal Revenue.

General admission tax collections in February, reflecting January business, totaled $26,907,384, compared with $25,410,738 in February, 1948. Moreover, February collections this year were up over January, whereas in past years collections dropped sharply from January to February. The January, 1949, collections, reflecting December, 1948 business, amounted to $25,766,798.

Allied of Iowa and Neb'ka Meets May 4

Des Moines, March 24.—The annual convention of Allied Independent Theatre Owners of Iowa and Nebraska will be held at the Savery Hotel in this city on May 4 and 5. A. C. Myrick, president, is now working on an agenda with convention committees.

'U' Officers

(*Continued from page* 1)

Scully, Joseph H. Seidelman and Edward Muhl; treasurer Samuel Machnovitch; secretary Adolph Schimel; controller and assistant treasurer Eugene F. Walsh; assistant treasurer and assistant secretary Margaret Sullivan; assistant secretaries Morris Davis, Percy Guth and Anthony Petti, and assistant treasurer George Douglas.

The board also reelected the company's executive committee, including Blumberg, Cowdin, Prutzman, Paul G. Brown, Preston Davie, Budd Rogers and Daniel M. Sheaffer.

British film industry leader J. Arthur Rank, who is visiting the U. S., attended the meeting of the board, of which he is a member, and presented some views on the British situation, it was understood.

Rank and Universal Must Produce Books

The American and British J. Arthur Rank organizations, Universal-International, United World Films and General Film Distributors, Ltd., all defendants in U. S. District Court here in the $1,000,000 breach-of-contract action filed by Empire-Universal Films of Canada, and United World Pictures of Canada, have been ordered by Federal Judge Edward A. Conger to produce all of their records and documents for inspection by the plaintiffs before the suit is tried on June 6.

The suit, instituted here, alleges that the defendants failed to fulfill a nine-year distribution contract involving the release in Canada of Rank product which is released in the U. S.

20th - Fox Plan

(*Continued from page* 1)

receipts to distributors by buying on flat rentals." At the roundtable conference Smith and Lichtman outlined the new 20th-Fox plan to increase the company's profit by 25 per cent, and said the home office statement exhibitors at the meeting "showed sympathetic recognition of the problem and felt all exhibitors around the country should get together on it."

Smith and Lichtman were said to have urged an industry public relations program on a local level. They explained to the New Haven exhibitors that they will continue their talks to theatre operators around the country, "and believe an understanding between 20th-Fox and exhibitors will result," the company said.

Sam Shain, Lem Jones and Ray Moon of the 20th-Fox home office accompanied Smith and Lichtman to New Haven. Similar meetings are scheduled next week in Philadelphia and Washington.

Exhibitors invited to the meeting included I. J. Hoffman, Max Hoffman, Larry Germaine, Harry F. Shaw, Dr. J. B. Fishman, Maurice J. Bailey, George Wilkinson, Jr., Albert Pickus, Samuel Weiss, Morton Katz, Ralph Pasho, Philip Sherman.

Mullin Denies

(*Continued from page* 1)

steps. The statements which Mullin denies were contained in a story transmitted to the 20th-Fox home office publicity department from Boston on Wednesday and distributed by the company in New York.

Mullin said that he had been asked to introduce 20th-Fox executives at a luncheon given by the company for Boston area exhibitors and had no previous knowledge of what they would say. He denied that he had commented in any way on the company's program other than to endorse the practice of distribution executives discussing mutual problems with exhibitors.

MOTION PICTURE DAILY published the 20th-Fox story yesterday. Its part in incorrectly representing Mullin's position is regretted.

Two Join New Video Firm

William J. Thomas, former radio publicist with the Young and Rubicam agency and National Broadcasting, and Richard Dana, United Nations radio writer and director, have become associated with Hendrick Booraem in Holland Productions, a new firm for packaging radio and television shows.

20th-Fox Net

(*Continued from page* 1)

taxes and minority interests for 194 are estimated at $21,600,000, compare with $25,010,308 the previous yea Provision for Federal taxes was $7, 800,000 last year and $9,100,000 i 1947.

The 1948 estimated earnings ar equivalent, after deducting dividend on prior and convertible preferre stock, to approximately $4.29 pe share on the 2,769,107 shares of com mon outstanding, compared with $4.8 per share in 1947.

ITOA Scores 20th

(*Continued from page* 1)

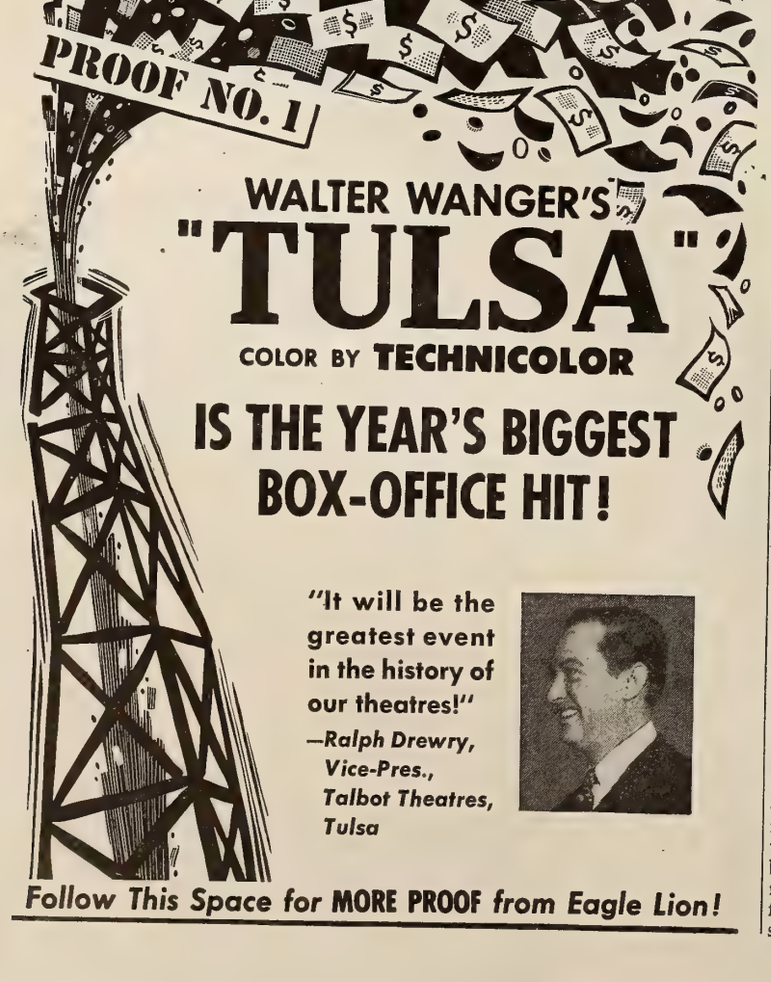
The ITOA meeting simultaneously adopted a resolution condemning what it described as "the unconscionable, arbitrary and unfair pricing of film" by 20th-Fox and challenged the company executives to prove at the open forum that its film pricing policy "is necessary to prevent the producing and distributing of 20th Century-Fox from taking a loss."

Commenting on the resolution and 20th-Fox's current efforts to obtain increased distribution revenue, Harry Brandt, ITOA president, said: "This is a rule or ruin policy which Lichtman is trying to enforce with brass knuckles. If we eliminate horse-trading there will be no bargaining in the motion picture industry. There will only be a dictatorship. This action will serve to destroy all the good will that Spyros Skouras has endeavored to build up. Lichtman sold Skouras a bill of goods here but he will never be able to sell it to the grass roots of exhibition."

Some Films Hit by Pope, U. S. Praised

Films which "offend modesty and violate moral law" were severely criticized by Pope Pius Wednesday, according to reports reaching here. Speaking at his annual audience with the pastors and Lenten preachers of Rome, he said that even in films considered morally without reproach, "men live and die as though there were no God, nor redemption, nor Church. When one thinks of the nauseating crudeness and immodesty shown in newspapers, in magazines, or on the screen in theatres, and the inconceivable aberration of parents who go with their children to amuse themselves with such horrors, one blushes with shame," the Pontiff said.

His Holiness indicated, however, that his censure did not apply to the film industry in the United States where "Catholics are working methodically and successfully to bring about a moral and dignified type of film."





Review

"Outpost in Morocco"

(*Moroccan Pictures-U.A.*)

ALL of the color, intrigue and adventure popularly associated with North Africa and the French Foreign Legion runs through this Moroccan Pictures production. An added element of authenticity is provided by the fact that much of the picture was filmed in Morocco with the aid of hundreds of Spahis, the famed native cavalry. Though it has as its basis only a routine story, there are moments of suspense and an abundance of drama and action.

George Raft heads the cast as a Legionnaire captain who is assigned to head a convoy into sinister Arab country threatened with a revolution. He falls in love with Marie Windsor, daughter of a wealthy native chief who is inciting civil war. Raft uncovers the enemy's plan but during his absence the Legion outpost is destroyed. He returns with reinforcements, holds the garrison against drought and native attack but winds up facing the future alone since Miss Windsor is killed in an attempt to stave off the attack by her tribesmen.

Under the directorial guidance of Robert Florey, "Outpost in Morocco" is well-knit. Florey has employed the native cast with vigor and imagination and has captured their wild dash across the plain with excellent treatment. Akim Tamiroff, as the second in command at the Legion outpost, heads the supporting cast and gives a performance combining humor, tragedy and simplicity. The picture's one major drawback is some dialogue which may be construed by some audiences as suggestive. Joseph H. Ermolieff produced and also wrote the original story upon which the screenplay by Charles Grayson and Paul De Sainte-Colombe was based. Samuel Bischoff was executive producer.

TOA Meeting

(*Continued from page* 1)

recommendation of the Mitchell Wolfson television committee, favors trailers whose running times are 30 seconds, a minute-and-a-half and four-and-a-half minutes.

Special trailers for television already have been made available by Paramount, 20th-Fox, United Artists, Monogram and Republic, according to Wolfson. Additionally, he said, "practically every video station already has used them."

The possibility of TOA's making a "thorough investigation of wide-screen television" with a view toward effecting installations in member theatres, also was discussed by the organization's executives yesterday. Lockwood said plans are in work for TOA to employ a video engineer to handle this task and submit a report on the cost of installations, etc. Before TOA moves to accept the invitation of the Society of Motion Picture Engineers to join the latter organization on a sustaining membership basis, the exhibitor organization will have to discuss "terms" with SMPE, Lockwood said. SMPE is in close touch with theatre video research.

Has Price Plan

TOA has formulated a plan for pricing of the industry's public relations short subject series, and that long-time subject of dispute again will be taken up with the distributors' committee, headed by RKO Radio's Robert Mochrie, probably early next week by a TOA committee consisting of Gael Sullivan, Ted R. Gamble and Robert W. Coyne, it was reported by Lockwood.

In "two or three weeks," the TOA head said, the organization will begin issuing to members a weekly bulletin which will report the box-office performance, percentage-wise, of features in current release.

The distribution committee which has had two conferences with TOA regarding the latter's complaints of "widespread" admitting of civilians to Armed Forces camp theatres, is preparing a report for TOA, Lockwood said. He stated that as a result of the "pressure which TOA brought to bear" no complaints of that nature have been received from theatres in the past month.

Executive director Sullivan and Coyne were named at the executive committee meeting to confer with telephone company officials to get their views on the phone-vision system of television.

TOA general counsel Herman Levy reported that the "idea" of an industry-wide meeting to discuss a plan of arbitration "is not dead," despite the Department of Justice's turning "thumbs down" on the recent suggestion to that effect which was offered by Levy.

Si H. Fabian, executive committee chairman, presided at yesterday's meeting. In addition to those already named, the following attended: Leonard H. Goldenson, A. Julian Brylawski, Walter Reade, Jr.

State Building Code In Effect on May 1

ALBANY, March 24.—The new 56-page state standard building code for places of public assembly, approved by the State Board of Standards and Appeals will take effect on May 1. It replaces the code in effect since 1922 and affects all theatres and places of public assembly upstate; New York City has its own code.

The code is described as modernizing the one in existence 27 years, offering greater protection to the public but without setting up requirements too onerous for owners and operators of place of public assembly. It covers every phase of theatre construction. It divides film theatres into two classes; major, having a stage and those with a capacity exceeding 600, and minor, for all others.

Special sections cover drive-ins, requirements for which were modified following protests by Fabian-Hellman and other open-air operators. Summer theatres—those not in operation more than 12 weeks are also included, as are circuses.

The code has been in preparation four years.

O'Connor to WOR-TV

Robert J. O'Connor, formerly a writer and editor on the staff of WOR's newsroom here, has been named director of sports for station WOR-TV, scheduled to go on the air this summer on New York's Channel No. 9.

SAN FRANCISCO CALL-BULLETIN calls it "Vastly entertaining"

'Red Pony' A Family Life Study

By FRED JOHNSON

GIVEN A dog or a pony on the screen, you also espy the boy who gets same and loses ditto, or otherwise does his juvenile best to break your heart.

There's enough of that in "The Red Pony," John Steinbeck's story of ranch life in the Salinas Valley, which had its world premiere yesterday at the Fox. But there's also refreshment in its study of the domestic relations bound up with and influenced by a boy and his tiny horse.

In similar screen affairs the adults usually are bystanders whose lives move placidly on and all that matters is the adolescent's outcome after heart-trying experiences.

Mission to Fulfill

But boy and pet have much to do in reshaping a family's way of getting on in "The Red Pony." They were needed in the farm circle of the Tiflins, whose head was a former schoolteacher who remained a stranger to both family and neighbors. His son Tom had his gift of a pony, but looked to the sympathetic farm hand for companionship and guidance.

A boresome father in law, with his repetitious tales of the Old West, was resented only by the maladjusted pedagogue, whose patient wife advised a visit to his San Jose kin, without suggesting it might be a cure for his discontent. This it proved to be after he'd also felt loneliness during his visit and returned to find the cure within himself.

Child Shall Lead

It wouldn't seem a boy and his pony has much to do with all this. But loss of the animal does figure in it, with a conflict between Tom and the farmhand which also has to be resolved, along with an easier life emerging for the gabby grandfather as well.

Myrna Loy, oddly cast as the drudging wife and mother, acquits herself graciously and without benefit of smart answers and Robert Mitchum is the personification of a kindly farm worker. Shepperd Strudwick, currently the Father Matthieu in "Joan of Arc," turns in a thoughtful study of the confused father; Louis Calhern is delightful as a Buffalo type of grandfather, and 10 year old Peter Miles is lovably unaffected as the boy.

The Republic picture, in pleasing technicolor, is sensitively produced and directed by Lewis Milestone from Steinbeck's own adaptation and with splendid photography by Tony Gaudio.

With no concessions to youthful romance or other Hollywood glossing, "The Red Pony" is an exceptional and vastly entertaining film for all ages.

Reprinted from The San Francisco Call-Bulletin

CHARLES K. FELDMAN presents

MYRNA LOY · ROBERT MITCHUM

in JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with LOUIS CALHERN and SHEPPERD STRUDWICK

and introducing PETER MILES as TOM and MARGARET HAMILTON

Screen Play by JOHN STEINBECK • Music by AARON COPLAND

Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION

COLOR BY TECHNICOLOR


MOTHER
is a freshman
COLOR BY TECHNICOLOR
TOPS
oh! what a gal
SHE'S GIVING EVERYON
THE BUSINESS – NORTH
SOUTH – EAST and WES
IT'S "A LETTER TO THRI
WIVES" • "SITTING PRETT
and "WHEN MY BABY SMIL
TECHNICO
ALL ROLLED INTO ONE
a showman's best
friend is "MOTHER!
THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 60 NEW YORK, U.S.A., MONDAY, MARCH 28, 1949 TEN CENTS

Ticket Prices At All-time High, Says US

Children's Prices Up After Falling Steadily

WASHINGTON, March 27.—Admission prices for both adults and children in large cities rose sharply during the last three months of 1948, and were at record highs at the year's end, according to figures released here today by the Bureau of Labor statistics.

Adult admission prices rose about 2½ per cent during the last quarter, and children's admission prices about 3½ per cent.

The bureau's figures are collected quarterly in 18 large cities and then adjusted to represent the average price trends in the 34 large cities in which the Bureau collects retail price data.

The Bureau's adult admission price index, which at the end of September was 67.1 per cent above the 1935-39

(*Continued on page* 4)

More Cities Set for 20th's Rental Drive

The 20th Century-Fox drive to increase its film rentals by 25 per cent, which last week started in Boston and New Haven, will be extended today to the Hotel Warfield, Philadelphia, where 20th-Fox vice-president Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld, will explain the plan to a group of exhibitors. The fourth meeting will be held on Thursday in New York, instead of in Washington, as originally announced.

The three company executives will leave New York on Friday for the Coast, where, after an inspection of new product at the studio, they will extend the drive to Los Angeles, San Francisco and other Western cities.

N. J. Allied to Assay 20th Price Bid Today

Twentieth Century-Fox's newly-instituted campaign to persuade U. S. exhibitors that the company must have a 25 per cent increase in film rentals will be the main topic of discussion at a meeting here today of executives and directors of Allied Theatre Owners of New Jersey. Organization president Edward Lachman indicated at the weekend the New Jersey Allied may issue immediately following

(*Continued on page* 5)

Nassers Setting UA Deal to Release 25 in Five Years

James and George Nasser, independent producers, are understood to have completed negotiations with United Artists for the release of 25 films during the next five years.

At present, UA is well equipped with films on hand and due from producers shortly, thus lessening chances of a sale of the company by co-owners Mary Pickford and Charles Chaplin.

The Nassers were represented in the negotiations here by Sam Wiesenthal who has been examining UA's position also with the possibility of later negotiations for purchase of UA control by the Nassers.

RKOReorganization Plan Seen Approved

Better than the required two-thirds —70 per cent—of RKO stockholder proxy approvals of the company's proposed reorganization under its consent decree with the Department of Justice are understood to have been filed with the management by the weekend. The plan of reorganization will be voted on by stockholders today at a meeting in Dover, Del.

Under the plan, a maximum cash

(*Continued on page* 5)

New MPAA Meeting Date Is April 5

Because several directors of the Motion Picture Association of America are absent from New York, the annual MPAA meeting scheduled to be held here today has been postponed to April 5, an MPAA spokesman disclosed at the weekend.

Additional Support For Quota Attack

WASHINGTON, March 27.—Senator William F. Knowland, California Republican, who has been leading the Congressional attack on the British film quota, said he is lining up additional senators to support amendments which he plans to offer to several bills to hit back at "British discrimination against American films."

Knowland, who on Thursday asked the State Department for information on any steps taken so far against the British quota, again indicated another follow-up letter might come soon.

From Hollywood, a telegram from the AFL Film Council endorsed Knowland's stand and said that "this rank discrimination has thrown thousands out of work in this country." The Council will send Roy Brewer and Kenneth Thomson to Washington to represent labor's views, the telegram said.

Loew Quarter Earnings Up To $3-Million

20% Gain; All Officers And Directors Reelected

Loew's Inc., will earn about $3,084,000 after all taxes in the second quarter of the current fiscal year, as against $2,500,000 for the corresponding period of last year, Robert J. Rubin, vice-president and general counsel, estimated at the corporation's annual stockholders meeting at the home office on Friday.

Rubin spoke in terms of per-share earnings, reporting that he anticipated earnings of 60 cents per share for the second quarter of the current year versus 49 cents per share for the same period a year ago. As of Feb. 14, 1949, Loew's had 5,142,650 shares of common stock issued and outstanding.

The stockholders reelected all directors of the corporation and added an 11th member to the board, nominee F. Joseph Holleran, who is a vice-

(*Continued on page* 4)

No Video for Loew's Until Profit Is Seen

"While watching and studying developments in television," Loew's has no intention of entering the field until there is some prospect of a return on investment, J. Robert Rubin, vice-president and general counsel, told stockholders at their annual meeting here on Friday.

Upon a suggestion that the company produce subjects for video, Rubin said Loew's would do nothing to discourage theatre-going by way of "encouraging people to stay at home. At the present moment we don't want to destroy our theatres," he added.

Rubin pointed out that at present all television stations are operating at a loss.

Youngman Absorbs Duties of Nolan

HOLLYWOOD, March 27.—Gordon E. Youngman, RKO vice-president and counsel, will succeed Joseph Nolan as vice president in charge of studio commitments and contracts on the latter's retirement on April 2 at the expiration of Nolan's contract.

Nolan, with RKO since 1920 and a studio executive since 1934, plans a world tour before considering future business activity. Youngman has been

(*Continued on page* 5)

Hoover Commission Hits Overlapping Taxation

View Malco Houses For Decree Split

MEMPHIS, March 27.—Paramount theatre executives at the weekend inspected Mid-South theatre properties owned jointly by Paramount and Malco Theatres, preparatory to dissolution of Paramount's theatre holdings as required by its U. S. Supreme Court divorce decree.

M. A. Lightman, Sr., head of Malco Theatres, said M. A. Lightman, Jr., showed Robert M. Weitman, vice-president of Paramount Theatres, and Hal Pereira and Sid Markley, also of Paramount, jointly-owned theatres in Jonesboro, Camden, Ft. Smith, Hot Springs and Fayetteville, Ark.

He said that under the Supreme Court decree, Paramount may retain

(*Continued on page* 5)

WASHINGTON, March 27. — The Hoover Commission today added its powerful voice to the numerous demands for eliminating overlapping Federal, state and local taxes and for giving local government more adequate revenue sources.

In a report to Congress today, the Commission on Reorganization of the Executive Branch of the Government, headed by former President Herbert Hoover, said that it recommended that "our tax systems—national, state and local—be generally revised and that, in this revision, every possible effort be made to leave to the localities and the states adequate resources from which to raise revenue to meet the duties and responsibilities of local and state governments."

While the Commission itself did not specifically mention the admission tax as one of the levies that the Federal government should turn over to

(*Continued on page* 5)

Personal Mention

DAVID O. SELZNICK arrived in New York over the weekend from Miami.

•

EUGEN SHARIN, president of Ambassador Films, was honored at the weekend by a reception given by the management and members of the Vienna Philharmonic Orchestra, held at International House in Vienna.

•

PAUL LAZARUS, SR., United Artists home office sales contract manager, ill at St. Joseph's Hospital, Kansas City, is showing marked improvement and is expected to return to New York within a few weeks for further recuperation.

•

LOUIS B. MAYER, M-G-M production head, returned to the Coast over the weekend following a visit to Boston, Miami, Washington and New York.

•

ARTHUR KELLY, United Artists executive vice-president, returned to New York from the Coast over the weekend.

•

ABRAM MYERS, Allied States Association general counsel, has returned to Washington from a Florida vacation.

•

LEON M. BAMBERGER, RKO Radio sales promotion manager, will be back at his desk this morning following a three-weeks' absence for an operation.

•

ANN RUBIN, secretary to ALAN JACKSON, Paramount Eastern story editor, will be married on April 3 to ALBERT GOLUB.

SIMPP Holds Back On U.K. Opposition

A meeting of the Eastern distribution committee of the Society of Independent Motion Picture Producers on Friday concerned itself extensively with the various ramifications of film trade problems with England but put off consideration of action to a later date. Reportedly, the group, which met with SIMPP president Ellis G. Arnall, limited the conference to discussions of the nature of British trade barriers, rather than how they should be dealt with, and adopted a "wait-and-see" attitude concerning visits here by J. Arthur Rank, other British producers and British Foreign Secretary Ernest Bevin.

Wilbert Quits Post With Roxy Here

Christy Wilbert, director of advertising-publicity of the New York Roxy Theatre, announced here on Friday that he has resigned, effective April 8. Wilbert assumed the Roxy post about three weeks ago, prior to which he was 20th Century-Fox advertising manager here. Wilbert had been with 20th-Fox for 12 years. Wilbert's future plans have not been set.

The Roxy is expected to name a successor shortly.

Tradewise . . .

By SHERWIN KANE

J. ARTHUR RANK, appearing on these shores last Wednesday simultaneously with publication of the news of the British Board of Trade's decision to establish a 40 per cent film quota for the year beginning next October 1, observed, that, "Through cooperation and good will, I think we can iron out our problems."

Rank had reference to the first meeting of the Anglo-American Advisory Film Council, which is scheduled to be held in Washington next month. He added he was "quite happy" about the new quota.

Rank, as president of the British Film Producers Association, did as much as one man reasonably could to forestall an exercise of cooperation and demonstration of goodwill by the British Board of Trade in the setting of the new quota. The BFPA was foremost in demanding continuance of a high quota and its influence undoubtedly had much to do with the fact that a government council's recommendation of a lower quota was ignored and that a demonstrably unworkable quota was adopted instead.

Anglo-American industry relations are much in need of the "cooperation and good will" Rank speaks of but it would seem the latest affront, for the unfulfillable quota can be regarded as little else, may be accepted as another notice served upon the American industry that it need not look to London for first manifestations of cooperation and goodwill.

•

The troubles confronting the Anglo-American film industries have their roots in the contrasting status of the two industries. The British industry is a ward of its Socialist government. The American industry is a stalwart unit of the free enterprise system that is the essence of America.

The problems of Rank and his BFPA are simply those of a manufacturer and distributor seeking expanded markets, preferably the lucrative American market, albeit with the protection and collaboration of their government. The problems of the American industry, insofar as the British market is concerned, have nothing to do with the merits of its product or its ability to compete with British pictures at home or abroad.

The problem is that of a free enterprise endeavoring to do business within the strait-jacket of the trade barriers and restrictions imposed upon it by the British government while it doles out subsidies to the home industry.

Neither Rank nor the BFPA, even if they were so minded, could deal with those problems. Nor can the American industry deal with them directly, for they are problems on the government level and they must there be dealt with if they are solved.

•

The trying barriers, the severe restrictions imposed upon the American film industry by the British government arose from Britain's need to conserve dollars and its understandable desire to build up the home film industry. That was in the beginning and it was understood here.

But does a demonstrably unworkable quota conserve dollars for Britain or do anything but further vitiate a dependent British film industry?

Does subsidization of producers by the British government conserve dollars or create film production know-how where it did not exist before?

Practical people are fully aware that there is little hope that those production subsidies will return sterling, not to mention dollars. And in the face of all the economic assistance being given Britain by the United States, who can say that those subsidies, dedicated to the hope of unseating the American motion picture from its preeminent place in world markets, are not made possible by the dollars of the American taxpayer, prominently among them the companies and individuals who make up the American film industry?

Now comes Harold Wilson of the British Board of Trade to threaten Eric Johnston's unit booking plan, adopted by American distributors in Britain. Apparently there is no area of interest too minor for the attention of the British government in Anglo-American film relations if, as now appears, it is to concern itself with film booking.

Is it not time the British government was asked whether it is more concerned with conserving dollars or with crippling the Hollywood motion picture?

The question should be asked by Washington, not the industry.

Newsreel Parade

THE arrival of Winston Churchill and J. Arthur Rank are current newsreel headlines. Other items include riots in London and sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 25—President Truman talks on housing and rent control. Communists here for International Peace Conference. Professor Counts warns of Red implications. News flashes: Winston Churchill arrives; Polish seamen jump ship; London Fascists riot. Variety Boys Club dedicated in Los Angeles. Greeks to celebrate independence in U. S.

NEWS OF THE DAY, No. 259—Reds invade U. S. to aid culture. Churchill here—thanks U. S. aid for Europe. Bastogne heroes report to M-G-M for battle epic. Greek soldiers entertain "GI's." Mosley followers in London riot. China rebuilds Army as Reds stall on peace. Turf thriller.

PARAMOUNT NEWS, No. 62—West Berlin outlaws Red currency. Report on China's last bastion. Easter fashions. Welcome Churchill. When in Greece, Yankee sees, Yankee does.

UNIVERSAL NEWSREEL, No. 233—Communists and Fascists stage riot in London. Red group here under storm of criticism. Chinese troops train. Winston Churchill and J. Arthur Rank arrive here. Greek soldiers dance. Horse show. Bike race.

WARNER PATHE NEWS, No. 64—Winston Churchill arrives in U. S. Reds here for conference. Arrivals: French army chief of staff; Lord Mayor of Berlin; Greek King's honor guard. Allies ban Soviet money in Berlin. Canada trains paratroops for action. Evening gowns from France. Racing. Basketball.

Jack Warner Heads Coast Charity Drive

HOLLYWOOD, March 27.—Jack L. Warner has been named president of the Los Angeles 1949 United Jewish Welfare Fund Campaign.

Long active in civic and welfare activities, Warner takes active charge of the drive which this year has a quota of $11,000,000 for the relief of displaced persons, for aid to the new Jewish State of Israel and for support of Los Angeles hospital and welfare institutions.

The Warner production head accepted the campaign post at the invitation of former New York Governor Herbert H. Lehman.

Velde Will Handle MP Sales Accessories

Don Velde, formerly with Paramount and National Screen, has set up his own organization, Donald L. Velde Enterprises, here, to specialize in motion picture theatre advertising and accessories.

Velde has concluded arrangements with Neil Agnew and Charles L. Casanave to supervise the preparation and manufacture of accessories on all pictures distributed by their Motion Picture Sales Corp.

RKO Buys Trucolor Film

HOLLYWOOD, March 27.—RKO has confirmed the purchase of "Montana Belle" from Howard Welsch and Fidelity Pictures. Starring Jane Russell and George Brent, directed by Allan Dwan, the film is in Trucolor, marking the first time the process will be used on a picture distributed by a company other than Republic, which owns the process.

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Universal-International
extends its congratulations to the
J. Arthur Rank Organization
for the
Acadamy Awards won by

"HAMLET"

as the

Best Picture of the Year

and

Laurence Olivier

as the

Best Actor of the Year

and for the Awards

to CARMEN DILLON
for the Best Set Decoration;

to ROGER K. FURSE
for the Best Art Direction,
and the Best Costume Design.

"HAMLET" is a Universal-International Release

Preview Groups Cite 32 'Films of Merit'

Marking the first 25 years of their existence, motion picture preview groups of 16 national organizations, representing a combined membership of over 20,000,000 women in the United States, announced at the weekend a list of 32 features which they rated as possessing "exceptional merit." These features, which were released to U. S. theatres during the past 14 months, include foreign as well as domestic product.

Of over 300 features previewed, 71 per cent were recommended for family patronage and 29 per cent exclusively for adults.

"There is today no reason for any mother in the U. S. not knowing the preview classification of the picture playing at her neighborhood theatre when she wants to take Junior to the movies," reported Arthur DeBra, director of the community relations department of the Motion Picture Association of America.

He explained that through the offices of the Motion Picture Association in Hollywood and New York motion pictures are made available for previewing by approximately 400 motion picture analysts representing each of 16 national women's organizations.

The 32 pictures selected are: "Easter Parade," "The Lost One," "Melody Time," "The Iron Curtain," "Homecoming," "The Search," "I Remember Mama," "My Wild Irish Rose," "Cass Timberlane," "Sitting Pretty," "Three Daring Daughters," "The Pearl," "The Paradine Case," "Mourning Becomes Electra," "A Double Life," "Call Northside 777," "Green Grass of Wyoming," "Johnny Belinda," "Apartment for Peggy," "The Secret Land," "Joan of Arc," "The Paleface," "The Snake Pit," "So Dear to My Heart," "Command Decision," "Portrait of Jennie," "The Sun Comes Up," "Down to the Sea in Ships," "Hamlet," "Red Shoes," "Paisan" and "Symphony Pastorale."

Radio Engineers to Meet

WASHINGTON, March 27.—New technical developments in the radio-television industry will be discussed at the annual spring meeting of the Institute of Radio Engineers and the Radio Manufacturers Association's engineering department, to be held in Philadelphia at the Benjamin Franklin Hotel on April 25-27.

Broidy Drive Prizes Go to Exhibitors

Hollywood, March 27.—Exhibitors, instead of salesmen, will win the prizes to be given away during Monogram's sales drive honoring president Steve Broidy's 25th anniversary in the motion picture business.

A percentage of the billings during the drive, which begins on Thursday and ends June 30, will be donated to Jim Mote, Oklahoma exhibitor whose theatre was destroyed by fire, according to Louis Lipton, Monogram advertising-publicity director.

Industry Leaders to 'Quartet' Tonight

J. Arthur Rank, British producer-distributor; Spyros Skouras, president of 20th Century-Fox; Robert R. Young, whose Pathe Industries owns Eagle-Lion; Robert S. Benjamin, president of the U. S. Rank Organization, and Arthur B. Krim, Eagle-Lion president, will head the industry's representation at the American premiere of W. Somerset Maugham's "Quartet," when the film opens tonight at the Sutton Theatre here in a special premiere sponsored by the Overseas Press Club. Following the premiere, the film, a Rank production which Eagle-Lion is releasing in this country, will begin its regular run at the theatre, beginning tomorrow.

Approve Legal Fees In the Alger Case

CHICAGO, March 27.—Master-in-Chancery Joseph W. Elward has approved attorney fees to Thomas McConnell of $4,016, and to Seymour Simon for $1,500, which were contingent upon dismissal of the Alger percentage case sought by the eight distributor plaintiffs.

The master charged fees of $1,682. A hearing was set for April 11 for plaintiffs' objections.

ONE OF THE BOX-OFFICE GREATS RETURNS TO THE SCREEN...

"THE PRIDE OF THE YANKEES"

Re-released by RKO RADIO PICTURES, INC.

Loew Earnings Up

(*Continued from page* 1)

president of the National City Bank of New York. At a subsequent meeting on the same day the directorate reelected all officers and named one new officer, Dolph Schadler as assistant treasurer.

Others elected were: Nicholas M. Schenck, president and director; Charles C. Moskowitz, vice-president, treasurer and director; J. Robert Rubin, vice-president, general counsel and director; William F. Rodgers, vice-president, general sales manager and director; Leopold Friedman, vice-president, counsel and director; Joseph R. Vogel, vice-president in charge of theatres, and director; Eugene W. Leake, William A. Parker, David Warfield and Henry Rogers Winthrop, directors.

Non-director Officers

Non-director officers are: Howard Dietz, Dore Schary, E. J. Mannix, Benjamin Thau, Marvin H. Schenck, Louis K. Sidney and Joseph J. Cohn, vice-presidents; Jesse T. Mills, controller and assistant secretary; Nicholas Nayfack, Irving H. Greenfield and Harold J. Cleary, assistant secretaries, and Rose Lazarus, assistant treasurer.

Rubin pointed out the corporation's first quarter earnings this year amounted to 20 cents per share, or over $1,000,000. Consequently, the first-half earnings, he estimated, will amount to 80 cents per share, as compared with 75 cents per share for the first half of last year. Loew's fiscal year begins Sept. 1.

Presiding over the session, Rubin expressed confidence in future operations, holding that "with the quickened pace of production now in effect, our results will be more satisfactory."

The majority of holders passed two resolutions commending the directorate and officers of the corporation.

Taking up the industry trust suit, Rubin said he was "hopeful" that divestiture of theatres would not be ordered, making it clear that the company will continue its defense to an ultimate court decision. He also told the meeting that 20th Century-Fox and Warners will stay in court, rather than settle with the government.

10 to 35c Ticket Price Cuts for B'way Runs

Admission price cuts, ranging from 10 to 35 cents, have been adopted by several New York Broadway first-run theatres, according to weekend reports. Weekend and holiday admissions have not been changed, but reductions have been made in night, morning and matinee week-day scales.

The Mayfair, Globe and Criterion now are operating on a 55-cent scale for morning shows. The Astor reduced its morning price from 95 to 60 cents. Night admissions at the Victoria have been cut from $2.40 to $1.80. The Globe and Mayfair slashed 20 cents off their night admissions, reducing prices to $1.20. Loew's State reduced its morning scale from 80 to 70 cents and its one-to-five price from $1.20 to 95 cents, as previously reported.

Legalize Sunday Shows

ATLANTA, March 27. — Sunday amusements and sports are now authorized here, the City Council having exercised its local option under state legislation passed recently. The move legalizes a situation that has existed for sometime.

Rank Films Got 11 Academy Awards

J. Arthur Rank's British productions won eight Academy Awards for 1948, led by Sir Laurence Olivier, for his part in "Hamlet."

Other awards won by Rank productions are: Art direction, black-and-white: Roger K. Furse, for "Hamlet;" color: Hein Heckroth, for "The Red Shoes;" costume design, black-and-white: Roger K. Furse, for "Hamlet;" best music score for a dramatic picture: Brian Easdale, for "The Red Shoes;" set decoration, black-and-white: Carmen Dillon, for "Hamlet;" and set decoration, color: Arthur Lawson, for "The Red Shoes."

Sound Award Is 16th For Western Electric Equipment

The 1948 Academy Award to "The Snake Pit" for the best achievement in sound recording marked the 16th time in the 19 years since the award was established that it has gone to a producer using Western Electric recording equipment, a company spokesman said here.

Tom Moulton, director of recording, accepted the award for his studio, 20th Century-Fox, which produced the picture.

Deliver Award to Zukor

HOLLYWOOD, March 27. — Eugene Zukor flew from Hollywood to Tucson, Arizona Friday to deliver to his father, Adolph Zukor, the Academy Award voted him for his services to the industry over 40 years. Zukor, chairman of the board of Paramount, is vacationing in Tucson.

Ticket Prices

(*Continued from page* 1)

base period, was up to 71.0 per cent above 1935-39 figures by the end of December. The previous high was at the end of March, 1948, when it was 67.7 per cent above the base period.

The children's price index, which had been falling steadily since late in 1947 and which at the end of September was at the lowest point in three years, also rose sharply in the last quarter of 1948. It went from 57.3 per cent above 1935-39 levels at the end of September, to 62.8 per cent at the end of 1948. The index has never been higher than this, and only onuce before—in February, 1947—had it been that high.

As a result of the rise in both indices, the combined weighted adult-children admission price index also hit a new high. It went from 65.7 per cent above base levels at the end of September, to 69.9 per cent at the end of 1948. Previous high was 66.9 per cent at the end of 1947.

Burial for Fidler In Denver Today

DENVER, March 27.—Lon Fidler, holder of Monogram-Allied Artists franchises in Denver, Salt Lake City and Kansas City, died here Thursday night following a heart attack. All Monogram exchanges, home office and studios will cease activities at one o'clock, Monday EST., for five minutes in respect for Fidler. At one time he was a salesman for United Artists and branch manager for Universal-International.

Burial will be in Denver tomorrow. He is survived by the widow.

View Malco Houses

(*Continued from page* 1)

12 of the 66 theatres which it owns jointly with Malco. The 12 could include either the Strand or the Malco in Memphis.

"What it amounts to is this," Lightman said: "Paramount has to get out of partnership with Malco theatres. The Paramount officials are here to look over the properties and discuss the transaction, but no 'deal' can be made until after Paramount stockholders have approved the company's reorganization plan." Stockholders will vote on the plan April 12 in New York.

20th Price Bid

(*Continued from page* 1)

the meeting a statement regarding its attitude toward the 20th-Fox drive which is being spearheaded by vice-presidents Al Lichtman and Andy W. Smith, Jr., in the form of a "grass roots" tour.

Today's meeting, Lachman said, is expected also to complete arrangements for Jersey Allied's Sept. 13-15 annual convention.

Youngman Absorbs

(*Continued from page* 1)

here a month. Studio executives Sid Rogell and Leon Goldberg, whose contracts also expire on April 2, are expected to continue on in their present posts without formal renewal, in line with Howard Hughes' general policy against long-term contracts.

RKO Reorganization

(*Continued from page* 1)

price of $4,500,000 for Howard Hughes' 24 per cent stock interest in the new independent RKO Theatres, to be formed as part of the reorganization of the present company, is provided for in the option held by Atlas Corp.

Hughes has the right under the option agreement to seek cash offers for his theatre company stock from outsiders and, if they are obtained, Atlas has the right to meet them. The theatre company stock is to be offered by Hughes to Atlas at a price not to exceed $4,500,000 only in the event he is unable to obtain outside offers. RKO was given until March 30 by the U. S. District Court here to obtain stockholders' approval of the plan. It would become ineffective if not approved by that date.

NY Case No Video Hindrance: 20th

WASHINGTON, March 27.—Twentieth Century-Fox again told the Federal Communications Commission that violations of U. S. anti-trust laws in a field other than radio communications should not automatically disqualify a firm from holding a radio or television license.

The company made its point in answering a motion by the Massachusetts Broadcasting Corp. to disqualify 20th-Fox from proceedings for a Boston television station because of the New York trust case decision.

The film firm pointed out that it cannot get a decision on the point through the ordinary channel of a ruling in a specific processing because the television "freeze" is holding up all hearings. Accordingly, it said, the Commission must resolve the uncertainty by a declaratory ruling.

FCC Limits Para., 20th Video Licenses

WASHINGTON, March 27.—Despite objections by Paramount and 20th Century-Fox, the Federal Communications Commission has acted on its policy of granting only short-term, temporary renewals of television licenses for Paramount case defendants.

The action came in three separate parts. In one part, the FCC extended from March 1 to June 1 the deadline for Paramount Television Productions, Inc., to complete station KTLA and experimental station W6XYZ in Los Angeles. In a second action, it gave Paramount only a special temporary authorization to continue two experimental television relay stations in conjunction with KTLA and W6XYZ. Finally, the Commission gave Television Productions only a 60-day renewal of its authorizations for five experimental theatre television relay stations in New York, and took similar action on one theatre television relay set-up of 20th-Fox in New York.

Takes Over New Hospital

MIAMI, March 27.—At a general meeting here, members of the Miami Variety Club Tent No. 33 voted to take over the operation of the South Florida Children's Hospital, now under construction near this city.

Hoover Commission

(*Continued from page* 1)

state and local governments, the reports of three different "task forces" to the Hoover group, submitted to Congress on Friday, recommended turning the admission tax back to the states and municipalities.

One report pointed out that the government derives only about one per cent of its revenue from admission taxes while this levy is becoming an increasingly important revenue source for states and local governments. It was recommended that the government relinquish the admission tax to the states.

Another task force recommended that the government reduce or relinquish the admission tax "as soon as practicable" since it could be effectively administered by state and local governments and since it was a relatively minor and non-essential revenue source for the national government.

The third report came from the Council of State Governments. It said the admission tax was peculiarly well suited for state and local collection. Concentration of the tax base, it pointed out, tends to be greatest in the urban centers where governmental costs are the highest. Moreover, it said, amusement enterprises usually need a lot of special police, health, fire and other local services not supported by license charges.

The Hoover Commission's report, on Federal-state relations, pointed out that many tax sources are now exploited by both state and Federal government, and that in some cases there is even a triplication of taxation.

THE PORTLAND OREGONIAN says: "Hit scored"

'Red Pony' Hit Scored

Love for Animal Brings Happiness

BY HERBERT L. LARSON

Drama Editor, The Oregonian

"The Red Pony," a John Steinbeck story filmed in Technicolor, will nip at the heart. The film is now unreeling at J. J. Parker's United Artists theater with Myrna Loy and Robert Mitchum in starring roles.

In the role of the youngster who is wrapped up and tied tightly by his love for a red pony is young Peter Miles, a boy whom every screen fan will take to heart.

In the picture from Republic studio theater-goers will find much that is heart-warming entertainment. There is more to the film than just a boy's love for a pony. Shepperd Strudwick is fine as the lad's father. He plays a former school teacher who has never been able to adapt himself to ranch life. His son turns to the hired hand, Robert Mitchum, for guidance in the training of his pony.

Despite efforts of his tactful wife (Myrna Loy), to draw him nearer to ranch life, the father is shut off by an unseen barrier.

The father leaves the ranch for a reunion. In his absence the pony becomes ill. Mitchum had assured the youngster that it would be safe to leave the animal in his care. During a storm the pony breaks loose and runs into the hills. In the eyes of the boy Mitchum has "lost face."

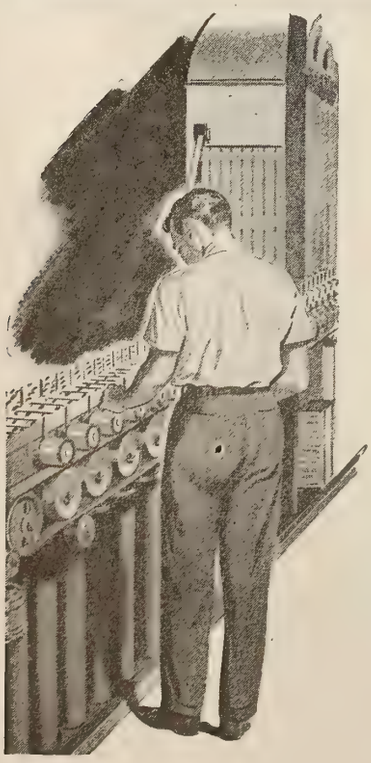
In the crisis, the boy's mother sends for her husband. He is pleased to learn that, at last, he is needed at home. The pony dies and remainder of the well-directed story concerns the way in which Mitchum regains the boy's faith and the family is reunited in a deeper understanding.

Reprinted from The Oregonian

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony

A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music AARON COPLAND
Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR





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COSTLY shots like this might be so much spoiled footage... save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath... inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

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This skill is more effective... the burden of constant vigilance lessened ...when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 61 NEW YORK, U. S. A., TUESDAY, MARCH 29, 1949 TEN CENTS

20th-Fox Will Pursue Rental Plan: Lichtman

Reply to ITOA Blast Hits Brandt Film Buys

Reiterating that if "producing companies are left without a proper return on their investments and their energies," the source of supply of good motion pictures is in danger of survival, Al Lichtman, 20th Century-Fox vice-president, yesterday reaffirmed the company's determination to seek "more equitable" film terms for its product.

Lichtman's statement replied to a criticism of the 20th-Fox endeavor made last week by Harry Brandt, president of Independent Theatre Owners Association of New York, whom Lichtman charged is buying films "for himself and his booking combine at ridiculously low prices."

"If this condition prevailed throughout the country," Lichtman said, "it would force every first-class producer of motion pictures to shut up shop."

Lichtman, with 20th Century-Fox

(*Continued on page 9*)

N. J. Allied Wary of 20th's Rental Bid

Following a special meeting here yesterday, Allied Theatre Owners of New Jersey issued a statement terming "arbitrary, unrealistic and unfair to the independent exhibitors" the new, increased rental terms for which 20th Century-Fox has started to campaign. The organization called the meeting following 20th-Fox's announcement last week that it would seek higher rentals.

"The receipts at the box offices of the independent theatres have decreased to figures that leave a small

(*Continued on page 9*)

Support Worthwhile Product: C. Skouras

LOS ANGELES, March 28.—Operating principles outlined to National Theatres' Southwest division personnel over the weekend by Charles P. Skouras, president, will be emphasized in a series of divisional meetings starting Wednesday in San Francisco and continuing Friday in Portland, Saturday in Colorado Springs, April 5 in Mil-

(*Continued on page 9*)

Drive on UK Quota Gaining Momentum

WASHINGTON, March 28.—Sentiment continues to mount in the Senate today for State Department or Congressional action to force Britain to modify or eliminate its film quota.

There were three major developments:

1—Five leading Republican Senators called on Secretary of State Dean Acheson to inform them what steps have been taken by the Government "to have the British government materially reduce or eliminate quota restrictions which discriminate against American industry and agriculture." Signers were Taft of Ohio, Bridges of New Hampshire, Martin of Penn-

(*Continued on page 11*)

U. A. Board Meeting On 25 from Nassers

United Artists' board of directors is expected to meet here this week to vote on ratification of a new deal to distribute 25 pictures from Nasser Productions during the next five years.

Contract, which provides for distribution fees of 30 per cent for UA, was negotiated on the Coast by UA president Gradwell Sears and James and George Nasser. It would become effective immediately upon approval by the board.

The Nassers, who have their own studio, will channel product of other producers operating on the lot through UA, as well as releasing their own films through the company under the pact.

16 Features From MGM in 6 Months

Adding two new pictures for June, William F. Rodgers, distribution vice-president, reports that M-G-M's releasing schedule for the next three months will consist of eight pictures, the same number as for the first three months of the year, for a total of 16 from January 1 to the end of June. It is likely that Rodgers may add a reprint to the June schedule, namely, "The Wizard of Oz," which is slated to open shortly at the Mayfair here.

"Big Jack," "Edward, My Son" and "Neptune's Daughter" have been added to the schedule, while "Conspirator" has been set back for later release.

During April there will be "Caught," third Enterprise film to be released by M-G-M; "Take Me Out to the Ball Game," "Little Women"

(*Continued on page 11*)

Rules Theatres Not Liable for Paying Performers' Taxes

HARTFORD, March 28.—A U. S. Treasury Department decision which concerned a Petrillo ruling has saved the State Theatre, local 4,000-seat motion picture-vaudeville theatre, thousands of dollars and "bushels of paper work," according to a Hartford certified public accountant, Maxwell E. Lerner, who said that because of the Treasury ruling, independent theatres, like the State, can no longer be held the "employer" of its performers.

The local theatre, since Jan. 1, 1941, has paid Social Security, withholding and unemployment taxes for those taking part in acts and name bands appearing on its stage.

According to the Treasury Department's ruling, however, theatre performers are described as "independent contractors," which means they must

(*Continued on page 11*)

NCA to Join Fight For Anti-BMI Bill

MINNEAPOLIS, March 28.—Legislation expected to come on the floor of the Minnesota legislature this week which would make it mandatory for Broadcast Music, Inc., to register musical compositions for gross tax purposes, similar to anti-Ascap laws in North Dakota and Washington state, will be supported by North Central Allied, it was disclosed here by Stan Kane, executive counsel.

Kane pointed out that while BMI has made no move to license film theatres for public performance, and has stated it has no intention of doing so, the company's action in revising its stand in seeking to license cafes and

(*Continued on page 11*)

Schwalberg Calls 5 Para. Meetings

A. W. Schwalberg, Paramount general sales manager, has called five divisional sales meetings from May 9 to May 25 to bring the story of Paramount's impending product, and the plans for its distribution, to field personnel.

The meetings will be held in New York, May 9-11; in Pittsburgh, May 12-14; Chicago, May 16-18; Kansas City, May 19-21, and in Los Angeles, May 23-25.

Each of the meetings will be attended by division and branch sales personnel, sales managers, booking managers, field exploiteers and home office sales executives.

RKO Split-Up Is Approved By 80% Vote

7 Directors Reelected At Stockholders Meet

More than 80 per cent of the total number of RKO shares outstanding and entitled to vote at the special meeting of company stockholders in Dover, Del., yesterday, were voted in favor of the plan of reorganization providing for separation of the company's theatre operating business from its producing and distributing segments. The dissenting per-share vote was less than one and one-half per cent.

The meeting re-elected as RKO directors the following: Ned E. Depinet, Noah Dietrich, Frederick L. Ehrman, L. Lawrence Green, Howard R. Hughes, George H. Shaw and J. Miller Walker.

Announcing the stockholders' approval of the plan in a statement issued here following the meeting, De-

(*Continued on page 10*)

Kingsberg Starts RKO Negotiations

As RKO stockholders approved reorganization of the corporation at a Dover, Del., meeting yesterday, it was disclosed here that Malcolm Kingsberg, head of the theatre subsidiary, has actually entered into negotiations for the purchase of Howard Hughes' controlling 24 per cent stock interests in the independent circuit which will emerge.

Kingsberg is believed to have virtually completed formation of a syndicate from outside the industry to join him in the prospective purchase with financing already tentatively arranged.

To what extent, if any, Atlas Corp.

(*Continued on page 10*)

Files to Intervene In Para. Settlement

In a move which plaintiff's attorneys claim could block the Paramount reorganization, Partmar Corp., which operates the Paramount Theatre, Los Angeles, yesterday filed motion in New York Federal Court for the right to take an appeal from the

(*Continued on page 10*)

Personal Mention

TED R. GAMBLE, president of Gamble Enterprises, will leave New York tomorrow for Chicago and Denver.

•

NORMAN H. MORAY, president of Warner Pathe News and Warner short subjects sales manager, has left here for a tour of branches in the Midwest and South.

•

PAUL SHORT, LLOYD NOLAN and AUDIE MURPHY will attend the London premiere of "Bad Boy," to be held in the spring.

•

JAMES B. HARRIS, Flamingo Films president, and SY WEINTRAUB, television vice-president, is in Washington from New York.

•

VICTOR SAVILLE, M-G-M director, accompanied by his son, DAVID, has left for the Coast, returning from England.

•

ALBERT E. SCHILLER, Republic branch operations manager, left here yesterday for Detroit on the first leg of a Midwest tour.

•

E. T. GOMERSALL, assistant to WILLIAM A. SCULLY, Universal-International's distribution vice-president, has returned to New York from Chicago.

•

CHARLES SIMONELLI, Universal-International's Eastern exploitation manager, has returned to New York from Kansas City.

•

SYDNEY GROSS, Film Classics advertising-publicity director, is on the Coast from New York.

•

WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, is in Kansas City from Oklahoma City.

•

RAY MILLAND and MRS. MILLAND are in New York from the Coast.

Four Additional Academy Citations

HOLLYWOOD, March 28.—Additional awards and citations for scientific or technical development have been made by the Academy of Motion Picture Arts and Sciences, as follows:

Academy plaque to *Paralite*, a lightweight process for staff shop set construction, by Victor Caccialanza, Maurice Ayers and the Paramount set construction department.

Academy plaque to 20th Century-Fox process of preserving and flameproofing foliage, by Nick Kalten and 20th Century-Fox mechanical effects department.

Academy certificate to Phomade Falling Snow Effect by Marty Martin and Jack Lannon.

Academy certificate to "Automatic or Semi-Automatic Control for Seslyn-Operated Shutters," by A. J. Moran and Warner Brothers' electrical department.

The 1948 Academy Awards

THE 21st annual awards of merit of the Academy of Motion Picture Arts and Sciences at the Academy Award Theatre last week appear as of now to have met with widespread approval.

The explanation, perhaps, is in the great diversity of recognition which the 1948 awards represent.

Many were of a character pleasing to the critical fraternity; not a few underscored popular choices already made by the public; many were in accord with trade opinion at large and others were gratifying to large sections of the components of the production community.

In short, recipients of the 1948 awards all had their large and enthusiastic followings, and for every shade of disagreement or disappointment, inevitable in every award year, there were compensating areas of popular agreement.

•

The special awards this year were more than a litttle gratifying to the trade itself.

That Walter Wanger should be singled out "for distinguished service to the industry in adding to its moral stature in the world community by his production of the picture, 'Joan of Arc'," in the words accompanying the special award to Wanger, is heartily endorsed by all responsible sections of the industry.

The award to Wanger is the first in the 21-year history of the Academy to be based upon the motion picture's service to morality.

Not only is that award well merited in Wanger's case but it is of major importance in the future of the industry for the encouragement it affords producers and artists to continue to undertake the filming of great moral stories which open new horizons to the art while endowing the industry with new dignity and stature in the eyes and minds of the public.

The production of such a picture as "Joan of Arc" is, in truth, a great service to the industry throughout the world. For that reason alone the new and special award is well merited. And apart from that, it is fitting that those who undertake the difficult and the hazardous on planes of high endeavor be given the recognition and encouragement of an award.

That is of the very essence of the Academy's awards. It is to be hoped that special awards of the kind will be given a permanent place in the annual ceremonies, and that they will always find as deserving recipients.

•

The industry, too, was gratified by the special award made to Adolph Zukor for his services to the industry over a period of 40 years. One of the real, living pioneers of the industry, Zukor held positions of influence, great responsibility and leadership throughout the whole period during which the industry achieved its greatest growth.

A special award for the grand old man of Paramount helps to express for thousands in every corner of the motion picture world the warm regard and high esteem in which they hold Adolph Zukor.

Bestowal of the Irving G. Thalberg Memorial award on Jerry Wald for the most consistently high quality of production achieved by an individual producer in 1948 also met with wide approbation in the industry. Wald's honor is the more notable in that there have been years since the founding of the Thalberg Memorial award in which it has not been bestowed by the Academy.

The high number of awards which went to Warner artists and properties and to the J. Arthur Rank productions, "Hamlet" and "The Red Shoes," were remarked upon, inside and outside the industry on a scale which clearly ranked them among the high spots of the 1948 winners. There was wide approval of and special interest in the father and son team of John and Walter Huston, who captured a trio of honors with "Treasure of Sierra Madre," John for direction and the screen play, Walter for best male supporting role.

Walter attributed his good fortune to foresight. When John was a boy, he explained, I told him that if he became a screen writer when he grew up, to be sure to write in a good part for his old man.

Exhibition was represented in the 1948 awards to the satisfaction of many from that and other branches of the industry. The special award to Sid Grauman, for raising standards of motion picture exhibition, was unique of its kind and left many with the hope that it will be continued. SHERWIN KANE

Third of Newsreel To Foreign Footag

One-third of the U. S. newsreel coverage during 1948 was devoted foreign news, including United N tions activities, Taylor Mills of t Motion Picture Association of Am ica, discloses in a report to association.

The analysis shows that the f reels carried 3,541 clips last ye against 3,484 in 1947; 3,559 in 19 and 3,133 in 1945.

U. S. government news, includi coverage of the Presidential ca paign, took 12.3 per cent of total su jects in 1948. Sports coverage a counted for 23.1 per cent, against 2 per cent in 1947 and 18.3 in 1946.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzi
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
EL PASO
Color by CINECOLOR
starring
John PAYNE • Gail RUSSELL
Sterling HAYDEN • Geo. "Gabby" HAYES
Dick FORAN
IN PERSON
LOUIS JORDAN
AND HIS TYMPANY FIVE
featuring PAULA WATSON
plus PAT HENNING
PEGGY MANN • JOHNNY BARNES
RAY ANTHONY AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATRE, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

DARRYL F. ZANUCK presents
OLIVIA de HAVILLAND
the Snake Pit
Directed by ANATOLE LITVAK
Produced by ANATOLE LITVAK & ROBERT BASSLER
20th CENTURY FOX
RIVOLI B'way & 49th Street

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
20th WEEK! VICTORIA BROADWAY & 46th ST.

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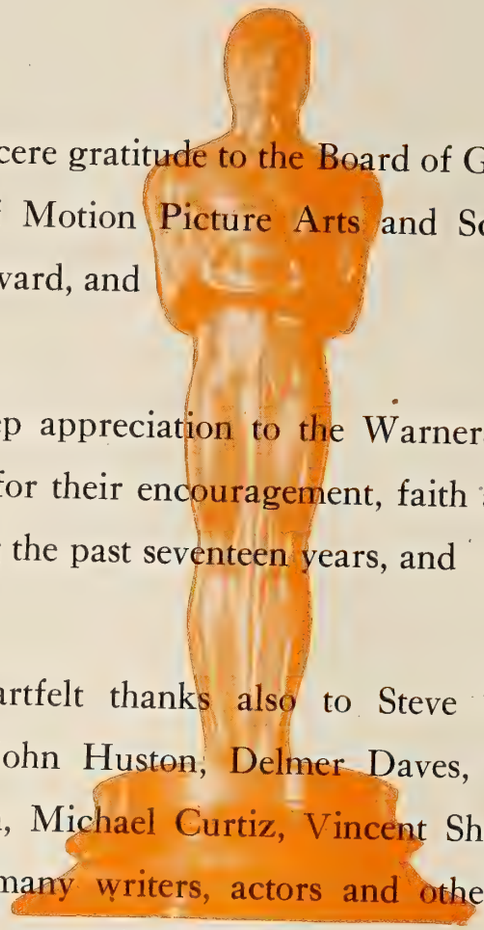
PARAMOUNT

Takes Great Pride in Congratulating

ADOLPH ZUKOR

for

The Special Award given him by the Academy of Motion Picture Arts and Sciences for his many years of outstanding service and achievements in making motion pictures the great entertainment medium they are today.



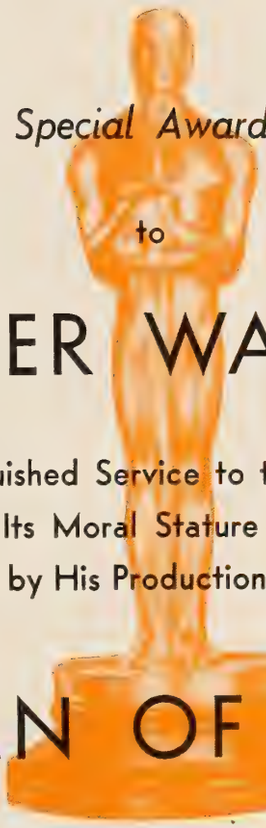
. . . My sincere gratitude to the Board of Governors of the Academy of Motion Picture Arts and Sciences for the Thalberg Award, and

. . . My deep appreciation to the Warners, Jack, Harry and Albert, for their encouragement, faith and confidence in me during the past seventeen years, and

. . . My heartfelt thanks also to Steve Trilling, Jean Negulesco, John Huston, Delmer Daves, David Butler, Raoul Walsh, Michael Curtiz, Vincent Sherman, Henry Koster, the many writers, actors and other members of Warner Bros. organization—from the front office to the back lot—who made this award possible.

Jerry Wald

☆



Special Award

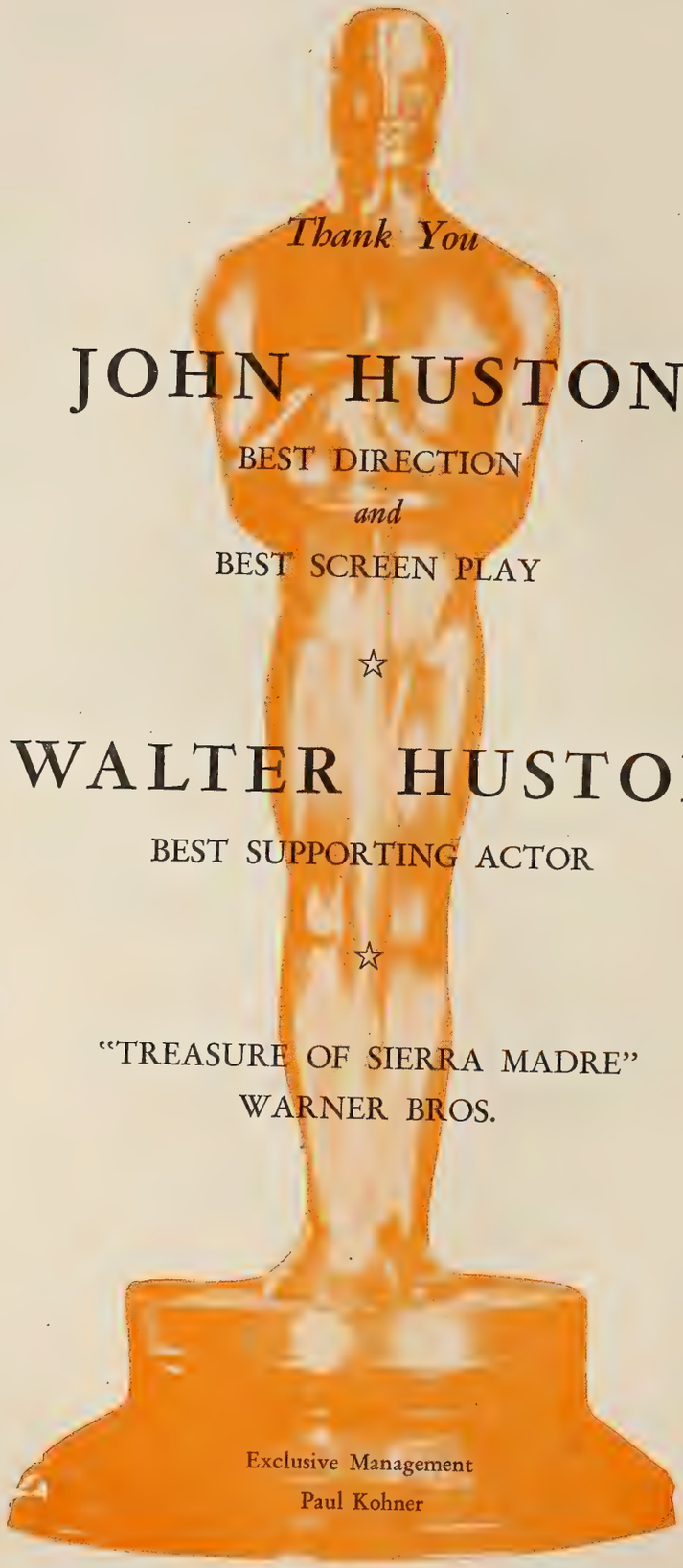
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WALTER WANGER

For Distinguished Service to the Industry in
Adding to Its Moral Stature in the World
Community by His Production of the Picture

JOAN OF ARC

☆



Thank You

JOHN HUSTON

BEST DIRECTION

and

BEST SCREEN PLAY

☆

WALTER HUSTON

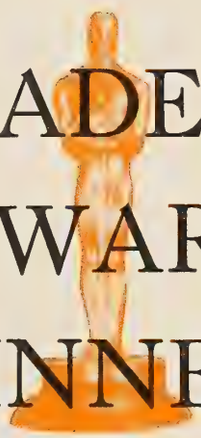
BEST SUPPORTING ACTOR

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"TREASURE OF SIERRA MADRE"
WARNER BROS.

Exclusive Management
Paul Kohner

Congratulations
to all of the



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Ed. Sullivan Named Aide to 20th's Golding

Edward E. Sullivan has been named to the newly-created post of assistant publicity manager of 20th Century-Fox, by David Golding, in charge of the film company's home office publicity.

Sullivan has been with the company's publicity department since 1946 following five years with the Army Air Force in Great Britain, North Africa and Russia. He was in the first group of airmen to be sent overseas during the war and served with the Eighth Air Force.

Cleveland Benefit For Variety Club

CLEVELAND, March 28.—Local motion picture executives are completing arrangements for a benefit premiere of "Bad Boy," produced by Allied Artists under sponsorship of Variety Clubs International, for Warner's Allen Theatre tomorrow night. Chief barker I. J. Schmertz of the local Variety Club had appointed Irwin Pollard chairman of the arrangements committee. Proceeds of the advanced-price premiere will go to the Variety Heart Fund.

Dozier Leaving April 9

HOLLYWOOD, March 28.—William Dozier has cancelled his U-I contract, effective April 9th. The pact was to expire July 15. He decided some time ago against producing the final picture for which his U-I contract provided, and cancelled out the remainder of the contract period.

Review

"Ma and Pa Kettle"

(Universal-International)

REMEMBER raucous Marjorie Main and granite-faced Percy Kilbride in their supporting roles of the bucolic "Ma" and "Pa" Kettle in "The Egg and I"? Well, they're back again with their large brood of children and their unorthodox concepts of living. Required this time to put across a whole picture with a callow type of humor that ranges from frank slapstick to unabashed gagging, the couple is likely to recruit many new admirers from among family audiences. Seekers after subtle, smooth comedy, however, had better look elsewhere for laughs. This picture appears likely to hit its best commercial stride in neighborhood houses.

Directed at a halting pace by Charles Lamont, the screenplay of Herbert Margolis, Louis Morheim and Al Lewis takes the Kettle family out of the run-down, junk-laden farmhouse that so sorely chagrins the more civic-minded members of the rural community, and puts it into an ultra-modern residence. Pa wins the push-button electronic house by submitting the best slogan in a contest sponsored by a tobacco company. Once the multitudinous family is ensconced in the new home, Pa's *sang-froid* is put to the test by all the amazing new household appliances and inventions, and Ma and the 14 youngsters prepare to resist eviction with shot-guns and sling-shots when a cantankerous neighbor challenges the legitimacy of Pa's contest entry. A happy ending is inevitable, of course. Meanwhile, love has blossomed between eldest son Richard Long and a pretty magazine writer, played by Meg Randall. A large supporting cast includes Patricia Alphin, Esther Dale, Barry Kelley, Harry Antrim and Isabel O'Madigan. Leonard Goldstein produced.

Running time, 75½ minutes. General audience classification. For April release.

CHARLES L. FRANKE

Film Trade Joining In O'Dwyer Salute

Scores of industry representatives, including circuit operators and film company executives, have reserved tables at the Hotel Commodore for the testimonial luncheon for New York's Mayor William O'Dwyer on Thursday, arranged by a committee representing the city's commerce.

Three Managerial Appointments by UA

James L. Winn, head of United Artists' Buffalo exchange, has been transferred to Boston as manager of the UA branch there, replacing John J. Dervin, who has resigned after 27 years with the company, it was announced here yesterday by Edward M. Schnitzer, Eastern general sales manager.

Winn's spot in Buffalo goes to David Leff who has been manager of the New Haven branch. Ray Wiley has joined United Artists to fill the New Haven branch managership.

Carbons, Inc., Names Five New Distributors

Five additional dealers have been appointed to distribute the Lorraine arc-lamp carbons of Carbons, Inc., company president Edward Lachman reported here.

The newly-named dealers are: B. F. Shearer and Co., covering Seattle, Portland, San Francisco and Los Angeles; Joe Hornstein, St. Louis, Miami; Wilson Moore, Atlanta; Continental Carbons, Philadelphia; Central Radio, Omaha. Lachman previously announced distributors in New York, Kansas City, New Orleans, Memphis and Charlotte. Negotiations are underway, he said, for the establishment of distributors in additional areas.

MMPTA Opposes Bill

ALBANY, N. Y., March 28.—Metropolitan Motion Picture Theatres Association is opposing the Fino-Bannigan bill which would require constant attendance by an adult male where public baggage lockers are operated. Orrin Judd, MMPTA attorney, called the bill "make-work legislation" and "completely unnecessary." Many Times Square theatres have lockers for patrons.

Rowland Talks Contract

HOLLYWOOD, March 28.—Director Roy Rowland and M-G-M are talking a new contract. He is currently at Palm Springs after winding up "Scene of the Crime" in 29 days' shooting time and within his $750,000 budget.

To Jean Hersholt and the Board of Governors of the Academy of Motion Picture Arts and Sciences, I am most grateful.

Sid Grauman



Youngstein Speaks At Bond Meet Today

KANSAS CITY, March 28.—Eagle-Lion advertising-publicity vice-president Max E. Youngstein will outline tomorrow at a meeting of business and civic leaders in the Hotel Muehlenbach here the motion picture industry's role in the national savings bond drive being conducted by the U. S. Treasury Department. Youngstein is advertising-publicity director of the industry's drive participation.

Among those scheduled to attend the meeting are: Elmer C. Rhoden, president of Fox Midwest Theatres, who represents the industry's drive in the Midwest; Sam Lawler, assistant to Rhoden; Earl Shockelford, Missouri director of the U. S. Savings Bond Division; Mize Peters, deputy director; David Beals, president of the Kansas City Interstate National Bank and chairman of the Jackson County savings bond committee; Murrel Crump, Sinclair Oil advertising manager, and Earl T. Scott, Kansas City insurance broker. The industry's drive will run from May 15 to June 30.

Services Held Here For Jack Kapp, 47

Funeral services were held here yesterday for Jack Kapp, 47, president of Decca Records, Inc., who died of a cerebral hemorrhage Friday evening en route from his office to his home. Rev. Milton Steinberg officiated at the services at the Park Avenue Synagogue, which approximately 1,000 attended, including many well known in motion pictures and other branches of the entertainment world.

Kapp founded Decca Records in 1934 and developed the company into one of the leaders in the disc recording field. Bing Crosby recorded exclusively for Decca. The deceased is survived by the widow, Frieda Lutz Kapp; Myra, a daughter; Jonathan, a son; Mrs. Joseph M. Davis, a sister, and David and Paul, brothers. Interment was a Mount Hope Cemetery in Westchester.

Jack Flynn, 59, Dies Of a Heart Attack

CHICAGO, March 28.—Jack Flynn, retired Metro Midwest district manager, died suddenly last night at his home in St. Joseph, Mich., from a heart attack. He was 59.

Flynn left Metro on May 1, 1947, and was briefly active with FitzPatrick Travelogues. He began his career in 1914 with General Film, later joining the Goldwyn company, which in 1924 consolidated with M-G-M. He is survived by the widow, two sisters and two brothers. Burial services are to be held in Chicago.

Laine Left $591,995

TORONTO, March 28.—Jules Laine, who died last October, left an estate valued at $591,995, according to the probate before Surrogate Court here. Beneficiaries are the widow, Rose Laine, and a son, Michael. The deceased was one of a Toronto group which organized Columbia Pictures of Canada, and he also had various other theatre and film company investments.

Miss Dunne Gets Medal

SOUTH BEND, Ind., March 28.—The University of Notre Dame has selected Irene Dunne as 1948's outstanding member of the American Catholic laity and winner of the Laetare medal.

20th-Fox Plan

(*Continued from page* 1)

vice-presidents A. W. Smith, Jr., and Charles Einfeld, will conduct the third of a series of round-table exhibitor luncheon meetings on distribution problems affecting the industry at the Warwick Hotel in Philadelphia today.

Calls Disparity 'Unhealthy'

"The public is continuing to give its support to good motion pictures," Lichtman said. "This is proven by the healthy boxoffice receipts for such pictures in theatres throughout the country. This would be highly encouraging were there not an unhealthy internal state of affairs with respect to the disparity between the distributor's and exhibitor's share of the boxoffice receipts. If this condition continues and if the producing companies are left without a proper return on their investments and their energies, it is obvious that the very source of supply of good motion pictures is in danger of survival.

"It must be faced and it must be faced with the highest business statesmanship. Upon its correction depends the welfare of the industry as a whole which includes not only theatre owners, but also many thousands of workers in all branches of our industry whose livelihood is derived from films.

Seeks Mutually Beneficial Level

"What we are undertaking in our survey is to make sure that both the distributor and the exhibitor have a healthy business on a level mutually beneficial. I believe that we are serving the exhibitor by calling his attention to the danger to him in an unfair division of the public's dollar. We hope to arrive at an equitable yardstick for rental of our films with every theatre we serve. We are striving to do this by eliminating from our business horse-trading methods and establish the highest plane of business relationship between exhibitor and distributor. We also hope to promote better showmanship on the part of all of us—exhibitors, producers, distributors and all allied interests—to the end that we will be able to maintain on the highest level possible the public's interest in our endeavors," Lichtman said.

"While our across-the-table face-to-face talks with exhibitors are just starting, Mr. Harry Brandt of New York has complained in the trade-press about the 'unconscionable arbitrary and unfair pricing of film by 20th-Fox'. This is startling in view of the fact that we have not met with the New York exhibitors nor officially with Mr. Brandt and thus had an opportunity to disclose our plans to them," he said.

Charges Brandt Pays Too Little

"From inquiries I have made regarding accounts in our New York exchange, I have been informed that Mr. Brandt has been buying for himself and his booking combine at ridiculously low prices. If this condition prevailed throughout the country, it would force every first-class producer of motion pictures to shut up shop.

"Therefore, I do feel that my friend protests too much. Mr. Brandt is a very clever fellow and has my deepest admiration. I can well understand that the outcry on his part is the strategy usually employed by clever generals who believe that a strong offensive is the best defense.

"We are inviting all the New York exhibitors to attend a luncheon next Friday and we hope that Mr. Brandt and the membership of the ITOA will attend. We also hope that Mr. Brandt will bring with him all the exhibitor clientele for whom he is doing the buying.

"Harry Brandt and his family have been buying pictures from me since he was in knee britches. I can never recall using brass knuckles on him. In fact, I never owned a pair. But, judging from the advantageous deals he has been making for himself, it seems to me that the brass knuckles are on the other hand, or else he has been using chloroform on the film salesmen," Lichtman said.

"While Mr. Skouras appreciates Harry Brandt's defense of the goodwill he has built in this industry, I am certain that Mr. Skouras would more happily welcome the goodwill of Mr. Brandt in any plan that will assist in solving the problems which the distributor and producer alike face at this time.

Wants Better Relationship

"Furthermore, I would like to point out that it was at Mr. Skouras' urgent appeal, and at a great personal sacrifice and jeopardy of my health, that I undertook the job of trying to bring about a better understanding and relationship between distributor and exhibitor. In the 40 years I have devoted to this industry, I have always done everything in my power to raise the sights of every branch of the business—exhibitor, distributor and producer alike.

"Mr. Martin J. Mullin, president of New England Theatres, Boston, who graciously presided at our meeting in Boston congratulated Mr. Skouras and the company for sending important executives into the field to participate in an open discussion with exhibitors. He thought it was a splendid idea and felt it would do a lot of good and he thought other companies should adopt a similar policy. I regret very much that he was misquoted in one of the motion picture trade journals.

(*Lichtman presumably refers to a story, furnished* MOTION PICTURE DAILY *by 20th Century-Fox's home office publicity department, a denial of which was published by* MOTION PICTURE DAILY *on March 25.—Ed. Note.*)

Protests Won't Deter Tour

"I want to reiterate that we are seeking that common ground where exhibitor and distributor can discuss their mutual affairs and problems. We will not be deterred from meeting exhibitors on grass roots levels by tirades of self-generated anguish. If the ITOA does not understand that a serious problem now confronts the industry, it is not because they are unaware of the true facts. At our open meetings, exhibitors air their sentiments and acquaint us with their problems. We do the same. If this is dictatorship, we might as well tell the Senate and House of Representatives to abdicate.

"We shall continue this procedure, which is in the best traditions of democratic assembly and we will not be deterred by individuals who seek special privilege, and we will not fail to maintain the spirit of goodwill which is now the uppermost need of our business. We feel that we have embarked on a program by which the industry and the public and, above all, the exhibitor himself, will be benefited and for which the exhibitor in the long run will be most grateful," Lichtman concluded.

Philadelphia Exhibitors to Hear Lichtman, Smith Today

As the third in the series of 20th Century-Fox round-table exhibitor luncheon meetings gets under way today in Philadelphia the company announces that the New York meeting, previously scheduled for Thursday of this week, will be held on Friday at the Hotel Astor, starting at noon.

Attending the Philadelphia session today will be 20th Century-Fox vice-presidents Al Lichtman, A. W. Smith, Jr., and Charles Einfeld.

Vote Sunday Films

GRIFFIN, Ga., March 28.—The Griffin City Commission has authorized Sunday films here.

N. J. Allied Wary

(*Continued from page* 1)

profit and any increase in picture rentals would absorb this profit," the post-meeting statement issued by Jersey Allied president Edward Lachman asserted.

"During recent years," the statement continued, "20th Century-Fox has created a friendly relationship with New Jersey independent exhibitors based upon a recognition of the inability of distributors and exhibitors to accurately and fairly determine the value of pictures until they have played in the exhibitor's theatre. It was for this reason that most contracts have been made with the understanding that the terms are subject to subsequent review. The stated purpose of 20th Century-Fox to discontinue this selling plan and to require firm contracts with no review will destroy all goodwill heretofore existing between this distributor and its independent customers."

The conciliation boards set up at the recommendation of 20th-Fox distribution vice-president Andy W. Smith, Jr., to attempt to settle differences arising between exhibitors and distributors "will be very busy from now on," it was predicted by Jersey Allied.

'Wait-See' Attitude Shown By Indiana ATO Toward 20th Plan

INDIANAPOLIS, March 28.—A wait-see attitude toward 20th Century-Fox's "equitable rental" plan of flat sum film sales based on attendance is advanced by the Associated Theatre Owners of Indiana.

Claiming the plan "harks back" to a New York District Court ruling against fixing of admission prices three years ago, the ATOI declares: "Without further clarification we don't quite subscribe to this as an equitable plan, where the film company is assured that they will get their investment back, unless the exhibitor is also guaranteed that he will not show a loss on the engagement."

ATOI also took a dim view of "an apparently new Fox policy" to vest greater authority on approval of deals in the home office. "Probably the rejection of deals by some individual behind a desk in New York who never saw the theatre and was never in the town and who has no personal knowledge of the exhibitor's personal problems has been as much to the detriment of good distributor-exhibitor relations as any single factor," it declares.

Skouras on Product

(*Continued from page* 1)

waukee, and on the seventh in Kansas City.

In his talks to NT personnel here, Skouras dwelt on the necessity of utilizing the circuit's sliding scale rental policy in ways that will assure producers a maximum return from meritorious attractions, declaring: "We don't want to abuse any producer, large or small. The number of independent producers has shrunk alarmingly, and we must take heed of this situation as indicating what may happen. They have produced pictures and are entitled to a square deal. Don't mistreat good film."

Applying NT's established formula in a manner to give worthy product the full benefit of the utmost playing time it warrants was the keynote of instructions given to division members.

☆

My Sincere Thanks

FRED QUIMBY



Best Cartoon

"The Little Orphan"

M-G-M

☆

RKO Split-Up

(*Continued from page 1*)

pinet, company president, said: "I am very pleased that such a large proportion of the owners of our business have confirmed the judgment of our directors with respect to the proposals which are so important to the future of our operations. As provided in the plan, separation of the businesses through consummation of the plan will become effective at some time prior to Nov. 8, 1949, as determined by the board of directors of Radio-Keith-Orpheum Corp."

The reorganization plan is pursuant to a consent decree entered into by RKO with the Government in settlement of the company's part in the anti-trust suit against Paramount, et al.

At yesterday's meeting the stockholders approved an amendment to the company's by-laws reducing the number of directors from nine to seven and an amendment providing that no annual meeting of stockholders for the election of directors shall occur during the remainder of 1949.

Hughes has the right under the option agreement to seek cash offers for his theatre company stock from outsiders and, if they are obtained, Atlas has the right to meet them. The theatre company stock is to be offered by Hughes to Atlas at a price not to exceed $4,500,000 only in the event he is unable to obtain outside offers. RKO was given until March 30 by the U. S. District Court here to obtain stockholders' approval of the plan.

RKO Negotiations

(*Continued from page 1*)

will be associated with Kingsberg could not be determined although indications are that Kingsberg and Atlas will not be bidding against each other.

Atlas' option on the Hughes' stock gives the investment company the right to meet any offer which Hughes might obtain from other parties, and in the event no offers are made, Hughes could be forced to sell to Atlas at not more than $4,500,000.

According to industry sources familiar with the situation, Kingsberg is the only serious bidder for the Hughes' interests, at present.

Reviews

"Bride of Vengeance"

(*Paramount*)

APPARENTLY more concerned with story values than historical authenticity, this reconstructed tale of the Borgias has been filled with sufficient conflict, excitement, and a name cast to assure its reliability at the box-office. Paulette Goddard is interestingly cast as Lucretia Borgia, with Macdonald Carey as her brother Caesar, and John Lund as the Duke of Ferrara, around whom this 16th century tale of intrigue swirls.

The production occasionally rises to spectacular dimensions, as when armored soldiers meet in battle, but generally the screenplay relies on the spoken word of development. Carey's characterization of the ruler is one of oily intrigue. Obsessed with thirst for power, he has his sister's husband assassinated under circumstances that make it appear that the Duke of Ferrara did the deed. Lund then suggests Miss Goddard into marrying the duke so that she thereby could get her classic revenge by poisoning him. At the same time, Lund figures he would gain dominance over the dead duke's territory. Unfortunately for Lund, his ambitious conspiracy backfires when Miss Goddard falls in love with the duke.

Producer Richard Maibaum has given a handsome frame to a screenplay by Cyril Hume and Michael Hogan, from a story by the latter. Miss Goddard cavorts in a variety of eye-catching garments, and her performance is satisfactory though not subtle. Carey emerges vigorously as the villain, while Lund certainly has feminine-appeal as the dashing duke. Mitchell Leisen directed.

Running time, 91 minutes. Adult audience classification. Release date, May 6.

MANDEL HERBSTMAN

"The Lovable Cheat"

(*Skyline—Film Classics*)

PURELY in the mood of a tongue-in-cheek lampoon, "The Lovable Cheat" recounts how a sly old rascal, having suddenly fallen from wealth, outwits a horde of snarling creditors. Taken from a play by Honore de Balzac, which has its setting in the Paris of two centuries ago, the film is best for its incisive character studies that are reminiscent of some of the better Gallic productions. Oddly, though, the film for the most part is like a photographed stage play, with a minimum of sets and an occasional over-abundance of dialogue. The cast is a fairly good one, headed by Charles Ruggles, Peggy Ann Garner and Richard Ney.

Ruggles plays the focal role as the suddenly impoverished gentleman of Paris. With the aid of his butler, Alan Mowbray, Ruggles resorts to every guile and subtlety to keep at bay his exasperated friends-turned-creditors. Finally, Ruggles hits upon the idea of having his daughter marry a wealthy count as a solution to his financial problems. The only trouble with this idea is that the count turns out to be "phony," and besides his daughter, Miss Garner, is in love with a humble bank clerk, Richard Ney. When a maze of satirical complications are ironed out, true love wins out, and Ruggles is saved from jail by the unexpected return of a long-disappeared partner who has since become wealthy.

The well-remembered Buster Keaton, as a poker-face creditor, and Curt Bois, as the disreputable count, fill out the cast of the Skyline Pictures production for Film Classics release. Richard Oswald and Edward Lewis produced and did the screenplay; Oswald also directed. Rosario Castagna was associate producer.

Running time, 74 minutes. General audience classification. Release date, not set.

M. H.

Files to Intervene

(*Continued from page 1*)

court's rejection of its bid to appear as intervenor in the case.

Partmar charges that under its settlement with the government, Paramount is free to evict the plaintiff from the Los Angeles theatre and that this is not consistent with the U. S. Supreme Court's opinion in the suit.

Partmar charges that the New York court erred in rejecting the move to intervene because it gave no findings on theatre issues still before the court, that the court did not recognize the Paramount Theatre to be a "fruit of the monopoly" and on other counts.

The New York court is expected to rule on the new move within a week and if granted, Partmar would take the appeal to the U. S. Supreme Court.

Canada Sets Loan For TV Stations

TORONTO, March 28.—A loan of $4,000,000 is being made by the Dominion government to the Canadian Broadcasting Corp., Revenue Minister J. J. McCann announced in the Commons today, to proceed with the establishment of television stations in Toronto and Montreal.

McCann told Parliament that in addition to the one immediate government-controlled TV station in each city authorization would be given for one private television broadcasting studio under annual license in Toronto and Montreal. It is considered possible that Famous Players Canadian Corp. may secure the privilege for Toronto because its experimental television department is understood to be in an advanced stage of development.

They Strike It Rich!

CHICAGO, March 28.—Two masked bandits held up the Windsor theatre, on North Clark street early today and fled with $2,300 just as the film "Strike It Rich" was ending. They forced Vincent Avery, manager, to open the safe and fled after cutting wires of the inter-house phone system.

GARY COOPER
TERESA WRIGHT
TWO GREAT STARS IN AMERICA'S MOST BELOVED STORY...
"THE PRIDE OF THE YANKEES"
RETURNS TO THE SCREEN!
Re-released by RKO RADIO PICTURES, INC.

Selznick, Gish at Review Board Meet

David O. Selznick and Lillian Gish will address more than 500 delegates from motion picture councils throughout the country who will attend the 40th anniversary conference of the National Board of Review of Motion Pictures here tomorrow at the Hotel McAlpin.

Adult and youth groups will participate in the principal conference session which will be concerned with "The Motion Picture Audience, 1949." Selznick's subject will be "The 1949 Motion Picture Audiences from the Producer's Point of View." Miss Gish will speak at a session presided over by Quincy Howe, president of the board, dealing with the results of a study of the general audience.

Sullivan at Atlanta Meet

ATLANTA, March 28.—J. H. Thompson, president of the Theatre Owners and Operators of Georgia, reports that the principal speaker for the organization's annual meeting in Atlanta, May 8-10, will be Gael Sullivan, executive director of TOA.

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Drive on UK Quota

(*Continued from page* 1)

sylvania, Knowland of California, and Brewster of Maine.

2—Senator Downey, California Democrat, forwarded to Acheson a vigorous protest against the British film quota, and asked for word as to what "the Department is planning to do to remedy this discriminatory action."

3—Senator Knowland, who started the ball rolling last week, said he is making progress in working out specific amendments to hit back at British discrimination, and that they might still be ready in time to add to the pending bill to continue ECA through June 30, 1950. If not, Knowland said, he would offer them to the Reciprocal Trade Agreements Act, the ECA appropriations bill, or some later measure. He stressed the technical difficulty of drawing these amendments.

While the letter signed by the five Republican Senators covered a broader subject than films alone, several of the signers said films had been uppermost in their minds. Senator Brewster stated he would hit the British film quota in a speech he plans to make tomorrow or Wednesday.

The five Republicans said that it seemed to them to be inconsistent for the British government to establish economic iron curtains—whether in the form of quota arrangements, discriminatory taxes or currency restrictions—at a time when Congress is being urged to contribute to the opening up of the channels of trade.

Senator Downey, pointing out that British producers could not supply enough films to fill even a 20 per cent screen quota, said that he could see no economic justification for the present 40 per cent quota and could describe it only as "punitive action against an American industry.

"Not only is the quota unfair and discriminatory," the California Democrat said, but "it is also in direct conflict with everything we are trying to do to promote world recovery. The American people are spending billions of dollars to help the rest of the world, and many American industries are making important trade concessions to stimulate a freer flow of world commerce. These sacrifices we are willing to make, but the least we can expect in return is that the recipients of our aid will do their share to carry out the objectives."

NCA to Join Fight

(*Continued from page* 1)

cabarets is "of concern to NCA." Kane drew up the memorandum for the hotel group from which the bill has been drawn.

The NCA counsel also questioned the extent which the Nordbye monopoly ruling in the Ascap case would have on BMI, if it decided to collect a license fee from film theatres, pointing out that Ascap music is controlled by members whereas BMI operates as a company with full control of its music list.

Lon Cox Resigns Fox Post

KANSAS CITY, Mo., March 28.—Lon Cox, head of the film buying department of Fox Midwest Theatres, has resigned.

Performers' Taxes

(*Continued from page* 1)

pay their own taxes. It was ruled that independent theatres have no control over individual performers further than booking them.

The decision, in ruling that performers are independent contractors, voided automatically the so-called "Form B Contract," prepared by the American Federation of Musicians, president of which is James C. Petrillo. The contract declared that musicians could not perform until the theatre management signed an affidavit making the musicians employes of the theatre.

Lerner revealed that he already has presented a refund claim for the State Theatre before the Internal Revenue Department.

Lerner said the refund covers a period of more than eight years and will amount to "many thousands of dollars." He added that the theatre will not have to pay taxes any more, which will eliminate much paper work.

16 from MGM

(*Continued from page* 1)

and "Big Jack," which replaces "The Great Sinner."

"The Barkleys of Broadway" and "The Great Sinner" will be released in May. The latter replaces "Conspirator," a new date for which will be announced later.

June releases are "Edward, My Son," produced in England, and "Neptune's Daughter."

NCA Seeks Outside Aid in Tax Fight

MINNEAPOLIS, March 28.—Minnesota independent exhibitors are urged by Stan Kane, executive counsel for North Central Allied, "to enlist the support of leading merchants and citizens of the community to oppose passage of legislation to enable villages and cities to impose an admission tax, and up to the extent of such Federal admission cut or elimination." The bill is now on general orders in the House, and a Senate measure is now pending in the committee on municipal affairs.

In addition to contacting each member of the legislature, Kane urges exhibitors to get at least 25 prominent citizens of the community to send wires, letters or postcards to lawmakers opposing municipal admission taxes on the grounds that taxation is a "retail sales tax at excessive rates" and the levy would fall on the small wage earner.

Fabian Acquires Another

ALBANY, N. Y., March 28.—Fabian Theatres has assumed operation of the Griswold, in Troy, as "B" first-run, after Warner's ran the same policy since 1942. Warner has simultaneously changed the American there from a first to a second-run, a schedule followed before it reopened the Griswold. Vic Bunze has moved from the American to the Griswold as manager, and John Swarthout went to the American. The Griswold was dark for a time and was in the Fabian-Warner Troy pool, disbanded two years ago.

THE BOSTON HERALD says: "Vivid production"

PILGRIM

'The Red Pony'

A screen play by John Steinbeck, directed and produced by Lewis Milestone for Republic Pictures, with the following cast:

Alice Tiflin.....Myrna Loy
Billy Buck.....Robert Mitchum
Grandfather.....Louis Calhern
Fred Tiflin.....Shepperd Strudwick
Tom.....Peter Miles
Teacher.....Margaret Hamilton
Jinx Ingals.....Patty King
Jackie.....Jackie Jackson
Beau.....Beau Bridges
Little Brown Jug...Little Brown Jug
Nino.....Nino Tempo
Dale.....Tommy Sheridan

John Steinbeck adapted his own novel, "The Red Pony," for the film of the same name which opened yesterday at the Pilgrim Theater. It is a story of strong human emotions, presented on the screen with a stark simplicity and freedom from superfluous detail that make it an extraordinarily vivid production. If anything, the emotional lines are overdrawn, and the spectator's heart at times takes a greater beating than is necessary.

A young boy is misunderstood by his father, who seems to be slightly out of step with the world, and the problems of family relationships are brought to focus by the crisis ensuing in the fatal sickness of the lad's beloved pony. The father, blinded by his own inability to fit into the way of ranching life, is no help to the boy, and the hired man assumes a fatherly role in his place. The boy thinks he is getting a raw deal both ways, however, when he mistakenly assumes that the pony's sickness is the result of the hired man's negligence. Throw in a garrulous grandfather who is living in the past days of the pioneer transcontinental trek, and a mother who is long-suffering, strong of character and pretty of face and figure, and you have the situation in a nutshell.

Robert Mitchum acts the part of Billy, the hired man, with naturalness and stern good nature. Louis Calhern makes the grandfather at once pathetic, primitive and gruffly affectionate. Myrna Loy plays the mother, a nearly wooden character, with a spark of warmth. Peter Miles, in his first starring role, as the boy, does a splendid job of acting a difficult emotional part. Shepperd Strudwick acts the father suitably ill at ease. —B. O. G.

Reprinted from The Boston Herald

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony

A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music AARON COPLAND
Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

March 29, 1949

Mr. Al Lichtman
20th Century-Fox Film Corporation
444 West 56th Street
New York City

Dear Mr. Lichtman:

On Friday, March 25th, your company was invited to attend an open forum for the purpose of bringing facts and figures **to prove** that you are honestly entitled to a greater share of the Independent Exhibitors gross at the box office.

Disregarding our invitation, sent to you by the largest number of Independent Exhibitors in the New York Exchange area, you called **your own meeting** for this Friday.

If you are trying to psychologically lessen the impact of our resolution may we advise that you have failed. We will not attend **your** meeting.

Good will is a precious asset. Years of hard work on the part of your company went in to create it.

The reaction of exhibitors in your own first two meetings has practically destroyed it.

Very truly yours,

INDEPENDENT THEATRE OWNERS ASSOCIATION OF NEW YORK, INC.

HARRY BRANDT, President
MAX A. COHEN, Chairman Film Committee
JACK HATTEM
LEON ROSENBLATT
IRVING RENNER
NORMAN ELSON
LOU WOLFF
SAM EINHORN
JACK ROCHELL
HENRY SIEGEL
AL MARGOLIES
RAY RHONHEIMER
JULIUS SANDERS
MARTIN LEVINE
BEN WEINSTOCK
Film Committee Members

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VOL. 65. NO. 62 NEW YORK, U.S.A., WEDNESDAY, MARCH 30, 1949 TEN CENTS

BrewsterTakes Quota Fight to Senate Floor

Says State Dept. Must Act Against British

WASHINGTON, March 29.—Senator Owen Brewster, Maine Republican, told the Senate today that the U. S. State Department must intervene against the high British quota on American films "because its ramifications go far beyond this one industry."

Taking the floor as debate resumed on a bill to extend the ECA, Brewster charged that the high quota was "intended to oust American films from the British market as quickly as possible." The quota "jams the gears of reciprocity," he declared.

Meanwhile, there were other developments in the Congressional fight for

(*Continued on page 7*)

Krim Predicts 50% E-L Business Rise

Upon leaving here for Hollywood yesterday, Arthur B. Krim, president of Eagle-Lion, asserted that in his opinion the company's income for 1949 would be approximately 50 per cent over 1948. Eagle-Lion's income for 1948, as reported by Krim, was 65 per cent higher than 1947, the company's first year of operation. Krim also confirmed yesterday that complete financing had been arranged for the company's requirements for the next 12 months.

First two months of 1949, Krim declared, were the greatest income-producing months in the company's history. A record gross for the company

(*Continued on page 7*)

Wood Urges Return Of 3% Tax to State

COLUMBUS, O., March 29.—Fear of increase in admissions taxes in Ohio would be eliminated through passage of House Bill No. 526, now up for consideration in the House of Representatives, reports P. J. Wood, secretary of the Independent Theatre Owners of Ohio. He urges all Ohio exhibitors to write or wire House taxation committee members and tell them of their support of the bill. The bill

(*Continued on page 3*)

Merge Rank Firms Into New Setup

London, March 29.—Consolidation of all J. Arthur Rank's production facilities into one firm was announced here today by a spokesman for the British producer now in America. Joseph Somlo, of Two Cities, and Edwin Davis, of Production Facilities, are two top executives let out by the economy move.

McGovern, Freiman In New Sales Posts

A. W. Schwalberg, Paramount general sales manager, has appointed James B. McGovern and Charles N. Freiman special home office sales representatives.

Both will confer with branch managers and personnel on matters of procedure and routine to further develop the new Paramount plan, "progress through teamwork." Since the plan embraces studio, salesman and customer, McGovern and Freiman will have direct contact with exhibitors to quickly liquidate Paramount contracts. They will also serve as clearing houses for their respective territorial subdivisions in the matter of unusual sales promotion ideas, not only to achieve faster playoff, but to make progress in the field of exchange-exhibitor relations.

McGovern and Freiman will leave the home office within the week on the first leg of their itinerary.

'Hamlet' Is Spurred By Academy Awards; Most Others Drop

First-runs here for the most part are in the usual pre-Easter doldrums. Influx of visitors apparently is at a minimum and warm weather is keeping many New Yorkers outdoors.

The Academy Award citations are responsible for a new prosperity at the Park where mail orders for "Hamlet" shot upwards by 50 per cent. Tickets are now selling up to 16 weeks in advance with the current week, the 26th, likely to gross more than $15,000. Advertisements pointing up the Awards for "Hamlet" made their initial appearances in New York newspapers only yesterday, thus even more robust business is anticipated.

One of the most spirited among the

(*Continued on page 3*)

Schwartz Promotes Weiss and Koken

Sol A. Schwartz, vice-president and general manager of RKO Theatres, has promoted Harry Weiss to division manager of RKO Theatres in Minnesota and Iowa. Weiss who was an RKO division manager in Brooklyn will make his new headquarters in Minneapolis. Robert Whalen will continue as assistant division manager in this territory.

Schwartz also announced that Lee Koken will devote his entire time to

(*Continued on page 3*)

Lichtman Calls For a Step-Up In Clearances

Avers Current Method Is Now Obsolescent

PHILADELPHIA, March 29.—Existing clearances governing first-run operations in key cities are obsolete and ought to be modernized, Al Lichtman, vice-president of 20th Century-Fox, told a group of Philadelphia exchange area exhibitors at the Hotel Warwick today.

At the same time, he took a position in favor of simultaneous runs, such as now prevail in Chicago, declaring the system there has resulted in a "tremendous increase in admissions for the vast majority of independents and circuits."

The occasion was the third stop in the projected tour of the nation's key

(*Continued on page 6*)

NT's $3,500,000 Settlement Okayed

New York Supreme Court Justice Ferdinand Pecora has confirmed the $3,500,000 settlement of National Theatres' minority stockholders' actions in accordance with the recommendations of New York attorney Jacob S. Demov, who served as referee in the case. Early this month, Justice Pecora reserved decision following a court hearing on the report submitted by Demov.

Under terms of the approved settlement, National Theatres president Charles P. Skouras and three other executives agree to the amendment of their employment contracts enabling the company to save a total of $1,750,-

(*Continued on page 3*)

SPG Negotiations Are Faltering Here

Faced by "an apparent unwillingness on the part of the distributors to negotiate fully the details of a new contract" for the Screen Publicists Guild (CIO) here, key committee members of the union met yesterday to outline plans for action designed to "persuade the companies to adopt a more realistic attitude in their union negotiations."

The decisions of yesterday's meeting,

(*Continued on page 7*)

Majors Halt Support of Annual Academy Awards

HOLLYWOOD, March 29.—Academy of Motion Picture Arts and Sciences president Jean Hersholt today told MOTION PICTURE DAILY that major company heads have notified the Academy board, prior to last week's Academy Awards ceremonies, that it was the last time the companies would contribute financial support to that feature of the Academy's activities. Hersholt, who will relinquish the presidency on the expiration of his fourth term next month, will arrive in New York April 30 for a month's stay, during which he will talk personally with company presidents in an attempt to persuade them to alter their decision by demonstrating the public relations and goodwill value of the annual awards.

Hersholt said company heads had

(*Continued on page 3*)

KMTA Talks Over Exhibitor Problems

KANSAS CITY, March 29.—Highlight of the one-day exhibitors' meeting under the sponsorship of the Kansas-Missouri Theatre Association, today at the Hotel Phillips was the discussion led by Glen Hall of Cassville, on exhibitor exploitations, including those selling pictures in small towns.

Senn Lawler led a discussion on public relations, with specific instances of service to communities in cooperation with local projects in both small and large centers. Richard Orear of Commonwealth led an exchange of ex-

(*Continued on page 3*)

Mexico City Theatres Gross $13½ Millions

Mexico City, March 29.—Motion pictures again claimed most of the $20,000,000 spent here last year for public entertainment, reports the Municipal Treasury Department. The 93 theatres operating claimed $13,500,000 of that sum for 50,464,540 admissions, compared with the $1,100,000 gross by eight stage houses on 1,802,752 admissions.

The 1948 overall amusement gross hit a new high and was $900,000 higher than in 1947, which the Department calls remarkable because there was less economic depression in 1947 than there was in 1948.

Three More Groups To Aid Bond Drive

WASHINGTON, March 29.—Secretary of the Treasury John W. Snyder announces receipt of pledges of cooperation in the industry's participation in the forthcoming savings bond drive from three additional film groups, the Screen Directors' Guild, Screen Actors' Guild and the IATSE.

Ben Hecht Resumes

Ben Hecht has been signed by Samuel Goldwyn to do the screenplay of the yet unpublished novel of Leo Brady, "The Edge of Doom," which will be in the bookstores in September from E. P. Dutton. "Hecht's decision to forswear Hollywood writing assignments, made six months ago, was reversed under the persuasion of Goldwyn," according to the Goldwyn office here.

Charles J. Closmann, 66

NEW ORLEANS, March 29.—Charles J. Closmann, 66, pioneer in the electrical projection of motion pictures, died here on March 23, it was disclosed here today. His work in developing electrical projection started about 1913. He was also a pioneer in the field of outdoor films, presenting them here with vaudeville in 1913. He is survived by the widow, two sons and a sister.

Flynn Funeral Today

CHICAGO, March 29.—Funeral services will be held tomorrow at St. Patrick's Church, Lincoln, Ill., for John E. (Jack) Flynn, who retired May 1, 1947 as M-G-M's Midwestern sales manager. William A. Scully, Universal - International distribution vice-president, is en route here from New York to attend the funeral.

Mrs. Mary Allard Graves

BOSTON, March 29.—Funeral services for Mrs. Mary Allard Graves, widow of Homer A. Graves with whom she was associated for many years in the operation of several theatres in New England, were held Saturday at her home in Lancaster, N. H.

Personal Mention

J. ARTHUR RANK is scheduled to leave New York today for Palm Beach, Fla., for a stay with ROBERT R. YOUNG, principal stockholder of Eagle-Lion.

•

FRED R. LACK, vice-president of Western Electric, has been elected president of the Armed Forces Communication Association, and THOMAS J. HARGRAVE, Eastman Kodak Co. president, was named an AFCA vice-president.

•

WALTER L. TITUS, JR., Republic division manager, is in Boston from New York and is expected to return here Friday.

•

BOB LYNCH, M-G-M Philadelphia district manager, and LOU FORMATO, branch manager, are in New York from Philadelphia.

•

C. J. FELDMAN, Universal-International Western sales manager, is touring branches in his district and will return to New York in three weeks.

•

FLORYNCE BERGSTEIN of Walter Reade Theatres' bookkeeping department, was married last Saturday to HOWARD BOCK.

•

A. M. KANE, Paramount assistant Eastern division manager, was in Charlotte yesterday from New York.

•

RUBE JACKTER, Columbia assistant general sales manager, will leave here Friday for Florida on business.

•

STEVE STRASSBERG, Film Classics' assistant director of advertising-publicity, is in Buffalo from New York.

•

ERICH VON STROHEIM left here last night for Hollywood.

STANTON GRIFFIS, United States Ambassador to Egypt and chairman of Paramount's executive committee, will arrive here today aboard the *S.S. Queen Mary.*

•

HERMAN LEVY, Theatre Owners of America general counsel, and MRS. LEVY, celebrated their 18th wedding anniversary yesterday with a cocktail party at the Sherry Netherlands Hotel here.

•

SAM ENGEL, producer; RONALD REAGAN, president of the Screen Actors Guild; MICHAEL WILDING and PATRICIA NEAL will arrive here today from Europe on the *S.S. Queen Mary.*

•

ED HINCHY, head of Warner's home office playdate department, will leave here today for Pittsburgh and Cleveland.

•

CARD WALKER, public relations director of Walt Disney Studios, is here from Hollywood.

•

OLIN H. CLARK, M-G-M Eastern story head, is back here from a Nassau vacation.

•

LEO HANDEL of M-G-M's audience research bureau will lecture at Columbia University here tonight.

•

MAXWELL SHANE, Universal-International producer-director, has arrived here from Hollywood.

•

MELVIN HIRSH, president of Crystal Pictures, has left New York for a three-week tour of the Midwest.

•

TEDDY SHULL, head of Peerless Distributing of Washington, is in New York.

Video - Film Unit to Finalize Contract

A reading of the completed standard exhibition contract for television films will highlight the open forum discussion and dinner meeting of the National Television Film Council, tomorrow evening at the Brass Rail here, it was announced by Melvin L. Gold, NTFC president.

The contract will be explained by Seymour M. Peyser, member of the law firm of Phillips, Nizer, Benjamin and Krim and NTFC legal counsel.

MPAA Meeting Now Off to April 7th

Because a quorum is not expected to be available on April 5, the date previously set for the annual meeting here of the directors of the Motion Picture Association of America, the meeting will be held instead on April 7, it was indicated yesterday by a spokesman for MPAA's New York office.

'Cesar' Rated 'C'; Ten Others Reviewed

Eleven additional films have been classified by the National Legion of Decency, with Siritzky International's "Cesar" given a class "C" rating.

Classified A-I were M-G-M's "The Stratton Story"; Republic's "Duke of Chicago"; Screen Guild's "Frontier Revenge." Classified A-II were Screen Guild's "Highway 13"; Warner Brother's "Homicide"; 20th Century-Fox's "Mr. Belevedere Goes to College"; Columbia's "Undercover Man"; Warner's "Young Brothers." In the "B" Classification were placed United Artists' "The Crooked Way" and "Outpost in Morocco."

Premiere of 'Jennie'

With Army searchlights giving the area the flavor of a Hollywood first night, noted New Yorkers from the business, society and theatrical worlds attended the premiere of David O. Selznick's "Portrait of Jennie" at the Rivoli Theatre here last night for the benefit of the Free Milk Fund for Babies. Prominent among those who attended were Selznick and Lillian Gish, who has a top role in the film.

Newsreel Parade

THE presentation of the Academy Awards and the World Peace Conference in New York are among current newsreel highlights. Other items include people in the news, sweepstakes winners, sports, etc. Complete contents follow:

MOVIETONE NEWS, No. 26—Red-sponsored peace talks in N. Y. Pope Pius thanks American people for their charity. Greek Evzones present President Truman with gifts. Academy Awards. Tornado sweeps five states. Roller derby. Grand National. Sweepstakes.

NEWS OF THE DAY, No. 260—Red peace conference stirs up storm. Mississippi levee breaks. "Dream House" for child heroine. New defense chief takes office. Greeks bear gifts to Truman. Grand National. Sweepstakes winners.

PARAMOUNT NEWS, No. 63—Peace parley sets off controversy. Academy Awards. President Peron of Argentina takes oath of new constitution. Grand National.

UNIVERSAL NEWSREEL, No. 234—Pickets denounce peace delegation. Greek parade. Tornado. President Peron and new constitution. Academy Awards. Grand National.

WARNER PATHE NEWS, No. 65—People in the news: Churchill, Peron, Admiral Leahy, Forrestal and Johnson. Academy Awards. Basketball. Grand National. Sweepstakes winners.

Production Is Off Slightly, to 26

HOLLYWOOD, March 29.—The production tally dipped to 26 from last week's 29. Five films were started while eight were completed.

Shooting started on "Frontier Fear," Monogram; "Down Dakota Way" and "Brimstone," Republic; "Quicksand" (Rooney-Stiefel), United Artists; "Partners in Crime," Universal-International. Shooting finished on "Barbary Pirate," Columbia; "Alimony" (Equity), Eagle-Lion; "The Forsyte Saga" and "Scene of the Crime," Metro-Goldwyn-Mayer; "Fathoms Deep," Republic; "Home of the Brave," United Artists; "Abbott and Costello Meet the Killers" and "Curtain Call at Cactus Creek," Universal-International.

Charge High Rentals Replace Percentages

MINNEAPOLIS, March 29. — Local distributors are circumventing their promise not to force percentages on accounts paying under $200 by quoting flat rentals at such high figures "it is still forced percentage—in fact." Twin Cities exhibitors charged here.

While no action was taken on forced percentages, the owners "scoffed at statements entirely at variance" with branch managers' practices in quoting terms, a spokesman said.

Shirley Aide to Davis

P. H. Shirley has been appointed personal assistant to John Davis, managing director of the J. Arthur Rank Organization, Ltd., it was announced here. Shirley has been a departmental manager with the firm of Peat, Warwick, Mitchell and Co., London accountants.

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'Hamlet' Is Spurred

(*Continued from page* 1)

new films in town is "El Paso" with Louis Jordan's "Tympony Five" and Ray Anthony's orchestra at the Paramount where the first week's take is estimated at $68,000 which, by comparison with most other spots, is substantial business.

Also relatively big is "Outpost in Morocco" with Gordon Jenkins' orchestra on stage, which is headed for a first week's gross of $64,000 at the Capitol. "Kiss in the Dark" with Guy Lombardo on stage should give the Strand about $50,000 for a first week, which is also healthy business.

'Fan' Comes to Roxy

"The Fan" will bow in at the Roxy on Friday, replacing "Mother Is a Freshman" which, with Cab Calloway's orchestra and Phil Baker on stage, probably will wind up its third and final week with $56,000, a mild gross.

Immediate gains from previously reported price cuts at some runs here is not too discernible, according to theatremen, who express the belief that advantages will be felt on a long-range basis. Scales have been lowered at the Globe, Mayfair, Victoria and Criterion.

"Little Women," with a stage presentation at the Music Hall, should do about $115,000 in a third week, which is fair business; it holds for a fourth, to be followed on April 7 by "Connecticut Yankee in King Arthur's Court." "Take Me Out to the Ball Game" looks good for about $33,000 in a good third week at the State.

'Bad Boy' Off

"Bad Boy" was off as a newcomer at the Palace where the first week's business is estimated at $14,000; the film will bow out tomorrow night to make way for "I Shot Jesse James." "Impact," at the Globe, in a second week, should gross $10,500.

"Portrait of Jennie" had an elaborate premiere at the Rivoli last night for the benefit of the New York Milk Fund. "The Snake Pit" was away down at the end of its highly successful run at the Rivoli, bringing in only $4,000 in its final five days, two short of a full 21st week.

"The Red Shoes" is continuing at a good clip at the Bijou with about $13,000 seen for a 23rd week. "Knock on Any Door" is down to $13,000 in a slow fifth week at the Astor. "Criss Cross" dropped to an unfavorable $9,000 in its final four days at the Criterion, three less than a complete third week, and was succeeded yesterday by "The Set-Up."

"Joan of Arc" is likely to complete a 20th week at the Victoria with about $14,000, which is fair enough. "Casablanca," reissue at the Mayfair, should gross about $20,000 in a mild first week.

KMTA Meet

(*Continued from page* 1)

periences in various phases of concessions.

With Homer Strowig of Abilene leading, exhibitors showed they were keeping in close touch with TV developments.

Marcus Landau of Madison led a discussion on clearances, which the exhibitors were told by attorney Joe Kelly of the present Missouri law regarding informers in aisle regulation proceedings.

Elmer E. Bills, Salisbury, president of KMTA, presided.

Protestants Will Make 30 Films

Hollywood, March 29.—The Protestant Film Commission will produce a minimum of 30 pictures, predominantly features, in the next two years, executive producer Paul F. Heard announces. A series of five features based on Democracy will be produced by Edward Nassour. Other themes to be dealt with are mental health, foreign missions, ministry, international relations, family life, church-and-community, the Bible in modern living, Christian Education.

Ask Court Switch in Auburn Trust Action

Federal Judge Sylvester Ryan reserved decision in U. S. District Court here yesterday on a defense motion calling for transfer of the Auburn Capital Theatre Corporation's $2,500,000 triple-damage anti-trust action against the Schine Circuit Corp. and major distributors to the Northern U. S. District Court in Utica, N. Y. The Auburn, N. Y., theatre plaintiff has charged conspiracy to deprive the Capital of product.

In opposing the motion, Milton Pollack, plaintiff's attorney, contended that under the new U. S. Code of Judicial and Judiciary Procedure, which became effective last September, action may be pursued in the District Court of the plaintiff's choice. Judge Ryan's ruling on the motion will settle a test case on that point, it is said.

Allow Intervention Appeal in Para. Suit

New York Federal Court yesterday allowed Partmar Corp. to take appeal to U. S. Supreme Court from the lower court's denial of a motion to intervene in the Paramount trust settlement. Consequently, attorneys John H. Amen and Russell Amen, for Partmar, will file a petition aiming to block the Paramount reorganization, or at least to partially upset it, with the Supreme Court.

Partmar, which operates the Paramount Theatre, Los Angeles, on lease from Paramount, charges that the Paramount decree allows the company to evict the plaintiff and this contravenes the Supreme Court decision in the industry trust suit.

Theatre 'Bank Night' Okayed in N. Mexico

SANTA FE, N. M., March 29.—Gov. Thomas J. Mabry has signed a bill legalizing "Bank Night" in New Mexico theatres.

The recent legislature passed the measure exempting "bona fide amusement establishments" from state laws banning lotteries. Theatres now may offer "prizes of cash or merchandise for advertising purposes . . . for the purpose of stimulating business."

'Quiet One' Cited

"The Quiet One," distributed by Mayer-Burstyn, has received the Newspaper Guild of New York's "Page One Award."

Academy Awards

(*Continued from page* 1)

based their decision to terminate their financial support of the awards feature on the grounds that "attaining Academy quality on the screen costs too much, due to the necessity of expensive retakes and other costly measures, and we are interested only in commercially successful product."

Hersholt had given indirect mention to "voices" crying out "we don't want Academy standards foisted upon us—we want to make commercial pictures, unhampered by considerations of artistic excellence" in his opening address at the Awards ceremony last Thursday night. Today he pointed out that the aggregate financial assistance supplied this year was $50,000 and asked how the industry could have secured comparable public relations benefits for that sum.

Hersholt said he had canvassed the matter thoroughly with Eric Johnston, Motion Picture Association of America president, during the latter's recent visit here and asked him to arrange a meeting for him with company heads in New York. He pointed out his official connection with the Academy will be terminated by then and that, speaking as an individual free of contractural ties with all phases of the film industry, he will be in a position to speak plainly on the whole matter of East-West relations on the strength of his four years as Academy president and 12 as president of the Motion Picture Relief Fund. He expressed the hope that he can bring about a change in the decision by direct discussion but added that the Academy's many other activities are not affected and will continue operative as in the past.

NT Suit Settlement

(*Continued from page* 1)

000 for the next seven years. Additionally, it calls for a ceiling to be placed on further compensation to these executives, which has been estimated might reach a total of $1,750,000. The company also obtained from some officers and key executives stock options on common stock of 20th Century-Fox, of which National is a subsidiary. These options cover 18,500 shares of common at $22.50 per share and expire on Dec. 31, 1949.

Milton Pollack, general counsel for the suing stockholders, has indicated that he will present Justice Pecora's order in the near future in U. S. District Court here to arrange for dismissal of the stockholder actions pending against National, 20th-Fox and the four executives. A total of 15 individual suits were filed charging that Skouras under a stock option deal profited $4,281,250, that executives Elmer C. Rhoden and F. H. Ricketson, Jr., gained $1,027,000 each, and that executive Harold J. Fitzgerald profited by $513,000.

Justice Pecora complimented Demov, Pollack and other counsel connected with the case on their successful efforts to arrive at a settlement, and the jurist said that upon settlement of the order the court will pass upon requests for allowances for the attorneys.

K.C. Bond Meet Today

KANSAS CITY, March 29.—The meeting scheduled for today to outline the motion picture industry's role in the national savings bond drive being conducted by the U. S. Treasury Department has been postponed until tomorrow.

Hollywood

Hollywood, March 29

SEVEN story properties are being prepared for Hal Wallis' production within the next 18 months, a record undertaking. . . . Chester Franklin, discoverer of Rin Tin Tin, has joined M-G-M as a producer and will produce a Lassie picture as his first assignment.

•

Stuart Heisler is to direct Humphrey Bogart in "Chain Lightning" for Warner. . . . Curtis Bernhart, who gave Marlene Dietrich her first starring role, will direct "Bodies and Souls," the Pandro Berman production, for M-G-M. . . . Burt Lancaster has signed a long term Warner contract.

•

Republic has signed Rex Allen, a radio cowboy from Station WLS, Chicago, to star in a new series of musical Westerns, with "Arizona Cowboy" his first. . . . Producer Lindsley Parsons had contracted to produce three James Oliver Curwood pictures for Monogram release. . . . Mervyn LeRoy will direct Clark Gable and Loretta Young in M-G-M's "Key to the City."

Wood Urges Return

(*Continued from page* 1)

would return the three per cent admission tax to the state and limit it to that figure. Ohio municipalities are now permitted to exercise admission tax authority.

Wood said that exhibitors, irrespective of where they operate, would be in a much safer position if the taxing power on admissions is left in the hands of the state rather than cities and other subdivisions.

"Up until this time we have been extremely fortunate in maintaining the three per cent rate, but we constantly face the danger of having some city or village increase the rate and find ourselves in the same position as scores of theatres in Pennsylvania, where local admission tax ordinances as high as 10 per cent have been enacted," Wood said.

James M. Carney of Cuyahoga County, is chairman of the House taxation committee.

Weiss and Koken

(*Continued from page* 1)

heading RKO Theatres' vending department, and his theatres have been assigned to other division managers in the New York Metropolitan area.

Also, Sol Sorkin has been promoted from manager of the RKO Keith Theatre, Flushing, to city manager in Syracuse. Michael Edelstein in addition to supervising RKO theatres in Syracuse and Rochester will handle several houses in New York City.

Union Conferees Named

Herb Schmidt, David Cassidy and Albert Genovese have been elected by Paramount International "white collarites" here to represent workers in forthcoming contract negotiations between the company and IATSE Motion Picture Home Office Employes Local No. H-63. Russell Moss, Local H-63 executive vice-president, and Joseph M. Conlon, the local's business representative, also will participate in the negotiations.

WARNER BROS. GAVE THE SCR

WORLD



THE YEAR'S BES

JANE WYMAN IN JO



THE YEAR'S BEST SUPPORT

WALTER HUSTON IN TREASURE OF



THE YEAR'S BEST SUPPORTI

CLAIRE TREVOR IN KEY LA



THE YEAR'S BEST DIRECTOR

JOHN HUSTON FOR TREASURE OF



THE YEAR'S BEST SCREENPL

JOHN HUSTON FOR TREASURE OF



AND THE INDIVIDUAL PRODUCER OF THE MOST CONSISTENT HIGH QUALITY PICTURES

JERRY WALD

WINNER OF THALBERG MEMORIAL AWARD

In acknowledging the high tribut that has been paid the Warne Bros. Studio I want to thank pub licly all the men and women whos talents and efforts brought abou these achievements. We are prou

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nem indeed. And every one of
Warner Bros. is determined
even these standards shall be
passed by the program we are
engaged in. My thanks and
rtiest congratulations to all.

Jack L. Warner
EXECUTIVE PRODUCER



Now is the time!

WINNER WYMAN IS READY TO WIN THEIR HEARTS AGAIN IN HER NEW HIT!

BOOKING EVERYWHERE!

DAVID NIVEN



JANE WYMAN

"KISS IN THE DARK"

Lichtman Calls

(*Continued from page* 1)

cities during which Lichtman and Andy W. Smith, Jr., vice-president in charge of 20th-Fox's distribution, will discuss with exhibitors the possibilities of developing a method of re-dividing the box-office dollar on a basis more favorable to their company. They hold this necessary to fortify production and as insurance bulwarking an uninterrupted flow of good films.

Calls Clearance 'Obsolete'

"We have failed to recognize that playing a picture in one first-run theatre in a city as large as Philadelphia and then putting it in camphor balls for 28 days after its downtown run before playing in the large neighborhood houses is an obsolete method," said Lichtman. "By the time it reaches the largest portion of the public in this city, many have lost interest in the picture and we fail to obtain maximum results for the exhibitor and ourselves.

"Also, the transportation problem has become acute in the larger cities and we have inflicted inconveniences on our patrons which has meant a loss of their business in our theatres. In Chicago the courts faced such a move and through simultaneous runs it has resulted in a tremendous increase in admissions for the vast majority of independents and circuits," he added.

Favors Sliding Scale

He continued: "Pictures find their own level of worth without the constant wrangling and bickering that is so prevalent in many places. It is my hope that in all theatres where it is worth while to play on a percentage basis the sliding scale will be adopted. However, the effectiveness of the sliding scale depends upon honest expense figures. In smaller situations, where the returns are small and operators barely eke out a living, we are always willing to serve him on flat rentals.

"We shall not be deterred from meeting exhibitors at grass-root levels by tirades from individuals who seek special privilege. This shortsighted attitude will only lead to their own destruction in the end because anything that is good for the industry is good for right-thinking men in it. We shall continue this policy of open discussion which is in the best American tradition."

Smith told the group 20th-Fox did an international gross of $84,000,000 in 1948 with a profit of $3,000,000 from distribution. The bulk of the profit, he continued, stems from theatre interests, a state of affairs which he interpreted as showing an unfair distribution of the box-office dollar and a need for substantial increases in film rentals. In order to maintain production at consistently high levels, he added, it is "vital" for distribution to have such an increase. He took the position that when an "occasional poor picture" turned up, it was the task of distribution and exhibition to bear "the burden" together.

Questions Combines' Methods

In a circumscribed attack on buying and booking combines, Smith observed: "We feel that the methods certain buying-and-booking combines employ in beating down film rentals produces unfair competition and places a premium on constructive effort—and penalizes the honest exhibitor who pays his just share."

Charles Einfeld, vice-president in charge of advertising-publicity, let go with a blast at Harry Brandt, president of ITOA of New York who is challenging 20th-Fox in its current move and who, on Monday, refused to attend a luncheon planned by the company for New York and New Jersey exhibitors in New York on Friday.

"I am impelled to call this meeting's attention to a handbill which is being circulated here by Mr. Kaplan, a paid employee of Harry Brandt of New York, in an effort to disrupt this friendly, democratic assembly in which we will attempt to labor for you certain problems which threaten the welfare of our great industry. We welcome this 'fellow traveler', for we assume he will be with us constantly as we travel across the width and breadth of this great land," he stated.

A Russian Trick

"This is a familiar trick at Lake Success. Commissars Gromyko and Vishinsky have evidently taught Harry Brandt how to take a walk. It's a corny trick and we are wise to it.

"As regards the New York meeting which Mr. Brandt is picketing in Philadelphia, let me say this: We had long since planned this New York meeting, which will be held this coming Friday. Mr. Brandt knew about the meeting last Saturday and we expect a large attendance of New York and New Jersey exhibitors. I think we know something about propaganda—its techniques—and how it can be used to becloud true issues and character. We have all seen it at work and the only way to combat it is through honesty and integrity of purpose. Mr. Brandt is 'crying wolf' and there isn't a man in this room who isn't wise to him. But, as a man who has the best interests of this industry at heart, I must say that I'm shocl that the very men who have so lc suffered the unfairness of picket li and boycotts and censorship could sort to these tactics.

"If this is the method which seric businessmen use to meet the vital iss confronting this industry today, I s to them—'you are being misled' anc warn them that this type of behav will destroy whatever public co dence they may enjoy.

Will Cover Country

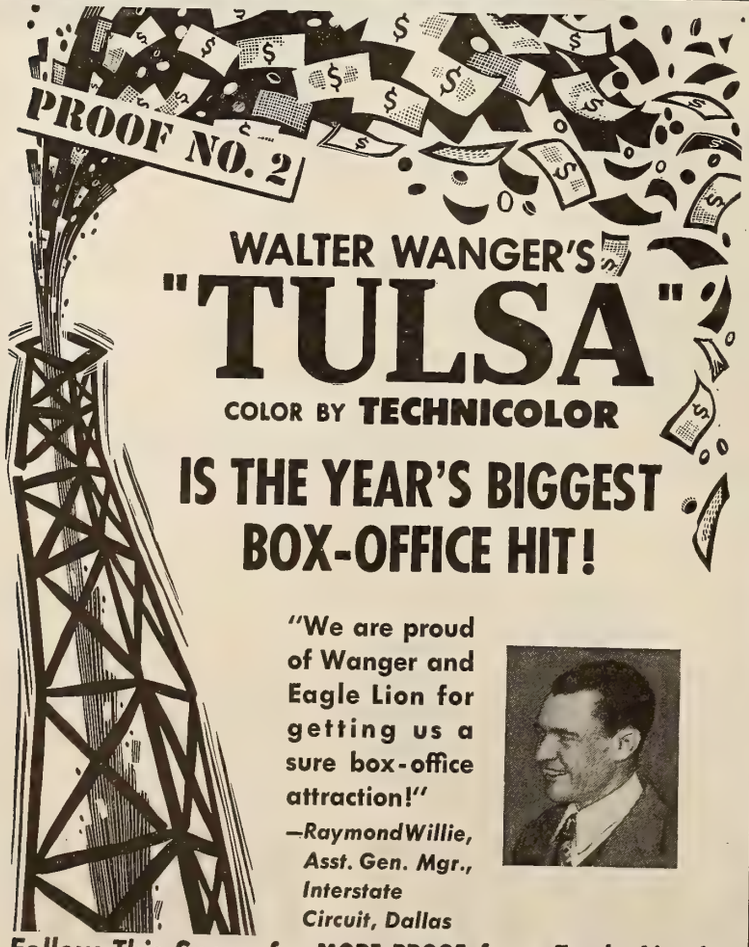
"If these gentlemen are going pursue us around the country, th may as well settle down and get co fortable because we intend to contin until we have covered the entire cou try and we will try to make ever body happy, including Harry Brand

Other 20th Century-Fox hom office executives attending were R. Moon, Howard Minsky, Sam Shai Morris Caplan and Lem Jones. Amor exhibitors invited to the meeting wer

Frank Ackley, Ben Amsterdam, Geor Beattie, A. J. Belair, Archie Berish, A. Boyd, Harry Botwick, Harold Brasc Frank Buehler, Harry Chertcoff, Harc Cohen, Lou Davidoff, Al Davis, Har Dembow, A. M. Ellis, Eddie Emanuel, J Emanuel, I. Epstein, Roscoe Faunce, Ce Felt.

Also, Sam Frank, Harry Freedma Phil Person, Ben Goldfine, William Gol man, Jack Greenberg, Bernie Haines, Fra Henry, Harold Hirshberg, Elmer Hirt Elmer Hollander, W. C. Hunt, Samu Hyman, Paul Kleinman, Melvin Koff, Le ter Krieger, Norman Lewis, P. M. Lew George Naudascher, Robert Nissenson.

Also Mac Margoline, Dave Milgram, Sa Milgram, Lewen Pizor, Bud Rogasner, M ton Rogasner, Abe Sablosky, Dave Sablosk Lou Sablosky, Sidney Samuelson, T Schlanger, Harvey Schwartz, Muri Schwartz, Ray Selander, John Serino, Ha old Seidenberg, William Schmidt, Benna Shapiro, Merton Shapiro, Morris Spier Alex Stiefel, Harry Stiefel, Lyle Trenchar John Turner, Joseph Varbalow, Sam Va balow and Moe Wax.





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The Altec Service Man

ALTEC SERVICE CORPORATION

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMEN

Quota Fight

(*Continued from page* 1)

State Department action against the British quota:

1—The Motion Picture Association of America had 20 California Congressmen to dinner, where MPAA President Eric Johnston and IATSE Vice-president Roy Brewer outlined the plight of the film industry abroad, specially in Britain.

2—Senators who have asked the State Department what action is being taken on the quota situation indicated they are growing restless at the lack of response. Work is continuing on amendments to be offered to the ECA bill or to later legislation to hit back at the British.

3—Brewer and Kenneth Thomson of the Screen Actors Guild were circulating around the Capitol, "button-holing" Congressmen and Senators on the British situation.

Brewer and Thomson are here to also urge upon William Green, president of the American Federation of Labor, full AFL support of the film industry in dealing with trade problems abroad, Brewer said. Green is expected here on Thursday.

Brewster, in his Senate speech today, cited last week's Academy Award for the British-made "Hamlet" "as another example of the American motion picture industry's consistently fair-minded attitude toward the film industries of other nations." He reminded the Senate that the American film industry had never asked for barriers here against foreign films—"America is now and always has been a free market for the motion pictures of the world."

The film habit in Great Britain, Brewster said, can largely be traced to American films. "The British government can legislate foreign-made films out of Britain," he continued, "but they cannot legislate their own people into the box-office for British films."

The Maine republican, who had a lengthy conversation with M-G-M studio head Louis B. Mayer when the latter was here last week, said that the British quota cannot be defended on fiscal grounds, nor on the grounds of protection, since it does not really aid the British film industry nor the British economy in general.

Krim Reports

(*Continued from page* 1)

of over $3,000,000 is expected from "Tulsa," Walter Wanger's production.

Actual shooting at the E-L studios in Hollywood will resume in two or three weeks, Krim stated, as soon as scripts which have been in preparation for some time, are completed. First pictures to go before the cameras will be two Bryan Foy productions, "Port of New York" and "Trapped." Also being readied for filming is an untitled Mack Sennett feature, which will combine a contemporary script and story with historical "vintage" sequences of Bing Crosby, W. C. Fields, Sennett's bathing beauties and the Keystone Cops.

Additional scripts being readied for shooting soon are: "Marker X," "The World and Little Willie," "Twelve Against the Underworld" and "Wyoming Mail."

On his return to the studio, Krim plans to resume immediate negotiations with independent producers for release of their films by E-L. Several deals which have been under discussion will probably be completed within the next few weeks, he said.

SPG Negotiations

(*Continued from page* 1)

a follow-up of Monday's joint strategy meeting between SPG and its sister union, the Screen Office and Professional Employes Guild, will be brought to the full membership of SPG early next week for ratification, the latter union reported. It was said that an SPG meeting will probably be held the evening of the next negotiation meeting with the companies, thus giving the membership "the opportunity of discussing fully the latest position taken by management."

Plans outlined at yesterday's meeting include the "possibility of bringing the union's side of the story to the public on the broadest scale yet attempted, if necessary," the SPG declared.

Continued the union: "While responsible leadership of the guild stressed that they were in no way eager to break off negotiations with the companies, the feeling of those meeting yesterday was that the union is no longer willing to accept equivocal, evasive tactics from management."

BACKED BY NEW

FULL SCALE PUBLICITY AND EXPLOITATION CAMPAIGNS....

"THE PRIDE OF THE YANKEES"

RETURNS TO THE SCREEN!

Re-released by RKO RADIO PICTURES, INC.

NEW YORK MIRROR says:

"Wins your heart and tears"

Eloquent 'Red Pony'

By JUSTIN GILBERT.

A boy-and-animal picture must be told with utter sincerity. It is too easy, you know, to depict a kid as a maudlin moppet pining over his mute friend.

Lewis Milestone scrupulously shunned sugar for salt in his Technicolor production of John Steinbeck's "The Red Pony," at the Mayfair. His is a simple, wholesome, straightforward story of a boy's love for a horse and how its loss affects him.

This could have been a tear-tinctured opus, but it concentrates on details of ranch life, showing its lusty joy and dusty despair, in hard living, lightened by things unknown to most city dwellers.

The joy of the lad when he is given the pony is made eloquent and his grief at its loss poignantly comprehensible.

A wonderful little actor, Peter Miles, is surounded by a sterling cast in Robert Mitchum, Louis Calhern, Myrna Loy and Sheperd Strudwick. Mitchum is wonderful here, completely at home as a ranch hand. He brings Billy Buck to life. That "great" of the legitimate theatre, Louis Calhern, is superb as the garrulous grandpa who crossed the plains in covered wagons. A master of theatrics, he doesn't miss a chance. Myrna and Strudwick contribute to the warmth and charm of the film.

But young Miles is the one remembered as Tom of "Red Pony," a sweet-faced youngster who, without the usual juvenile film pathos, wins your heart and tears.

Reprinted from the New York Mirror

CHARLES K. FELDMAN presents

MYRNA LOY · ROBERT MITCHUM

in JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with LOUIS CALHERN and SHEPPERD STRUDWICK

and introducing PETER MILES as TOM and MARGARET HAMILTON

Screen Play by JOHN STEINBECK • Music by AARON COPLAND

Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION

COLOR BY TECHNICOLOR

FOR A GENERAL DISCUSSION
OF IMPORTANT INDUSTRY
PROBLEMS RELATING TO
OUR MUTUAL WELFARE AND
TO THE PUBLIC GOOD

20th
Century-Fox

CORDIALLY INVITES
ALL NEW YORK AND NEW JERSEY
EXHIBITORS
IN THE GREATER NEW YORK AREA
TO A LUNCHEON THIS FRIDAY

AT THE
Hotel Astor
AT 12 O'CLOCK

We hope you all will attend

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 63 NEW YORK, U. S. A., THURSDAY, MARCH 31, 1949 TEN CENTS

'Oscars' Still Have Majors' Moral Support

Deny Commercialism, Say Awards Need Not End

Major companies will continue to give their "moral support" and encouragement to the idea of making awards of merit for superior achievements in motion pictures, but will no longer make "deficit contributions" for the financing of ceremonies at which such awards are presented, ranking executives of five companies said yesterday.

Their statement, subscribed to by Nicholas M. Schenck, Loew's president; Barney Balaban, Paramount president; Spyros Skouras, 20th Century-Fox president; Albert Warner, vice-president of Warner Bros., and Ned E. Depinet, RKO president, followed a statement issued in Hollywood yesterday by Jean Hersholt, president of the Academy of Motion Picture Arts & Sciences, disclosing that company financial support of the awards ceremonies was being ended.

Whereas Hersholt implied that the

(*Continued on page* 4)

46 Stories in Work at W. B.

HOLLYWOOD, March 30.—Following a series of executive meetings at the company's Burbank studios, Jack L. Warner announces a record Warner production program for 1949 and beyond. Eight top pictures are scheduled to start within the next six weeks. Some 46 story properties are now in preparation.

"Events at the Warner studios in the past two months prove that in our business it is possible to make history

(*Continued on page* 5)

Selznick Sees Rise In Picture Tastes

Tastes of the motion picture public are rising and greater support is being given to finer films, David O. Selznick declared yesterday in an address to the 40th anniversary conference of the National Board of Review, at the Hotel McAlpin here.

In explaining why the trend toward finer films has not been more rapid, Selznick pointed out that "productions

(*Continued on page* 5)

New England Allied Elects Ford, Pinanski

Boston, March 30.—Meeting of Allied Theatres of New England held today elected John J. Ford, chairman of board and Sam Pinanski president. Elected to the executive board were Charles Kuntzman of Loew's theatre; Ben Domingo, RKO Theatres; Martin J. Mullin, New England Theatres; Al Somerby, Lothrop Theatres.

Max Millincroft was elected vice-chairman and Stanley Summer treasurer.

Mullin was appointed to the legislative committee as chairman.

F. & M. Sues Para. On Joint Ownership

Fanchon and Marco, Paramount partner in the operation of the Paramount Theatre, Hollywood, yesterday filed an $850,000 treble-damage action in New York Federal Court against Paramount, charging that the terms of the joint ownership contract are in violation of the U. S. anti-trust laws.

John H. Amen, counsel for the plaintiff, said here that he intends to rely substantially on that portion of the U. S. Supreme Court's opinion in the industry anti-trust suit which held partnerships with other exhibitors to be illegal.

The complaint sets forth that Paramount charged "excessive and unreasonable fees" in licensing its prod-

(*Continued on page* 4)

British Quota Cut Is a 'Meaningless Gesture,' Says MPA

WASHINGTON, March 30.—The Motion Picture Association of America said today that the 5 per cent cut in the British film quota was "obviously a meaningless gesture, and removes neither the cause of the British industry's crisis nor the discrimination against American films."

The MPAA statement, the first official reaction to the British quota cut, was given to a meeting of California members of the House of Representatives by Joyce O'Hara, executive assistant to MPAA president Eric A. Johnston.

O'Hara said that the British Labor Party's action upping the quota from 20 per cent to 45 per cent, "done at the insistence of British producers even though they had not been able to meet a quota less than half that

(*Continued on page* 5)

All Theatres to Have Video: Raibourn

"There are 18,000 movie theatres in the United States and eventually all will be equipped for showing television on their screens just as surely as they converted to sound in the 1930's," Paul Raibourn, Paramount vice-president in charge of television, will say in the April issue of *The Elks Magazine*.

"The basic appeal of the movie is identical," he states. "Television shows in the future, especially elabo-

(*Continued on page* 4)

Calif. Solons In Mass Drive Against Quota

7-Man Congress Group Slates Top Gov't Talks

WASHINGTON, March 30.—California members of the House of Representatives today appointed a seven-man committee to meet with Secretary of State Dean Acheson and other top government officials in an attempt to get government action to force the British to cut their screen quota back to the old 20 per cent figure.

This has apparently become the immediate objective of the industry. Action on the remittance freeze and the $17,000,000 yearly limit has been postponed until something is done about the new 40 per cent quota. Complete elimination of the quota apparently does not enter the plans at all.

The action of the House California

(*Continued on page* 5)

Re-elect All RKO Officers

Ned E. Depinet, president, and all other officers of RKO, were re-elected by the board of directors at a meeting here yesterday, Depinet announced.

Other officers are: Malcolm Kingsberg, John M. Whitaker and Gordon E. Youngman, vice-presidents; J. Miller Walker, secretary; Garrett Van Wagner, comptroller; William H. Clark, treasurer; Kenneth B. Umbreit and William F. Whitman, assistant secretaries; O. R. McMahon, H. E. Newcomb, T. F. O'Connor and A. E. Reoch, assistant treasurers.

Detroit Exhibitors Hit Plan to Raise Rentals

DETROIT, March 30.—The proposal being made by 20th Century-Fox to increase rentals was criticized today by Detroit theatre owners.

The Detroit opposition came on the heels of the announcement by Al Lichtman, 20th-Fox vice-president, that higher film rentals would correct a "lopsided" condition in which producers are struggling to break even.

"Fox is really killing the goose that laid the golden egg," declared Sam Carver, vice-president of the local Independent Theatre Owners and president of Detroit Consolidated Theatres.

"There are more than 12,000 theatres in the country with seating capacities averaging 500 which will suf-

(*Continued on page* 4)

UTOI Is Urged to 'Resist' Fox Plan

PONTIAC, Ill., March 30.—"This new onslaught on the part of 20th Century-Fox must be resisted at all costs," Edward G. Zorn, president of United Theatre Owners of Illinois, asserts in a bulletin to members of the organization devoted to a discussion of 20th-Fox's current exploration of means of increasing its film rentals by 25 per cent.

The bulletin cites 20th-Fox earnings in recent years, claiming the company's 1948 gross was off six per cent from the preceding year compared with a 20 per cent decrease which it

(*Continued on page* 4)

First Quarter Tops Any Republic Year

Hollywood, March 30.—Business for the first quarter tops any previous year in the company's history, James R. Grainger, Republic executive vice-president, said upon his arrival here today from a tour of exchanges. Box office is steadily improving, he added.

N. Y. Variety Has 500 Applications

New York Variety Club, barely functioning as yet and with clubrooms still in the making, already has 200 applications for membership and 300 applications for transfers of members from Variety Tents in other cities. Under Variety rules a member must belong to the tent of his home city. Applications are being received by New York Variety at its new offices in the Hotel Astor.

Youngstein Pledges All-Out Bond Drive

KANSAS CITY, Mo., March 30.—Max E. Youngstein, chairman of the motion picture industry's advertising-publicity committee cooperating in the U. S. Treasury's savings bond drive, today pledged the government a campaign "equalling the most effective of the wartime bond drives, with full use of industry manpower from every branch of exhibition, production, distribution and advertising-publicity," according to a Treasury Department statement.

Addressing a group of film, government and industrial executives meeting at the Hotel Muehlebach here, Youngstein, who is Eagle-Lion's advertising-publicity vice-president, promised on behalf of the industry to set up bond premieres in key situations across the country; "name" stars for the "Covered Wagon Bond Caravan"; a special short subject; newsreel coverage, and other means of making the American public aware of the bond drive which runs from May 15 to June 30, the Treasury statement continued.

Youngstein emphasized that the film industry is participating in the campaign at the specific request of the Secretary of the Treasury, because of general recognition that the industry's technique of showmanship combined with information and selling programs are necessary for a successful drive, the Treasury continued.

Among those present at today's meeting were Elmer Rhoden, president, Fox Midwest Theatres, representing the industry in the Midwest; Senn Lawler, Rhoden's assistant; Earl Shackelford, state director, U. S. Savings Bonds Division for Missouri, and others.

Name Lodge of CBS To Board of SMPE

William B. Lodge, CBS vice-president in charge of general engineering, has been named a member of the board of governors of the Society of Motion Picture Engineers by E. I. Sponable, president of the SMPE.

Actor to MC Lynch Fete

ALBANY, N. Y., March 30.—Sir Cedric Hardwicke will be master of ceremonies at a dinner at the Ten Eyck Hotel Monday night when George Lynch, chief buyer for the Schine circuit, will be honored.

Personal Mention

ELLIS ARNALL, Society of Independent Motion Picture Producers president, is in Washington, where he expects to remain for a week.

•

PAUL LAZARUS, SR., sales executive of United Artists, recuperating in St. Joseph's Hospital in Kansas City, is recovering so rapidly that he is expected to be brought back to New York next week.

•

J. ARTHUR RANK delayed his scheduled departure yesterday for Palm Beach, where he will visit ROBERT R. YOUNG, principal Eagle-Lion stockholder, and will leave here today instead.

•

GRANT HAWKINS, manager of the Irving Theatre in Detroit, is home after a month's stay at the Ford Hospital and expects to resume his duties within a few weeks.

•

SAM LEFKOWITZ, United Artists Eastern district manager, was in Buffalo yesterday from New York and will join ABE DICKSTEIN, New York branch manager, at Oneida today.

•

HARRY WEISS, former 20th Century-Fox field publicist at Cleveland, has joined Eagle-Lion there as a salesman.

•

SI LIPSON, Broder Theatres supervisor, has returned to Detroit from New York.

•

IRVING SHERMAN, Columbia assistant exchange operations manager, is in Cleveland from New York.

WILLIAM M. PIZOR, Screen Guild vice-president, will leave New York Saturday aboard the *S. S. Queen Mary* for a three months' tour of Europe.

•

ARTHUR HORNBLOW, JR., and JOHN HUSTON, M-G-M producer-director team, will arrive here from Hollywood on Saturday, and will leave the next day by air for London.

•

W. C. WHITE, former Gibbon, Neb., exhibitor, has purchased the Dana Theatre in Omaha from J. L. WAYBILL.

•

JULIUS DANIELS, Perth Amboy, N. J., manager for Walter Reade Theatres, has been elected a vice-president of that city's Chamber of Commerce.

•

SIDNEY LANDAU, of Monogram International's accounting department, is the father of a boy, LAWRENCE DAVID LANDAU.

•

ROBERT L. LIPPERT, head of Screen Guild and Lippert Productions, is here from San Francisco.

•

WILLIAM E. DANZIGER, Paramount exploitation director, will leave here Sunday for Laredo, Texas.

•

BERNARD R. GOODMAN, Warner exchange supervisor, has returned to the home office after a Southern tour.

•

HERMAN RIPPS, M-G-M assistant Eastern sales manager, will leave Boston today for New York.

•

ALFRED HITCHCOCK will sail for England from New York on April 28.

Testimonial Tonight For Retiring Condon

John F. Condon, sales vice-president of Warner's reclamation plant, Film Cellulose, Inc., will be honored at a testimonial dinner by his associates tonight, upon the occasion of his retirement from the company after 32 years of service. Condon joined Vitagraph in 1917 as purchasing agent, and joined Warner Brothers in his recent capacity when the company took over Vitagraph in 1925.

The dinner will be held in the Brass Rail Restaurant, Brooklyn, with Joseph M. Spray, vice-president of Ace Film Laboratories, as master-of-ceremonies, and Herman Rottser as chairman.

Baltimore Dinner Honors Mechanic

BALTIMORE, March 30.—State and Congressional representatives, newspaper publishers and trade press representatives will be present tomorrow night at a dinner at the Belvedere Hotel in celebration of the 20th anniversary of Morris Mechanic as an exhibitor.

Following the dinner, the 20th Century-Fox production, "Mr. Belvedere Goes to College," will have its world premiere at the New Theatre.

323 Houses Pledge Cancer Collections

BOSTON, March 30.—Nearly 100 of the industry in New England attended a luncheon at the Copley Plaza Hotel here yesterday as guests of Marty Mullin, chairman of the 1949 drive for the Children's Cancer Research Foundation. The gathering endorsed the drive and volunteered its cooperation to Mullin.

Mullin announced that during the past 24 hours, 323 New England theatres have pledged audience collections.

J. Searle Dawley, 71, Pioneer Director

HOLLYWOOD, March 30.—J. Searle Dawley, director of early Edison films and associated with Famous Players, in its earliest days, died here yesterday at the age of 71.

Dawley entered the motion picture industry with Thomas Edison in 1907, shooting scenes in a Manhattan loft, and moving from there to a studio in the Bronx. He retired in 1938.

Pathe Omits Dividend

Pathe Industries, Inc., yesterday omitted its usual cumulative four per cent preferred dividend. The last payment was $1.00 on Jan. 3.

Jay Gove, 71, MGM Research Director

Funeral services for Jay Gove, 71, director of M-G-M sales research here, will be held at the Walter B. Cooke West 72nd Street Funeral Parlor tomorrow evening. Burial will be private.

Gove died suddenly yesterday morning at his home here from thrombosis. He had had several heart attacks in recent years and returned to his office on Tuesday from a rest of several days.

Entering the newspaper field early in life, he worked in many cities. He entered the motion picture industry as the first advertising manager of Fox Film Corp. He was later assistant general manager of the old Realart Pictures and sales manager for Associated Exhibitors and First National. He joined M-G-M in 1927 with the advent of short subject production and distribution, as sales development manager. Gove established a yard-stick for the measurement and comparison of box-office grosses of M-G-M pictures and in recent years he had compiled an analysis of theatre attendance which he hoped some day to publish in book form.

The widow, Inez Faralla Gove, survives.

Eastern Division Wins Realart Sales Drive

The "Budd Rogers Silver Jubilee Sales Drive," Realart Pictures' first sales campaign, has been won by the Eastern division. First spot went to Bob Synder and Manny Stutz of the Cleveland exchange. Second went to Bernie Mills of the Washington exchange, managed by Fred Sandy. In addition to winning first and second prizes, Cleveland and Washington will participate with Philadelphia, Pittsburgh, New York and Boston in the overall prize for the winning division.

The Western division came in second, with Jack Zide winning first place, Henri Elman of Chicago winning second place. The third place Southern division was topped by Lee Goldberg's Cincinnati exchange, and the runner-up was George Phillips' and Herman Gorelick's St. Louis exchange. Cincinnati won first position nationally.

Mrs. Anna Stickerling

Funeral services will be held this morning in Jersey City for Mrs. Anna Stickerling, mother of Walter Stickerling of the RKO Radio home office. Mrs. Stickerling died Monday.

Fuller Signed for Three

Samuel Fuller, writer and director of Lippert Productions' "I Shot Jesse James," who arrived here yesterday from the Coast, has been signed to write and direct three more films for Lippert.

Evergreen Holds Confab

PORTLAND, Ore., March 30.—Managers and department heads of Evergreen Theatres in Washington and Oregon met in the semi-annual division conference yesterday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



THE MOST WELCOME SALESMAN IN THE INDUSTRY!

Because this is in his brief-case!



"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
BOFFO IN BOFFALO!
RICHEST IN RICHMOND!
AND ALL NEW DATES DITTO!

"LITTLE WOMEN"
(Technicolor)
4th WEEK MUSIC HALL!
IT'S THE NATION'S CHOICE
FOR THE EASTER PARADE!

"STRATTON STORY"
"Picture of the Month"—*Liberty*



"COMMAND DECISION"
Hold-over Champ of the Season!

"ANY NUMBER CAN PLAY"
Terrific new Gable picture previewed!
His best in years!

"BARKLEYS OF BROADWAY"
(Technicolor)
"Picture of the Month"
—*Cosmopolitan*

"SECRET GARDEN"
"Picture of the Month"
—*Parents' Magazine*

THE M-G-M SMILE SPREADS ACROSS THE NATION!

As the Hollywood Reporter says:
"Things are really jumping at M-G-M!"
Big pictures completed and in production!
Never anything like it!
Never has any Studio been clicking with
Such enthusiasm, vigor and success!
This is M-G-M's Anniversary Year!
Truly an M-G-M Year!
Ride with the winner!

Always Remember!
M-G-M IS THE INDUSTRY'S LEADING ADVERTISER!
—in Magazines
—in Radio
—in Newspapers
NO OTHER COMPANY DOES AS MUCH FOR YOU!

'Oscars'

(*Continued from page* 1)

awards financing was being withdrawn because the companies were more interested in commercially successful films than artistic achievements, the five company executives asserted that "The companies should not be in the position where they can be accused of subsidizing an artistic and cultural forum," as they have often been accused in the past.

Donated $50,000

Their statement also asserted that withdrawal of their "subsidy" from awards ceremonies does not preclude future Academy Awards being voted for superior achievements. The companies are reported to have donated $50,000 to finance the awards ceremonies last week.

Following is the statement of the five company executives:

"We intend to continue our moral support of the idea of making awards of merit for superior achievements in motion pictures. We shall, moreover, encourage additional awards based upon high standards of artistic worth and democratic selection.

"We shall continue our financial support of the original functions of the Academy of Motion Picture Arts and Sciences in technical fields, but we shall no longer provide for the ceremonies attending the annual awards of 'Oscars' by deficit contributions.

Deny 'Commercialism'

"It will be readily understood that this step is not a commercialistic one, but is in the interest of less commercialization. The companies, as companies, were never members of the Academy. It is an organization composed of individual artists and craftsmen in the industry. The companies should not be in the position where they can be accused of subsidizing an artistic and cultural forum. In fact, they so have been accused often in the past.

"We are heartily in accord with the principle of individuals in the industry democratically selecting the best in artistic achievement, if they wish to do so, and it is in the interest of this principle that we take this step to remove one source of accusation.

"It does not follow that our action in ceasing to pay the deficits of the annual 'Oscar' ceremonies precludes future Academy Awards or tends to discourage other distinctions for film attainment.

"Our decision was reached last autumn, and Mr. Hersholt and his executive board were notified on December 16, 1948, before any voting had begun on the year's annual awards, that the companies no longer would meet the deficits.

"We believe these selections should be free of any suspicion of company influence or of particular considerations that might sway the ballotting.

"The artistic standards of our industry are not dependent on this annual competition. The integrity of the artist is the determining factor, and there is always the safeguard of the demands of public taste and critical standards. There are many awards by many groups for which the creative talent of our industry can strive."

Review

"The Fan"

(*20th Century-Fox*)

PRIMARILY of interest to adult audiences, and even they may find its subject matter archaic and on the old-fashioned side, "The Fan" actually is Oscar Wilde's famed "Lady Windermere's Fan."

It is 24 years since the late Ernst Lubitsch produced Warner's silent version of the play with its flair for the epigrammatic. The new one, produced and directed by Otto Preminger, indulges in a bit of streamlining seeking to bridge the post-war with Victorian London, scene of the play.

An aged Madeleine Carroll is claiming a fan at an auction of bombed-out belongings. To establish her claim, she must be verified. This leads to an equally aged George Sanders whose memory requires considerable jogging. The jogging is the device by which Miss Carroll discards approximately four decades in order to get into the actual story of Lady Windermere and her fan.

It is the story of Miss Carroll, an attractive adventuress who maneuvers her unwanted way into the inner sanctums of Mayfair society through a hold on Richard Greene, the Lord Windermere who is married to Jeanne Crain. Greene sets up Miss Carroll in a town house with full trimmings while his circle gossips, thinks the worst and makes certain the rumblings reach Miss Crain. The situation is almost enough to break up the Windermere household and accelerate Miss Crain into Sanders' waiting arms. But Miss Carroll, who audiences know by this time is Miss Crain's adventuress-mother, salvages the situation in a pivotal scene at Sanders' apartment where she claims her daughter's fan for her own, saves the marriage and adds further tarnish to her own reputation. Thereafter she leaves England, her identity to her own daughter never divulged.

The pace is leisurely. The performances are generally competent, but rather studied, perhaps consciously so in order to keep them in the period mood of the piece. Some of the original Wilde epigrams—known as wisecracks nowadays—filter through but are not present in any profusion. Charming Miss Carroll and attractive Miss Crain have one especially strong emotional scene together. Martita Hunt, as the Duchess of Berwick, is well nigh perfect in her role. Production values are splendid and in excellent taste. Walter Reisch, Dorothy Parker and Ross Evans combined efforts on the screenplay.

Running time, 79 minutes. General audience classification. For May release.

RED KANN

UTOI-Fox Plan

(*Continued from page* 1)

claims for "the average independent theatre owner."

"We know that the average independent exhibitor has paid, and is now paying through the nose, about all the traffic will bear," Zorn writes. He warns exhibitors not to take the 20th-Fox campaign "too lightly," asserting that "they have hired the talent and they expect to do the job." He contends that exhibition is earning "only 11 per cent" on its investment, even on the basis of 20th-Fox's own figure of $200,000,000 of net profit for all theatres in 1948.

"Certainly," Zorn concludes, "an exhibitor should pay a fair price for a picture, but you must know your limits."

F. & M. Sues Para.

(*Continued from page* 1)

uct to the theatre on an exclusive contract.

In a separate action now pending, Partmar Corp., an F. and M. subsidiary which actually operates the house, is seeking to intervene in the industry suit on the charge that Paramount, as lessor, is insisting upon evicting the company.

Plaintiff states that it collects five per cent of the gross for maintaining the theatre with earnings beyond that shared equally. Also sought is an injunction on Paramount's continued 50 per cent interest.

Blast Rental Plan

(*Continued from page* 1)

fer if they have to pay a higher percentage on each picture they show."

"Ultimately, the Fox deal would lead to raising prices to Mr. and Mrs. Moviegoer and that would mean a drop in business," he maintained.

Joseph Uvick, president of Allied Theatres of Michigan, asserted in a bulletin sent to exhibitors that, "Fox is not satisfied with an agreed percentage of your box-office receipts," referring to a sliding scale of rentals being discussed by 20th-Fox executives at regional exhibitor meetings.

Higher Admission Prices

He also agreed that Fox's plan would lead to higher admission prices.

"Distributors cannot now legally force us to raise prices to our customers," Uvick contended. "The Supreme Court stopped that, but," he added, "that can be circumvented so that we will be compelled to do it for them, instead.

"All that is necessary is that the distributor charge us 15, 25 or 50 cents per seat, and hocus-pocus the admission price must go up, because we cannot sell for less than we buy," Uvick continued, referring to another proposal by the distributor providing for a fixed charge for each person who patronizes a picture.

Industry Needs Volume

"The back-bone of this industry is volume at lower and still lower admissions. To get greater revenue is to sell at less to more and more people. The Goldwyns, Selznicks, and other apostles of higher prices," or 20th-Fox vice-presidents Andy W. Smith, Jr., Charles Einfeld and Lichtman, "notwithstanding, are all wrong, always trying to sell for more. The usual ballyhoo may bring them in, but it's the exhibitor who sees them coming out with a realization that they have over-paid, and his is the direct responsibility," Uvick stated.

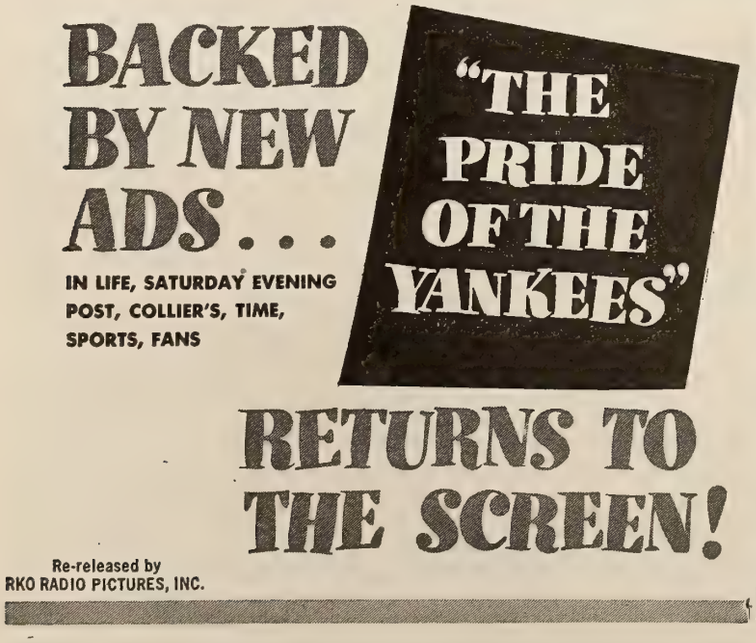
Uvick along with other exhibitors in this area welcomed the announcement of a tour by the three 20th-Fox executives to confer with exhibitors and their associations but he said he hopes that they keep in mind their own admission that "too many people in and outside the industry are given to panning the motion picture business."

Raibourn on Video

(*Continued from page* 1)

rate, expensive productions, will be filmed and, as a consequence, will in a measure approach the technical excellence of motion pictures."

Raibourn also told of Paramount's experience with large-screen video pick-ups of special events at its Paramount Theatre, New York.





Drive Against Quota

(*Continued from page* 1)

delegation came after the British situation was reviewed for them by MPAA representative Joyce O'Hara and IATSE vice-president Roy Brewer. Brewer told the representatives that Hollywood studio employment was 40 per cent below the levels of 1942 through 1945 and 1947, and was practically back to 1937 figures.

Other Capitol developments on the British tax were:

1—Senator Knowland, California Republican who started the ball rolling last week, took the industry's case to Presidential assistant John Steelman. Knowland stressed the employment aspects of the case to Steelman, who handles labor problems for the President. Knowland as yet has received no response from the State Department in answer to his demand for information as to government action on the British quota.

Won't Amend Pending Bill

2—Knowland admitted that amendments being discussed to hit back at the British probably would not be ready to offer to either the pending ECA bill or the up-coming reciprocal trade agreements extender. If they are finally offered, he indicated, they will probably be as amendments to a much later ECA appropriations bill.

3—Brewer and Screen Actors Guild secretary Kenneth Thomson continued to call on officials and legislators. Brewer hopes to line up official AFL backing for State Department quota action tomorrow when he meets with AFL president William Green. He may also try to reach Steelman and other officials tomorrow and Friday.

The bi-partisan committee appointed by the California House delegation will be headed by Rep. Cecil King and will include representatives Sheppard, McKinnon, Holifield, Hinshaw, McDonough and Jackson. They probably will meet with MPAA president Eric A. Johnston and other MPAA officials tomorrow or Friday, before starting their calls on Acheson and other government officials.

British Quota Cut

(*Continued from page* 1)

figure," had "undermined confidence in the whole British film industry, brought protests from the exhibitors who relied on American pictures for their theatres, caused studios to be shut down, and threw thousands of people out of work. In spite of the chaos in the British industry resulting from the 45 per cent quota, the British government's only answer is to propose to reduce the quota now by only 5 per cent."

The MPAA insisted that it did not want its fight on the British quota to interfere in any way with the ECA or reciprocal trade programs. Several legislators have been talking about amendments to the ECA or Reciprocal Trade Act to hit back at the British.

O'Hara reviewed the history of British-American film relations for the California members. He stressed that America is a completely free market for foreign films, and said U. S. producers believed that the motion picture as a medium of expression should have the widest opportunities for exchange among the peoples of the world.

"An entirely contrary point of view prevails in many other areas of the world, notably in Great Britain, which has adopted various restrictive devices discriminating against American films," he declared. "This British policy has been stepped up constantly in intensity since the war."

O'Hara reminded the Congressmen of the 75 per cent "confiscatory" tax, and stressed the American industry's willingness to work out an arrangement which would conserve British dollars and assure Britain an adequate supply of films. The March, 1948, agreement removing the tax but limiting American remittances to $17,000,000 a year was regarded as a mutually satisfactory accord on both sides of the Atlantic, he said, "and it was felt that a new era of mutual understanding and better relations was to begin. This hope was short-lived. Hardly had the agreement gone into effect when the British government adopted another drastic restriction on American films."

46 Stories in Work

(*Continued from page* 1)

without making hysteria," Warner said in his statement covering the company's program. "We know the motion picture market is what the public makes it. And we knew that we were not going to meet the public's demand by reducing our resources. So we increased them. We have doubled our star list and the list of stories for the program ahead." Marlene Dietrich will join Jane Wyman in "Stage Fright," to be directed in England by Alfred Hitchcock.

The eight pictures which will launch the new Warner production schedule and their starting dates are: "White Heat," first to star James Cagney, April 11; "Always Sweethearts," April 11; "Barricade," April 11; "Chain Lightning," April 18; "Beyond the Forest," April 25; "Return of the Frontiersman," April 25; "The Miami Story," May 2, and "Perfect Strangers," May 9.

Pictures in preparation include "Victoria Grandolet," "Young Man with a Horn," "Ethan Frome," "The West Point Story," "Colt 45," "The Travelers," "Dallas."

Other properties on the forthcoming schedule are: "Women Without Men," "Always Leave Them Laughing," "The Candy Kid Levels," "Back to Broadway," "The Glass Menagerie."

In addition, 25 other stories are in preparation for filming and casting.

Sees Rise in Tastes

(*Continued from page* 1)

must play to millions to get costs back" and, therefore, must appeal to the lowest common denominator. He said that "unless films are successful, they can't afford to be made, and this is doubly true today" because banks have tightened up and costs are tremendous. Hollywood pictures, Selznick continued, "must appeal to all ages, groups and tastes." Selznick cited the granting of the Academy Award to "Hamlet" as an indication of improving tastes. A year ago he said "you could not convince exhibitors and distributors that it would be such a success."

Another speaker, Gilbert Seldes, said that people between the ages of 20 and 30 go to motion pictures less than they did before, and after 30 they go very seldom. He advised the making of pictures that are more "mature and intelligent" to recapture the vanishing audience.

Richard Griffith, executive secretary of the National Board, revealed that a postcard ballot conducted by the board showed that "a wide variety of film choices is the principal desire."

DETROIT FREE PRESS calls it "Great stuff"

STAR GAZING

'The Red Pony' Meets Family Picture Tests

BY HELEN BOWER

GREAT STUFF for the family is on the United Artists Theater screen in the Technicolor adaptation of John Steinbeck's "The Red Pony."

Here is the basic appeal of "The Yearling," a boy's love for an animal and the character-building he gains from the experience.

Here, too, is an adult's struggle to adjust to unfamiliar ranch life and the effort of a man and wife to save their marriage.

Finally, at the other extreme of life, is the old grandfather who must avoid being tiresome with his reminiscences as wagon-train leader across the plains.

Lewis Milestone's expert direction has produced an easy, authentic picture of home and family life, beautifully photographed.

Effective and unusual background music has been composed by the modern, Aaron Copland.

Steinbeck wrote his own screen play, faithful to the original.

* * *

STARRED ARE Myrna Loy and Robert Mitchum, respectively the mother of young Tom Tiflin (Peter Miles) and Billy, the ranch hand who is Tom's hero.

Louis Calhern calls forth all his subtleties of characterization as the aged sire with white hair and mustaches a la Buffalo Bill.

Shepperd Strudwick works out of unhappiness and irritability as Fred Tiflin, Tom's father, who feels at first as if he were a stranger on his own ranch.

* * *

IN SIMPLE outline, Tom is given a red pony. Billy teaches him to care for it.

Tom teaches Gabilan, the pony, to unlatch a barn door, a trick that leads to tragedy and Tom's loss of faith in Billy.

Nothing in "The Yearling" was more stirring than Tom's fight with the buzzard he drives from his pony's dead body.

VERY MUCH a boy, yet giving his scenes full acting value and adding a quaint maturity, Peter Miles puts his heart into his role.

He isn't as touching as Claude Jarman, Jr. Neither is he supposed to be a backwoods or Florida "hammock" country lad.

Mitchum puts a quality of confidence and gentle strength into his portrayal of Billy. There is a quiet goodness that could hardly register as it does if the man didn't have it somewhere deep inside.

Miss Loy does less well than the others. Her distress is lifelessly dull. Up to the final scene she moves like an automaton.

* * *

WITHOUT USING cartoon sequences, "The Red Pony" also has the element of fantasy Walt Disney introduced less successfully in "So Dear to My Heart."

Two scenes early in the picture rise with natural charm out of the imagination of a young boy.

Logically, as Tom acquires a real interest in his pony, he lives less in his dream world.

On all counts "The Red Pony" can be recommended to the movie-goer of any age.

Reprinted from the Detroit Free Press

CHARLES K. FELDMAN presents

MYRNA LOY · ROBERT MITCHUM

in JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with LOUIS CALHERN and SHEPPERD STRUDWICK

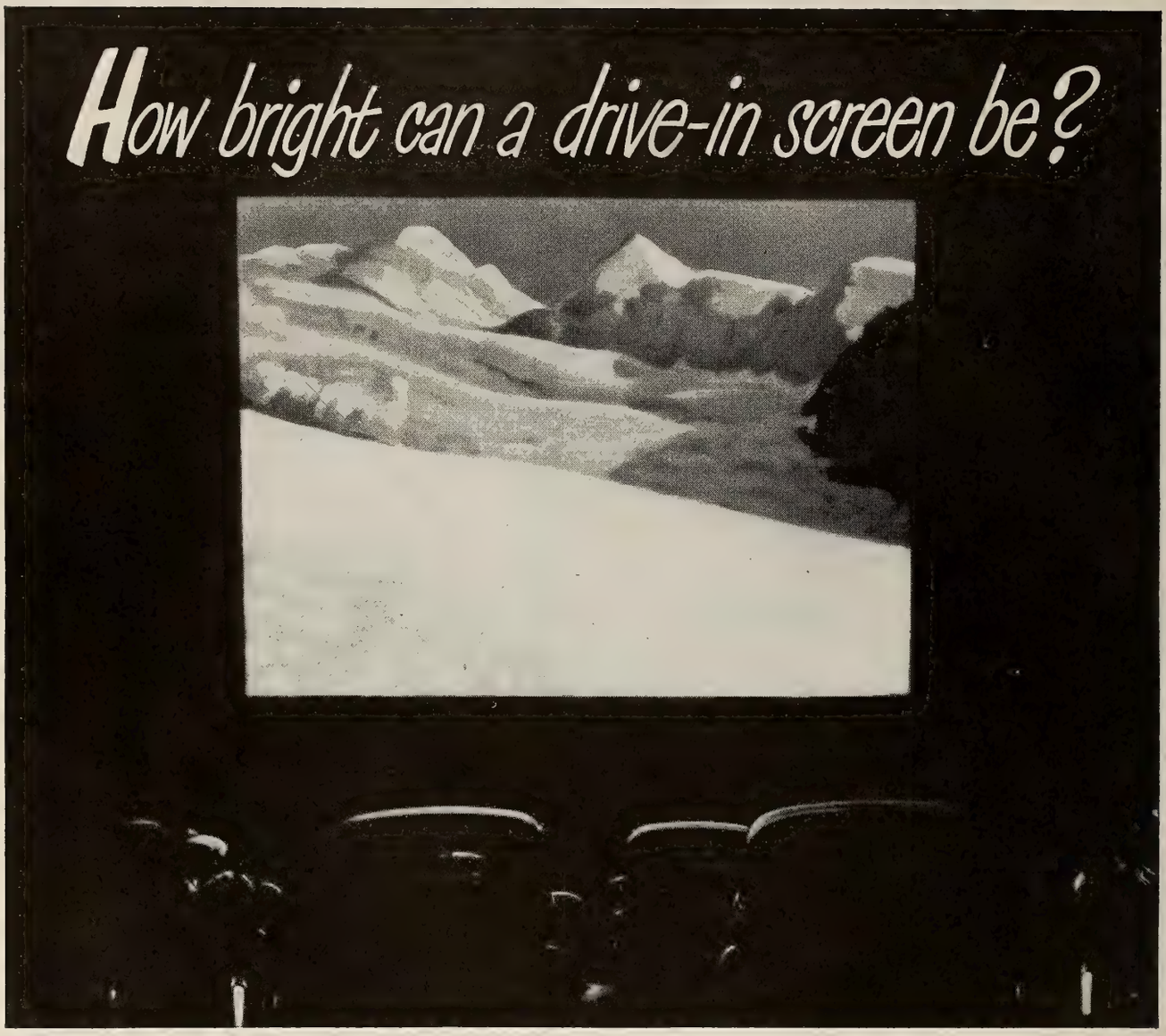
and introducing PETER MILES as TOM and MARGARET HAMILTON

Screen Play by JOHN STEINBECK • Music by AARON COPLAND

Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION

COLOR BY TECHNICOLOR

How bright can a drive-in screen be?



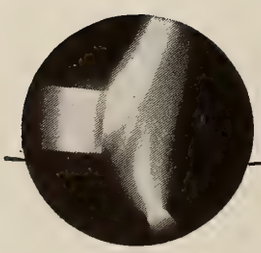
Use "National" Super-High Intensity Carbons and see!

THESE jumbo screens used in big, drive-in theatres require projection light of terrific brilliance. Otherwise, your patrons can't get that bright-screen sparkle they are used to in first-run, conventional theatres. They have to squint to see.

Give your patrons vivid, easy-to-see pictures by using "National" *Super-High* Intensity carbons in your drive-in theatre. These carbons give you brighter light than any other source of projection light obtainable. And, because "National" *Super-High* Intensity carbons produce light of almost perfect color balance, your color movies glow with rich detail.

The slight extra cost of "National" *Super-High* Intensity carbons is negligible when you consider the advantages in audience approval and bigger box office. Write for complete details.

The term "National" is a registered trade-mark of
NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation
UCC
30 East 42nd Street, New York 17, N. Y.
Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco



Use "National" Super-High Intensity carbons for "the brightest spot in the world."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 64 NEW YORK, U. S. A., FRIDAY, APRIL 1, 1949 TEN CENTS

20th's Rental Terms to NY Owners Today

Executives Make Fourth Stop in National Tour

Heralded by a week-long exchange of "opinions" between theatre owners and exhibitor organizations on the one hand and key sales executives of 20th Century-Fox on the other, the company's New York exhibitor luncheon-meeting for a general discussion of rentals and other industry problems, will get underway at noon today at the Hotel Astor here. The meeting will be the fourth in a nationwide "grass roots" tour by 20th-Fox vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld, in the company's declared campaign for "more equitable" rental terms for its product.

They have already told exhibitors that (a) the production end of the business will be in jeopardy financially if exhibition does not accept the thesis that slicing of profits should be more

(*Continued on page 7*)

New Financing for Independents

Arrangements have been completed by Filmicas, S.A., jointly controlled by American and Mexican interests, to finance independent producers in making "A"-type English-speaking films in Mexico with top stars, for worldwide release, it was announced here yesterday by Milton Gladstone, New York attorney, who is representing the company.

Filmicas plans to finance a minimum of 10 features annually. Contracts have been signed for the first and agreements are expected to be concluded shortly for three others. The first will be Seymour Nebenzal's production of "M." John Brahm will di-

(*Continued on page 7*)

Skouras Cites Four In Conspiracy Suit

George Skouras and Skouras Theatres have filed a counter-claim and cross-complaint in U. S. District Court here charging a conspiracy to eliminate clearances in violation of the anti-trust laws, naming as defendants J. J. Theatres, RKO, Universal and Warner. Countersuit asks damages totaling $1,800,000, and the initial action, filed a few months ago by J. J.

(*Continued on page 6*)

New British Quota Approved by Lords, Despite Criticism

LONDON, March 31.—The House of Lords today approved the new 40 per cent film quota with mild debate and less pointed criticism than accompanied the quota's approval by Commons last night.

Lord Lucas, government spokesman, said that the position of Harold Wilson, president of the Board of Trade, on the quota is something like that of a man with a drunken wife, everybody knows what to do with her except the man who's got her.

Lucas said the salvation of the Brit-

(*Continued on page 6*)

Television Contract Approved by NTFC

The new standard exhibition contract of the National Television Film Council was approved here last night by the organization's membership at a meeting in the Fifth Avenue Brass Rail Restaurant here. Leaving negotiable the rates to be charged for telecasting of films, the contract sets forth in specific terms the respective responsibilities of television stations and film distributors when product is bought or rented.

Stipulated in the NTFC pact are provisions taking into account musical performing rights, warranties, availabilities, print deliveries, payment of license fees, runs and clearances, etc.

Presiding at last night's meeting was Mel Gold, NTFC president. J. A. Maurer, vice-president of the Society of Motion Picture Engineers, addressed the meeting on "Films and Television."

Film Labor Confers With Truman Today

Washington, March 31.—Four labor representatives of the film industry will confer tomorrow noon with President Truman on the current fight against British quota restrictions. Roy Brewer and Kenneth Thomson, sent here by the Hollywood AFL Film Council, will be joined by Ronald Reagan and Richard Walsh, presidents of the Screen Actors Guild and IATSE, respectively.

Balaban Clarifies Circuit Asset Sale

All proceeds from Paramount's sale of its interests in seven of its principal partnership circuits will accrue to the new United Paramount Theatres, Barney Balaban, president of the corporation, disclosed yesterday in a new letter to stockholders which for the most part points up the advantages, and offers further explanation of the plan of reorganization.

Balaban calls attention to the fact that the proxy statement which was released on March 7 did not state that transactions involving the seven circuits are excluded in computing the amounts to be divided between United Paramount Theatres and the new Paramount Pictures Co. He added that an addition will be made to the text of the plan of reorganization to cover the point.

The circuits, proceeds from the sale of interests in which will go to the new theatre company, are: Interstate Circuit, Texas Consolidated Theatres,

(*Continued on page 7*)

Johnston and State Dept. Discuss Quota

To Hold Action Pending Atlantic Pact Signing

WASHINGTON, March 31.—MPAA president Eric A. Johnston today took the industry's fight on the British quota to Under-Secretary of State James Webb.

Johnston has a lengthy interview with Webb, outlining the industry's foreign plight, with emphasis on the British situation.

One piece of advice that Johnston handed out after the meeting to Congressmen and industry officials fighting the quota was to let things slide until the middle of next week, after the excitement on the North Atlantic pact-signing subsides.

Johnston indicated that the Con-

(*Continued on page 6*)

Clark Named Para. Division Manager

A. W. Schwalberg, Paramount general sales manager, has promoted M. R. (Duke) Clark from assistant division manager to division manager, replacing Harold Wirthwein who has resigned.

Coincidental with Clark's advancement, Schwalberg also announced the realignment of Paramount's divisional set-up as follows: Clark will assume command of the South Central division, comprising the Dallas, Oklahoma City, Memphis, Kansas City and St. Louis territories and will continue his headquarters in Dallas. J. J. Donohue, Central divisional manager, will supervise Chicago, Indianapolis, Milwaukee, Minneapolis, Omaha and Des Moines.

Over 30 Adverse Bills Die in N. Y. Legislature

Boston-N.Y. Telecast Stars Churchill

The first Boston-to-New York full-screen television was accomplished last night when Winston Churchill made his debut on large-screen theatre video at the New York Paramount Theatre with a pickup of his Massachusetts Institute of Technology speech.

ALBANY, N. Y., March 31.—The New York State legislature adjourned this morning without passing a single bill that specifically would have an adverse effect on the film industry. Harry Lamont, chairman of the Albany area Theatre Owners of America; Orrin Judd of the Metropolitan Motion Picture Theatre Owners of New York, and Leonard Rosenthal, also of the Theatre Owners of America, jointly expressed satisfaction that none of the more than 30 measures which would have hit theatres received approval.

Lamont hailed the results as proof

(*Continued on page 6*)

Fortune Hunts for New 'Movie Era'

Fortune magazine, airing in detail in its current issue some recent, some current and some future problems and questions of the motion picture industry, asks whether an "era" in motion pictures has ended.

The magazine says, "Nearly 60 executives in film production and finance (representing both major and indepen-

(*Continued on page 6*)

Personal Mention

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here Monday for Chicago and Cleveland.

•

FRANK SHEA of the March of Time, and PHIL WILLIAMS of *Fortune* magazine, will attend the testimonial dinner to GEORGE V. LYNCH, Schine circuit film buyer, to be given Monday night at the Ten Eyck Hotel, Albany, on the occasion of his 30th anniversary with Schine.

•

JACK HARRIS, film buyer for Walter Reade Theatres, and MRS. HARRIS, will leave here today for a three-week vacation at Miami Beach, accompanied by ALEXANDER A. ABRAMOWITZ, executive of People's Candy Co., theatre concessionaires.

•

CHARLES BEAKLEY has resigned as assistant manager of the Arcadia Theatre, Philadelphia, with JACQUES RION, formerly at the Aldine, replacing him.

•

JULES K. CHAPMAN, Film Classics assistant general sales manager, has returned here from a tour of exchanges in the South and Southwest.

•

WILLIAM PINE, producer, and JOHN PAYNE will arrive in San Francisco today from Hollywood.

•

HUNT STROMBERG is in New York from the Coast.

Gehring at Premiere

BALTIMORE, March 31.—William C. Gehring, assistant general sales manager of 20th Century-Fox, presided at the premiere here tonight of the company's "Mr. Belvedere Goes to College," held at the New Theatre. He represented 20th-Fox president Spyros P. Skouras and distribution vice-president Andy W. Smith, Jr. The premiere was staged in conjunction with a testimonial dinner at the Belvedere Hotel for Morris Mechanic, operator of the New Theatre, on his 25th anniversary in exhibition.

Bill Would Penalize Subversive Films

Washington, March 31.—Rep. Cavalcante, Pennsylvania Democrat, today introduced a bill to make it a crime to "prepare, print, edit, issue, circulate, sell, distribute, publicly display, bring into the U. S. or send out of the U. S." as part of a plan to overthrow the government any written or printed matter or any motion picture which "tends to incite contempt for the government of the U. S.," or any officer or employee of the government. The penalty would be a fine up to $10,000 and/or up to 10 years in jail.

Insider's Outlook

By RED KANN

THOSE five Oscars captured by "Hamlet" in Hollywood last week will add a handsome decorative note to the J. Arthur Rank and Universal-International offices, of course. But the best guess is that the high brass in both organiztaions is getting as big, or bigger, a bang from scanning the receipts. Out of 96 American engagements, the net film rental is understood to have exceeded $1,300,000. It could go to $10,000,000 in five years as U-I happily calculates it.

There is a long history to be recorded about this Shakespearean film. Interesting, too. For instance, U-I originally contemplated the art-type of theatre as its best outlet. So, also, did a number of reviewers, including this one. But unusual grosses in early dates began to attract circuit attention, with the result that "Hamlet" is making a very nice dent in conventional exhibition at $2.40 top, evenings. To wit and in part:

Los Angeles: 23 weeks at the Four Star, a Fox West Coast house; Chicago: 17 weeks at B. and K's Apollo; Philadelphia: 11 weeks at Warner's Aldine; Cleveland: 10 weeks at Loew's Ohio; Dallas: two weeks at Interstate's Tower; Champaign, Ill.: two weeks at the RKO Orpheum; Bridgeport, Conn.: nine days at Loew's Lyric; Dayton, O.: one week at the RKO Dayton, then moves over.

■

The experience at the Park Avenue Theatre here in New York is a chapter of its own. There the attraction has weathered weather, anti-British picketing, an isolated theatre location and whatever else might have been going on along Broadway. Now in its seventh month, the first three were sell-outs. During-the-week matinees then shrank and the house ran along at about 85 per cent of capacity.

Last weekend's figures indicate to the distributor that the Park Avenue engagement, and the other 17 bookings around the country, will derive an average increase of about 23 per cent as a consequence of the Academy Awards. Not the least of them is the fact that "Hamlet" is the first non-Hollywood-made production ever to have captured the best-picture prize.

Today at U-I they are taking the position that their experience indicates a place in the mass medium of motion pictures for classic works brought to the screen with boldness and imagination and merchandised for what they are rather than for what the distributor thinks may lure patrons to the box-office. "Hamlet" is being sold strictly as Shakespeare, but there has been no neglect of the basic precepts of showmanship. Twenty men continue in the field, selling The Bard and Olivier to the masses and helping exhibitors sell tickets.

■ ■

Regardless of where one may stand on the merits of demerits of the issue, there is no room for argument over the right of 20th Century-Fox to present its position in open forum. Nor is there room for argument over the right of any theatre group to present its position against a re-allocation of the box-office dollar in favor of the distributor in the same or any other open forum. This is nothing more than exercise of a democratic principle.

However, when a representative of the ITOA of New York seeks to pre-determine the viewpoints of exhibitors in another city—Philadelphia—by circulating, in advance of a luncheon they have decided to attend, copies of paid advertising voicing ITOA's opposition, it becomes a case of very small potatoes.

It may be safely assumed members of the New York exhibitor unit would be the first to deplore it if some individual, or some group, distributed handouts on whatever point may be at issue in front of their theatres.

If a principle is correct, it works in all directions and applies under all conditions. Expediency is no excuse.

■ ■

Here is an enlightened approach to the vexatious, argument-provoking question over price. Charles P. Skouras, officially on behalf of National Theatres: "We don't want to abuse any producer, large or small. The number of independent producers has shrunk alarmingly, and we must take heed of this situation as indicating what may happen. They have produced pictures and are entitled to a square deal. Don't mistreat good film."

Tribute to O'Dwyer

Scores of industry representatives joined other businesses and labor in paying tribute to Mayor William O'Dwyer at a luncheon here yesterday at the Commodore Hotel. Among those present were Nicholas M. Schenck, J. Robert Rubin, William F. Rodgers, Robert Weitman, Charles C. Moskowitz, Benjamin Fielding, Howard Dietz, Oscar A. Doob.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
EL PASO
Color by CINECOLOR
starring
John PAYNE • Gail RUSSELL
Sterling HAYDEN • Geo. "Gabby" HAYES
Dick FORAN
IN PERSON
LOUIS JORDAN
AND HIS TYMPANY FIVE
featuring PAULA WATSON
also PAT HENNING
PEGGY MANN • JOHNNY BARNES
RAY ANTHONY
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

David O. Selznick presents
"Portrait of Jennie"
starring
JENNIFER JONES JOSEPH COTTEN ETHEL BARRYMORE
Directed by William Dieterle.
RIVOLI
Broadway and 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
21st WEEK! VICTORIA BROADWAY & 46th ST.

JEANNE CRAIN MADELEINE CARROLL GEORGE SANDERS RICHARD GREENE
"THE FAN"
A 20th Century-Fox Picture
On Variety Stage—GINNY SIMMS, others
ON ICE STAGE—"The MERRY WIDOW"
with JOAN HYLDOFF • ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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Sees Safety Film Replacing Standard

Rochester, N. Y., March 31. —A new type of 35mm. safety film for the professional field, which was introduced here in 1948 by Eastman Kodak, and which is now being manufactured in rising volume, is expected to replace the present inflammable standard nitrate stock within a few years. This was disclosed yesterday in the company's annual report to stockholders.

'Tulsa' Premiere Set by Youngstein

TULSA, Okla., March 31.—Final wrap-up of plans for the premiere of Walter Wanger's "Tulsa," scheduled for the Ritz and Orpheum Theatres here on April 13, was accomplished here today by Max E. Youngstein, Eagle Lion advertising and publicity vice-president, who is in Tulsa following meetings in Kansas City on industry participation in the U. S. Treasury's Savings Bond Drive.

Youngstein huddled with officials of Talbot Theatres, operators of the Ritz and Orpheum, headed by J. C. Hunter, president; Ralph Talbot, secretary-treasurer; and R. Drewry; and with members of his E-L organization working on the Tulsa opening and on 400 key theatre day-and-date engagements set to open in the Oklahoma City, Dallas, Memphis and New Orleans territories immediately following the premiere. Youngstein plans to visit Oklahoma City to confer with Roy J. Turner on the state's participation in the premiere.

Taxation Question Undecided: Snyder

WASHINGTON, March 31.—Secretary of the Treasury Snyder said today he did not know whether the Federal Government can "get out of any field" of taxation at this time. Snyder made the remark in commenting on Treasury plans for the meeting here on April 21-22 with city and state government officials. The latter groups have cited the admission tax as one field from which the Federal government should withdraw in favor of state and local governments.

Snyder stressed that the April meeting will be strictly exploratory. The meeting will consider the problem, he declared, and then decide where to go from there.

"VA" Film Conference

Mrs. Adenia Stern, chief of the U. S. Veterans Administration's contract section, and E. J. Kelly, VA chief of motion pictures, will arrive in New York from Washington on Monday to confer for a week with executives of various distribution companies regarding the features and short subjects which the Administration will show during the next year in VA hospitals and homes throughout the country.

E. T. Carroll Joins FC

Edward T. Carroll, former RKO New York branch salesman, has joined Film Classics, effective April 11, as a salesman operating out of the Philadelphia exchange, it is announced by B. G. Kranze, FC sales vice-president.

Review

"Mr. Belvedere Goes to College"

(20th Century-Fox)

APPARENTLY 20th-Fox took one look at the results of its first, and quite phenomenal, experience with Mr. Lynn Belvedere on the screen and apparently asked, why not again? And, so, here for the second time is Clifton Webb as the amiably arrogant, admitted genius. Though it may not match "Sitting Pretty," which had the added advantage of being first to market, "Goes to College" is not likely to be too far behind when all the returns are in.

Webb's sophisticated clowning is the continual high spot of the campus comedy which is alternately subtle and broad and, in one instance, unexpectedly colored.

When the film gets serious, fortunately not too often, it is to allow Shirley Temple to engage the personable Tom Drake in some peculiarly cooked-up romance wherein she appears as a college student who does not tell anyone that she has a young son at home and that her husband was killed in the war. This is innocent stuff, somewhat incongruous, and not adding much to the entertainment.

Excuse for sending Mr. Belvedere to college is that he can collect on his prize-winning novel only on condition that he obtain a degree. The story, by Richard Sale, Mary Loos and Mary McCall, Jr., provides him with a good comedy foil in Alan Young as the browbeating sophomore plagued with the sniffles whose primary aim is to make life miserable for all freshmen.

Belvedere upsets all college traditions, over-runs the sorority house where he is employed as "hasher," wins a track meet with one pole vault, straightens out the romantic endeavors of Miss Temple and Drake, and breezes through the four-year course in a year.

Elliott Nugent's direction has the show running at a good, steady pace with a minimum of dull spots. Others in the film, which was produced by Samuel G. Engel, are Jessie Royce Landis, Kathleen Hughes, Taylor Holmes, Paul Harvey and Barry Kelley. Film was based on a character created by Gwen Davenport. Lynn Belvedere is a refreshingly new comedy figure. All the producer's story department has to do is figure where a man of his age and intellect goes after college.

Running time, 83 minutes. General audience classification. For May release.

GENE ARNEEL

Allport and Eckman Coming from London

LONDON, March 31.—F. W. Allport, London manager of the Motion Picture Association of America, will leave here for New York by plane on April 8 for discussions with Eric Johnston, MPAA president, preliminary to the Washington meeting of the Anglo-American Advisory Film Council on April 21.

Sam Eckman, Loew's managing director here, will also leave for New York but it still is uncertain whether he will sail on the *SS Queen Mary* on April 13, when Sir Alexander Korda and Sir Henry French, British members of the Council, are scheduled to leave.

Hughes Gets Another Outside Production

HOLLYWOOD, March 31. — Howard Hughes has purchased the completed production, "Montana Belle," from producer Howard Welsch and Fidelity Pictures and plans it for early release by RKO Radio. The film, which stars Jane Russell, George Brent and Scott Brady, was directed by Allan Dwan and was filmed in Trucolor.

'Coronet' on Eyssell

Gus Eyssell, president of Rockefeller Center, Inc., and Radio City Music Hall, is the subject of an article in the April issue of *Coronet*. The article, terming Eyssell "a genial host and expert at picking winners for the world's largest theatre," gives Eyssell's trade biography and descriptions of Music Hall operations.

Kazan To Direct 'Pinky'

Elia Kazan will return to Coast to take over direction of 20th Century-Fox's major production "Pinky," replacing John Ford, who is ill.

Percentage Suit Is Filed in St. Louis

ST. LOUIS, March 31.—Loew's and Paramount each filed a separate percentage action today in Federal Court here against Christ Zotos, operating the local Roosevelt Theatre. Recovery is sought in each complaint for damages resulting from alleged false returns on percentage pictures.

Israel Treiman of the St. Louis law firm of Lashly, Lashly, Miller and Clifford is the attorney for each plaintiff with Sargoy and Stein of New York of counsel.

'Glamor' At Opening Of New FWC House

HOLLYWOOD, March 31.—Glamor turned out in full array tonight for the grand opening of Fox West Coast's new $400,000 Fox Theatre, Inglewood, erected on the site of the circuit's Granada Theatre which was destroyed by fire last year. Clifton Webb and Shirley Temple, co-stars of the premiere attraction, "Mr. Belvedere Goes to College," led the talent contingent that included two dozen players, with an estimated 10,000 citizens lining the streets.

To Knight Fairbanks

HOLLYWOOD, March 31.—Douglas Fairbanks, Jr., has been notified here that he has been made an honorary knight commander of the Most Excellent Order of the British Empire for his work in Anglo-American relations and for his chairmanship of CARE. Fairbanks plans to go to Buckingham Palace to receive the knighthood in a formal ceremony.

'Ships' Gets 113 'Plugs'

"Down to the Sea in Ships" has received 113 "plugs" over the air since its release in February, according to Ulric Bell, 20th-Fox publicist.

TOA, SMPE to Talk Video on April 8

Theatre Owners of America has joined the Society of Motion Picture Engineers as a sustaining member, a TOA executive declaring that the move may eliminate the necessity of TOA hiring a television engineer to do research on theatre television. On April 8, a special committee of the TOA is scheduled to meet with SMPE representatives to discuss the extent of video liaison between the two groups.

It is likely that a TOA liaison committee will eventually forward questions on large-screen television, estimated costs and available connection to the SMPE which will then in turn provide the answers. Donald Hyndman of Eastman Kodak is head of the SMPE's theatre television committee.

It is understood that the idea of a TOA television research engineer was dropped not only because of the new SMPE tie-up, but also because several TOA members in areas not yet serviced by television stations had indicated their lack of enthusiasm in a venture which, for the present at least, has no bearing on them.

Many prominent exhibitors were on hand Monday night when RCA demonstrated its improved theatre television instantaneous projector at the SMPE convention in New York.

TOA's Gael Sullivan and Si Fabian within a few weeks plan to confer with executives of the A.T.&T. on communication problems relating to the piping of telecasts to theatres.

Schedule 9 Club Talks For M-G-M's Wolf

Nine speaking engagements at meetings of Kiwanis, Lion's and Rotary clubs have been scheduled for Maurice N. Wolf, assistant to H. M. Richey, exhibitor relations head for M-G-M. M-G-M's plans during its anniversary year, its progress as part of the overall development of the industry and its production plans will highlight the talks.

The first four engagements will take place before members of the Kiwanis, at Irvington and Jersey City, N. J., on April 5 and 7, respectively; at Lynn, Mass., April 12 and the following day at Taunton, Mass. Rotary members in Poughkeepsie will hear Wolf on April 20 and in Trenton on April 21. These will be followed by appearances at the Kiwanis at Mt. Vernon, N. Y., April 26; the Rotary Club, New Rochelle, April 27 and at White Plains, April 28, at the Lion's Club.

Para. 'Bride' Parley

Continuing its policy of inviting exhibitor consultants to home office conferences on the advertising and general promotion of new pictures, Paramount has asked Harry Browning and Hy Fink of New England Theatres, Inc., Boston to home office talks today on "Bride of Vengeance."

Mrs. Driscoll in New Post

BOSTON, March 31.—Mrs. Anna Hughes Driscoll has been appointed executive secretary of Allied Theatres of New England, succeeding the late Joseph H. Brennan, it was announced here today. Frank Lydon was named as field representative.

NO WONDER TH
THEATRE WA

"Terrific . . . the most persuasive, dramatic fight picture I have ever seen . . . A triumph."

—WANDA HALE, N.Y. Daily News

"A sizzling melodrama . . . A real dilly for those who go for muscular entertainment."

—T. M. P., N.Y. Times

"Powerful is the word for 'The Set-Up' . . . Melodrama that packs a terrific wallop . . . A surprise hit."

—ROSE PELSWICK, N. Y. Journal-American

"A gripping, action-packed film . . . as harsh and uncompromising as a punch in the face!"

—JUSTIN GILBERT, N.Y. Daily Mirror

"Vivid, panoramic story of characters around a cheap fight club . . . The fight itself is something very special . . . Graphic, dramatic, stirring."

—ALTON COOK, N.Y. World-Telegram

"A compact, interesting entertainment and a bit more than just another boxing melodrama."

—HOWARD BARNES, N.Y. Herald-Tribune

N. Y. CRITERION S ARE BULGING!

"A sure-fire hit, a super-duper, a knockout, knock-about thriller."

—*IRENE THIRER, N. Y. Post-Home News*



the SET-UP

Starring

ROBERT RYAN
AUDREY TOTTER

with

GEORGE TOBIAS • ALAN BAXTER • WALLACE FORD

Produced by RICHARD GOLDSTONE • Directed by ROBERT WISE

Screen Play by ART COHN

RKO RADIO PICTURES

Johnston on Quota

(*Continued from page* 1)

gressmen and industry representatives would be more certain to reach the proper officials and to get a more sympathetic hearing if they wait until the pact is out of the way.

Meanwhile, Senator Knowland, California Republican, said he had received an acknowledgement from the State Department on his request for information as to what steps the government is taking on the British quota and that the Department had promised him a full report shortly. Knowland stated that the Department's report indicated that state officials were re-examining the entire question, and that some fairly basic decisions might result.

Johnston's advice to lie low until the middle of next week was taken immediately by a committee of House members from California. Appointed at a California delegation meeting yesterday to confer with State Secretary Acheson on the quota situation, the committee, headed by Democratic Rep. King, today decided to let things slide until Wednesday. King said he would try to set up a meeting then with Acheson and other top State Department officials.

Quota Approved

(*Continued from page* 1)

ish film industry needs to be worked out but the only help the government can extend must necessarily be of a first-aid nature only. He added that the government hoped the various Wilson film committees now sitting might find a way out for the industry.

In the Commons debate on the quota last night, Oliver Lyttelton, Conservative leader, charged that Wilson made a grave mistake in fixing the quota at 45 per cent last year without previous consultation with the American film industry immediately after reaching the agreement on the *ad valorem* film tax. Lyttelton said his information showed that the present reduction of the quota to 40 per cent did nothing to relieve the bitterness felt by the American industry.

Americans understandably became extremely obstructive in the matter of exhibition of British films, he said. Rightly or wrongly, they felt they had been treated in a smart way by the British government. Another consequence was that Americans became sullen and uncooperative in utilizing their blocked sterling for production purposes here, exhibitors ran short of good features, the public definitely attended theatres less often, with the result that unemployment is becoming rife in British studios, he said.

Due to Wilson's maladroit handling of negotiations with the American industry, the British industry as a whole is getting the worst of all possible worlds, Lyttelton remarked. The government acted as though the industry already had been nationalized, he said.

It is clear the industry is in great jeopardy, Lyttelton continued. The government should reconcile itself to losing face; it should recognize the necessity of having American cooperation and it is Wilson's duty to reopen negotiations with the American industry forthwith, he said.

Confronted with criticism from all sides of Commons, Wilson's 40 per cent quota was approved only by virtue of the disciplined Socialist majority.

In reply, significantly, Wilson admitted that the former 45 per cent quota was so impracticable as, possibly, to lead to the breakdown of the whole quota legislation, but he stubbornly said he believes the present situation is temporary and declared he would reimpose the 45 per cent quota as soon as practicable. Wilson pleaded lamely that recent legal decisions made it difficult for the Americans to negotiate with the British government or industry.

British Hit Ending Of Academy Support

London, March 31. — Local quarters, unfriendly to the American film industry, are making a great play of the withdrawal of financial support by major companies from the Academy Awards ceremonies, attributing the action to the Academy's generous recognition last week of the British-made "Hamlet" and "Red Shoes."

The statement of the five major company executives issued in New York yesterday making clear the reasons for the withdrawal of financial support under a decision made three months prior to the Academy's 1948 awards is expected to discredit the local criticism when the statement is circulated here.

Fortune Hunts

(*Continued from page* 1)

dent studios) were interviewed for its article analyzing the Hollywood slump."

The tone of the article is captured by the title subhead which reads: "With box-office down, foreign revenues cut, critics pained, older fans dwindling, reorganization at hand and television looming, the motion picture industry may be turning a historic corner. Eric Johnston demurs."

Fortune estimates that there are "perhaps 40,000,000 or more Americans who rarely go to the movies. Perhaps the motion picture industry," it says, "can no longer get along without the patronage of the large, mature audience over 30 years of age who seldom go to the movies. How to tap this market is something the industry knows little about."

The article gives what it describes as an "optimistic estimate" of 85,000,000 weekly theatre attendance in the United States in 1941, "and about the same in 1948," pointing out that in the same period national income, production and population all have increased. Accepting the peak attendance estimate of 90,000,000 a week in 1930, the article says it appears that in 20 years "the industry has suffered an absolute loss of 5,000,000 patrons a week while the nation increased 20 per cent in population."

"Today Hollywood is in the red as a result of rising costs and falling revenues."

Discussing more mature pictures for the irregular or untouched theatre audience, the article cites "Henry V" and "Hamlet," asserting that "The audience that made these pictures successful is the market that the industry generally ignores." Theatres could market a full year's program of such pictures successfully except for "exhibitor inertia, born of easy profits and lack of imagination," it contends.

30 Adverse Bills

(*Continued from page* 1)

of "what effective organization can achieve." He thanked exhibitors for "their fine support" and a number of legislators for "their understanding of our problems, their open-mindedness in accepting suggestions, and their willingness to listen." A number of exhibitor groups worked in close cooperation from the opening day of the session, their efforts being coordinated by attorneys Judd and Rosenthal. John D. Phillips, secretary of the MMPTA, came here for the closing of the session.

It was the second consecutive year that New York exhibitors escaped harm from adverse bills, although there was a close call in 1948 with the costly firemen-in-theatres bill.

Among adverse bills defeated were measures requiring advertising of original release date when a picture is shown more than a year later; legalizing Bingo for non-profit organizations; legalizing lotteries; requiring constant attendance of an adult male in public baggage locker rooms (some New York theatres have such lockers); providing court review where New York City license commissioner revokes or suspends the license of a theatre presenting an indecent or immoral stage show; requiring printing on the face of a ticket "partial or obstructed view," where such condition exists for reserved seats; authorizing municipalities to levy a 50 per cent tax on coat check concessions, and others.

The legislature did adopt a bill permitting a 50-cent charge for bonafide delivery of theatre tickets by a licensed broker. A bill changing the present 75-cent maximum resale price of tickets and substituting a sliding scale was not favorably reported. The lawmakers voted no change in the present permissive tax schedules, including a five per cent admission levy, which counties and cities over 25,000 population may enact.

Skouras Cites Four

(*Continued from page* 1)

Theatres and owner Julius Joelson against Skouras Theatres, George Skouras, 20th-Fox and Warner, seeks anti-trust law violation damages totaling $2,400,000.

The counter-litigation alleges that RKO and "one of its executives who said George Skouras is a menace to the motion picture industry and should be driven out," inspired a conspiracy, including the other defendants, to ruin Skouras' Park Plaza Theatre here by removing the clearance which that house had over J. J.'s Luxor. RKO, it is further alleged, conspired with Warner and Universal to provide product day-and-date with the Park Plaza, whereas the Park Plaza always had clearance over the Luxor. Both houses, situated in the Bronx, are in direct competition, the counterclaim maintains.

J. J.'s suit charges conspiracy and combination in opposition to its alleged attempts to secure first-run non-exclusive product for the Luxor. Monroe E. Stein is J. J.'s counsel.

Board To See 'Joan'

Members of the Conference Committee of the National Board of Review of Motion Pictures will see "Joan of Arc" at the Victoria Theatre here today as the guests of Maurice Maurer, managing director of the Victoria; and Walter Wanger, producer, and RKO Radio, distributor of "Joan."



Balaban Clarifies

(*Continued from page* 1)

Malco Theatres, Tri-States Theatre Corp., Central States Theatres, Paramount-Richards, Inc., and Wilby-Kincey Circuit.

That part of the reorganization plan in the proxy statements dealing with the transfer of assets had set forth originally only that, "Proceeds (after payment of all expenses including taxes) resulting from the sale of theatre assets located in the U. S. between Jan. 1, 1949, and the date of consummation of the plan will be divided equally between the two new companies, except that the New Picture Co. will not share in any proceeds after it has received $7,500,000."

On another point, Balaban tells stockholders that upon acceptance of the reorganization proposal by the required two-thirds vote of stockholders, other holders would not be free to demand cash for their shares. He reports some stockholders had inquired on their right of appraisal and that in the opinion of "our counsel" no such right exists.

Balaban reiterates management's position on the advisability of entering the settlement with the government, holding it to be the only means of conserving the value of its theatre assets.

He discusses at length the voting trust arrangement, aiming to correct the impression of some stockholders who regard it to be a "far more restrictive device than it seems to me to be." He points out that the purpose of the trust is to cause a diversity of the ownership of the securities of the two new companies.

Review

"Daughter of the Jungle"

(*Republic*)

THERE is sufficient excitement in action and adventure in "Daughter of the Jungle" to meet average requirements.

When a plane with a U.S. Secret Service agent and two prisoners and a pilot crash in a jungle they encounter savage tribes and wild animals and attempts to attack the party are made as they alight from the wreck. The natives are stopped by Lois Hall, an American girl who has been living in the jungle since the plane she and her father were traveling in crashed years ago. The girl has learned how to cope with the natives and knows the jungle trails. The Americans join forces with her and her father and attempt to get back to civilization.

Later the white men are surrounded and they try to make a deal with the natives so they alone would be allowed to go free. However, the prisoners are killed and the girl and the pilot, James Cardwell, make their escape.

Franklin Adreon was associate producer and George Blair directed. William Lively wrote the screenplay, based on an original story by Sol Shor. Others in the cast are William Wright, Sheldon Leonard, Jim Nolan, Frank Lackteen, George Carleton, Francis McDonald, Jim Bannon, Charles Soldani, Alex Momtoya, Al Kikune, Leo C. Richmond and George Piltz.

Running time, 69 minutes. General audience classification.

New Financing

(*Continued from page* 1)

rect. Norman Reilly Raine has written the screenplay. Shooting will start around April 21 at the Churubuscu Studios in Mexico City. United Artists will release "M" throughout the world.

The Filmicas plan offers independent producers both financial aid and studio facilities. The Churubuscu Studios, where "M" is to be filmed, has 12 stages and a film laboratory, and is partially-owned by RKO Radio.

Julian Gladstone is president of Filmicas, S.A., which has headquarters in Mexico City. Other officers are: Arthur Bohrer, New York merchant, vice-president; Mark M. Horblit, Boston industrialist and attorney, vice-president; Miguel R. Cardenas, former president of United Artists of Mexico, director; Albert A. Sepulveda, Mexican attorney, secretary, and Milton Gladstone.

According to Gladstone, who originated the Filmicas plan, a feature can be made in Mexico City for 25 per cent less than in Hollywood. Gladstone will leave by plane today for California to conclude negotiations with other independent producers.

20th Terms Meeting

(*Continued from page* 1)

in favor of those who make and distribute the product; (b) 20th-Fox is entitled to a 25 per cent increase in film rentals; (c) existing clearances governing first-run operations in key cities should be "modernized."

At a late hour yesterday indications were that there would be substantial attendance at today's luncheon-meeting.

Among those scheduled to attend from 20th Century-Fox are: Spyros P. Skouras, Lichtman, Smith, Einfeld, Joseph Moskowitz, Murray Silverstone, W. J. Eadie, Dan Michalove, W. C. Gehring, Martin Moskowitz, Frank Carroll, Ed Aaron, Pete Levathes, Emanuel Silverstone, Ray Moon, Howard Minsky, Sam Shain, Lem Jones, Morris Caplan, Seymour Florin, Clarence Hill, David Golding and Jonas Rosenfield.

Following the meeting Lichtman, Smith and Einfeld will leave for the Coast to view new product and also to continue similar meetings in Los Angeles, San Francisco, and other exchange centers in the West.

N. Y. Loew's Transfers

Loew Theatres' John Alexis, manager of the New York Spooner, is going to the Canal, being replaced temporarily by Harry Weiss. A switch in posts held by Sam Zanger and Howard Schwartz, assistant managers at the Bedford and Broadway, has also been announced by Eugene Picker, head of local theatre operations.

THE SAN FRANCISCO NEWS calls it "Excellent family story"

'Red Pony' Excellent Family Story at Fox

* * * * * * * * *

Serious Theme of Steinbeck Story Is Well Developed

By Emilia Hodel

The News Drama Editor

John Steinbeck's "Red Pony," a story about human relationships in a microcosm, is worthy of family attention this week at the Fox Theater.

This is the Technicolor story of Salinas Valley folk, strangers to the farming community and to themselves, who are finally brought together in understanding through the tribulations of a child.

The five members of the cast (outside of a few brief scenes with some school children) are Myrna Loy as the stern yet gentle mother. Shepperd Strudwick as the confused father unable to make the transition from school teacher to rancher, Louis Calhern as grandfather who lead Argonauts over the plains to California and still lives in that period, Robert Mitchum as the hired man who acts as conscience to the group, and young Peter Miles as the child.

The picture is told by Director Lewis Milestone not as an animal story, but as an adult problem.

Yet he has retained the charm of all such stories of children and their pets.

Reprinted from The San Francisco News

CHARLES K. FELDMAN presents

MYRNA LOY · ROBERT MITCHUM

in JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with LOUIS CALHERN and SHEPPERD STRUDWICK

and introducing PETER MILES as TOM and MARGARET HAMILTON

Screen Play by JOHN STEINBECK · Music AARON COPLAND

Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION

COLOR BY TECHNICOLOR

.....congratulations



JEANNE CRAIN

You did it
in "Margie"
"Peggy" and
"Letter" and
NOW YOU'VE
DONE IT
AGAIN IN....

the FAN

it covers A multitude of Sins!!

WORLD
PREMIERE
ROXY, N.Y.
NOW

YOU'RE one of the
big reasons why

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 65 NEW YORK, U.S.A., MONDAY, APRIL 4, 1949 TEN CENTS

Gov't Presses Fight for Divorcement

New Brief Rejects Plan For Arbitration System

Department of Justice continued its fight for complete divorcement at the weekend with a new brief filed in New York Federal Court, which asserts that affiliation of theatres with production-distribution "assures exclusion of independent exhibitors from the first-run field under any competitive method of licensing."

The government's brief is in reply to the briefs and proposed findings submitted last month by the defendants who had maintained that recent changes in licensing and other trade practices made any further relief in

(*Continued on page 7*)

SMPE Meets Today; Video Major Topic

Problems of theatre television and films for television are high on the agenda of the 65th semi-annual convention of the Society of Motion Picture Engineers, which will open today at the Hotel Statler here and continue through Friday.

Today's session will start with a luncheon at which Dr. Allen B. DuMont will be the principal speaker, his topic being "The Relation of Motion Pictures to Television." Earl I. Sponable, SMPE president, will preside. The afternoon session will be devoted to a forum on television and motion pictures, with Donald E. Hyndman of Eastman Kodak as moderator, and Ralph B. Austrian as chairman.

This evening Barton Kreuzer of

(*Continued on page 7*)

UA Board Approves Nasser Deal, Others

United Artists' board of directors on Friday approved a new releasing deal with Edward Nasser for three to five pictures a year for five years. Pact provides for distribution charges of 30 per cent by UA.

Also approved were deals to release "Johnny One Eye," Damon Runyon story which Benedict Bogeaus will put into production immediately, and "Two Hearts in Three-Quarter Time" which Douglas Sirk will produce in Europe, probably in Vienna.

Paramount Starts 12 in 4½ Months

HOLLYWOOD, April 3.—Henry Ginsberg, Paramount studio head, disclosed here at the weekend that five pictures will go in production during April and May, bringing to 12 the number of films going before cameras during the first four and a half months of the year. Two of the new productions will be in Technicolor.

The new pictures and starting dates are: "Copper Canyon," in Technicolor, to start April 11; Ray Milland, Hedy Lamarr and Macdonald Carey head the cast, under John Farrow's direction; Mel Epstein will produce. "Sunset Boulevard," Charles Brackett-Billy Wilder production, to start April 18, will mark the return to the screen of Gloria Swanson and Erich von Stroheim. "Dead Letter," Alan Ladd starrer, starting May 14, with Robert Fellows as producer. "Little Boy Blue," with music, starring Betty Hutton and Fred Astaire, starting May 16, with Norman Z. McLeod directing and Robert Fellows producing. Bob Hope comedy in Technicolor, "Where Men Are Men," starting May 18, with George Marshall as director; Robert Welch will produce.

Suchman Joins SRO As Sales Executive

Al Suchman will join the Selznick Releasing Organization in an executive sales capacity, effective today, it was announced by Sidney G. Deneau, SRO general sales manager.

Suchman has been in distribution and exhibition, more than 25 years, starting as a salesman with Universal. His most recent assignments were as Eastern and Canadian sales representative for Samuel Goldwyn, and Eastern sales manager for Eagle-Lion.

Mistake to Assume Theatres' Ad Costs

Distributors are guilty of only one extravagance, and that is that they have assumed the exhibitors' advertising burden, Spyros Skouras, 20th Century-Fox president, told a New York exhibitor meeting Friday.

"The exhibitor stopped thinking when he stopped paying his own advertising bill," Skouras said. "The distributors' big mistake was in making that possible."

20th-Fox Ends All Adjustments; Weighs Sliding Scale Sales

Under a new selling policy, 20th Century-Fox will discontinue allowing credits or making adjustments and will adhere to terms of every deal as it was made originally, company executives told a meeting of New York exhibitors on Friday.

Spyros Skouras, 20th Century-Fox president, said in reply to a question from the floor that the policy would apply to all theatres, including those affiliated with the company.

In addition, Al Lichtman, 20th-Fox vice-president, told the exhibitor meeting that he has recommended adoption by the company of the sliding scale method of selling, which must be based, he said, on an honest expense report by every theatre. Exhibitors who prefer to play on a flat rental basis will be permitted to do so providing a fair price can be agreed upon, Lichtman said. In such cases, he observed, honesty and fairness on the part of the distributor in setting

(*Continued on page 6*)

Truman to See Acheson On the British Quota

WASHINGTON, Apr. 3.—President Truman has promised to talk to Secretary of State Dean Acheson to see what the State Department can do to help the film industry in its fight on the British quota. This was the word brought from the White House Friday by film industry labor representatives who had a 15-minute "encouraging" interview with the President.

They said Truman had not promised that government action would be taken, but that he had been most sympathetic and had promised to get the

(*Continued on page 7*)

Bernard Resigns as Cinecolor President

Joseph Bernhard has resigned as president and director of Cinecolor Corp. to devote his entire time to Film Classics, of which he is president. Bernhard still is financially interested in Cinecolor as one of the corporation's largest stockholders. There has been no successor named to fill the posts he has vacated.

Bernhard stated that Film Classics this year will release several "A" pictures.

20th Presents Its Case to NY Exhibitors

350 Hear Fox's Story; Gamble Challenges Costs

Twentieth Century-Fox on Friday took its campaign for a "more equitable" share of the box office dollar direct to Metropolitan New York and New Jersey exhibitors who, in an overflow crowd of 350, were told by distribution vice-president Andy W. Smith, Jr., during a three-hour luncheon-meeting in the Hotel Astor here, that 20th-Fox last year had a deficit of $1,944,000 in nationwide operations.

Joined by his fellow vice-president, Al Lichtman, in his bid for a "new deal" in merchandising procedures prevailing in New York between exhibitor and distributor, Smith presented figures designed to support his contention that, the nationwide character of the deficit notwithstanding, the New York exchange area was responsible for the loss. This branch,

(*Continued on page 6*)

Allied Fears 20th's Plan May Be Copied

WASHINGTON, April 3.—Allied States Association today issued an attack on the 20th Century-Fox campaign for a larger share of the box-office dollar and called on all other film distributors to immediately disclaim any connection with the Fox plan on pain of being considered implicated in a "joint effort to increase prices."

All economic indications point to the fact that "inflation has run its

(*Continued on page 6*)

ITOA Again Invites 20th to Open Forum

Independent Theatre Owners Association of New York reported at the weekend that its president, Harry Brandt, sent to Spyros P. Skouras, 20th Century-Fox president, on Friday, the following telegram:

"Because of the statements made by you and your executives at your meeting today, we are again inviting you and whomsoever you care to bring with you to a luncheon and open forum of the Independent The-

(*Continued on page 6*)

Personal Mention

TED R. GAMBLE, board chairman of the Theatre Owners of America, left New York for Chicago on Friday and will return to his Portland, Ore., headquarters from there.

•

JOSEPH HEPPNER, partner in Metropolitan Photo Service, which services many motion picture companies in New York, and MRS. HEPPNER, are parents of a daughter born Friday at Doctor's Hospital here.

•

MURRAY SILVERSTONE, in charge of foreign distribution activities of 20th Century-Fox, was to fly to the Coast yesterday from New York.

•

SAMUEL SCHNEIDER, Warner vice-president, and MORT BLUMENSTOCK, advertising-publicity director, will return here today from the Coast.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales and reprints, has returned here from a 10-day field tour.

•

CHARLES C. MOSKOWITZ, Loew vice-president and treasurer, will leave here this week for a vacation at Miami.

•

SYDNEY GROSS, Film Classics advertising-publictiy head, has returned to New York from Hollywood.

•

JOSEPH HARRIS, board chairman of Flamingo Films, left here over the weekend for Europe.

•

SAM WOOD, director, will leave here Wednesday for the Coast, with stopovers at Cleveland and Chicago.

•

ARTHUR LOEW, president of Loew's International, will return here from Europe this week.

French Legion Cross To Harry M. Warner

Hollyood, April 3.—The Cross of Officer of the French Legion of Honor will be bestowed on Harry M. Warner on Thursday in recognition of his services to France, of which the latest were in connection with the American Friendship Train and the French Gratitude Train.

Alexandre de Manziarly, French consul, will make the presentation. Also expected to participate in the ceremonies, to be held at the Warner studio, will be Capt. Pierre Lancelot, Naval attache of the French Embassy at Washington.

Warner was made a Chevalier of the Legion of Honor several years ago for his contribution to the advancement of the screen and international relations.

Tradewise . . .

By SHERWIN KANE

"PERSONALLY, I am against film quotas of any kind. I would get out of the business if I couldn't make pictures which deserve to be shown."—J. Arthur Rank, in MOTION PICTURE DAILY, June 5, 1945.

"That's good," Rank said when informed the new British quota had been set at 40 per cent. "I am quite happy with that." He said that in the long run the quota will prove more profitable for the British industry.—MOTION PICTURE DAILY, March 24, 1949.

•

In the nearly five-year interval between the two quoted statements, there were other utterances from Rank which make his complete about-face on the subject of film quotas less perplexing than it could be otherwise.

For example, a year ago after sensing the devastating effect of the American film embargo on the British theatre scene, Rank was reported to have said that never again would he permit the American industry to hold the power to close his theatres.

Perhaps it did not occur to him at the time that the American industry, through no design of its own, had held that power for 25 years. No display was made of it until the American industry rebelled against the confiscatory *ad valorem* tax imposed on its films by Britain. And when it was displayed it was not aimed at Rank's theatres but, rather, was an act of resistance and refusal to submit to a wholly unjust and discriminatory tax.

In the early days of the embargo, too, there was no outcry from Rank. The silence persisted for as long as British producers were able to delude themselves that the British market had been rid of American films and the Golden Age of British film production was at hand.

Then the returns from British box-offices could no longer be mis-read. The embargo had to be ended. The tax impasse had to be resolved.

No sooner was that done than British producers, Rank openly among them now, clamored for a high quota—not too high to eliminate the American picture as the foundation of the British theatre market (which it had proved itself to be, even to the unbelieving British producers), but more than high enough to give British pictures every artificial advantage and incentive to overtake and, perhaps, ultimately to displace the American film, allowing time enough.

Isn't that what Rank means now when he says a high quota will prove more profitable for the British industry?

• •

Jack L. Warner's announcement last week of the company's production plans and resources was backed with impressive facts, figures and, above all, names—star names. His claim that the studio has the greatest array of talent available in the history of the company is no idle boast.

The studio contract list has been augmented by the arrangements which make David O. Selznick's talent roster available to Warners, by the deal returning James Cagney to the Warner lot; and by deals which bring to the company numerous other stars.

These and others, combined with the Warner contract list, comprise an exceptionally impressive star aggregation.

"We want to make history, not hysteria," remarked Jack Warner in his announcement.

With that kind of material, in such abundance, Warners may well do it.

• •

The April issue of *Fortune* magazine strives impressively to get across its point that "the movies have come to the end of an era." From this point on, in *Fortune's* view, motion pictures in order to survive must capture huge new audiences, presumably with year-round programs of "mature" pictures. Either that or Hollywood must fortuitously come upon new technological developments which will make quality production possible at greatly lower costs. It suggests that television may hold some answer, for producers, at least.

Fortune's article would have been more significant six months ago. Today, the domestic and foreign markets are stabilizing at a level which most film executives believe to be normal for the times. Problems remain and will continue. But there is no feeling of crisis or ending of an era in the industry today, such as the uncertainties of the past two years might have induced the panicky to believe in six or more months ago.

Newsreel Parade

THE arrival of the foreign ministers for the Atlantic Pact signing and Greece celebrating its independence are among current newsreel highlights. Other items include sheep getting shorn, a cancer trailer and sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 27—Greece celebrates 128th anniversary of independence. Bevin and Gromyko arrive in United States. Israeli war heroes to tour U. S. Secretary Johnston says U. S. must remain strong. B'nai B'rith honors Spyros P. Skouras. Nine-year-old Italian prodigy conducts orchestra. Golden Gloves. Water skiing. Cancer trailer.

NEWS OF THE DAY, No. 261—European leaders in U. S.: defense pact hailed on eve of signing. Greece celebrates Independence Day. Sheep shed "woolies." Youngster amazes music world. Water ski champ. Cancer trailer.

PARAMOUNT NEWS, No. 64—Water artistry. People in the eyes of the world. New defense chief meets press. UN seeks peace for entire Middle East. "Gorilla" flees zoo, climbs Eiffel Tower. Cancer trailer.

UNIVERSAL NEWSREEL, No. 235—Fog-dispersal system boosts air port ceiling. Ship news: ministers arrive for Atlantic Pact meeting. "Egg-beater" propeller spins ship. Some 60,000 sheep are shorn. Sports: Oxford crew race, water skiing.

WARNER PATHE NEWS, No. 66—Europe's top diplomats here. Annual French tidal wave arrives on time. Spring is shear beauty to sheep ranches. Vacation fashions. Golden Gloves. Rugby football, world's toughest sport. Woman champ is a water ski wizard.

'Joan of Arc' Shown In Vatican City

By ARGEO SANTUCCI

ROME, April 1 (By Cable).—The motion picture, "Joan of Arc," was screened in the Saint Charles Palace of Vatican City. Vatican officials who attended included their Excellencies Monsignor Giovanni Battista Montini, acting Secretary of State; Monsignor Valerio Valeri, president of the central committee for the Holy Year and Monsignor Maurizio Raffa, vice-president of the Pontifical Cinema Committee. All present warmly cheered the film.

At another meeting, Rev. Paul Doncoeur, S.J., religious advisor for the film, explained production problems, particularly of the trial scenes. Father Doncoeur thanked the production company for its cooperation. He emphasized the importance of cooperation between intellectuals and the film industry. The French Ambassador to the Vatican and a number of Vatican officials were at the conference.

Canadian Variety Honors Fitzgibbons

TORONTO, April 3.—John J. Fitzgibbons, starting his second term as chief barker of Tent No. 28, Toronto, was presented with that organization's first "Great Heart Award" by international chief barker R. J. O'Donnell, who traveled from his home in Dallas to perform that task at the invitation of the Canadians.

Several hundred from the Toronto tent and guests from Buffalo, Detroit, Pittsburgh and Cleveland attended.

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THE HOLLYWOOD REPORTER

TRADE VIEWS by W.R. WILKERSON

• WE HEARD SO MUCH TALK about the Stanley Kramer production of "Champion" that we took a look at it last night with the thought it could not be as good as painted. We're happy to report it's better.

Here is as good a piece of entertainment as any producer, major or minor, ever turned out; produced by what can be termed a "small independent." However, its values in production accomplishment match and exceed those in most of the recent top major efforts, accomplished at five times the cost of Kramer's offering.

Everything about the show is top drawer. It has a fine, believable script of the Ring Lardner original, has been perfectly directed by Mark Robson, who was one of the mob whose contract was dropped at RKO, and was magnificently photographed by Frank Planer, who is relatively new to Hollywood, arriving from Germany about 1939. It also boasts a great musical score by Tiomkin.

The cast would get frowns on any major lot, but they're all excellent and each will be playing important roles in top major pictures just as quickly as our big studios can work out deals with them. They're all new and fresh and lend great values to the picture. Kirk Douglas, who was originally brought out here by Hal Wallis, later went over to 20th for a role in "A Letter to Three Wives," with both producers dropping their options on his services. He is now set for some big going. A fine actor, a great personality. Ruth Roman has been grabbed by Warners as a result of this picture, and Lola Albright, who was one of the stock players MGM dumped recently, will land a choice ticket and quick. Paul Stewart is new to us, but we understand he has done some good parts hereabouts, and he would be an asset to any picture.

The picture makes sense in every department, will certainly do a big gross in its UA distribution, and proves beyond any doubt that "It can be done" when you discuss good pictures at reasonable costs—pictures that will match our best and shows that will delight our ticket buyers.

Our congratulations to Stanley Kramer and his production organization.

"AS GOOD A PIECE OF ENTERTAINMENT AS ANY PRODUCER, MAJOR OR MINOR, EVER TURNED OUT!"

is the

SCREEN PLAYS CORP. presentation of

"CHAMPION"

UA's Boxoffice "CHAMPION"!

This Kin

BOXOFFICE

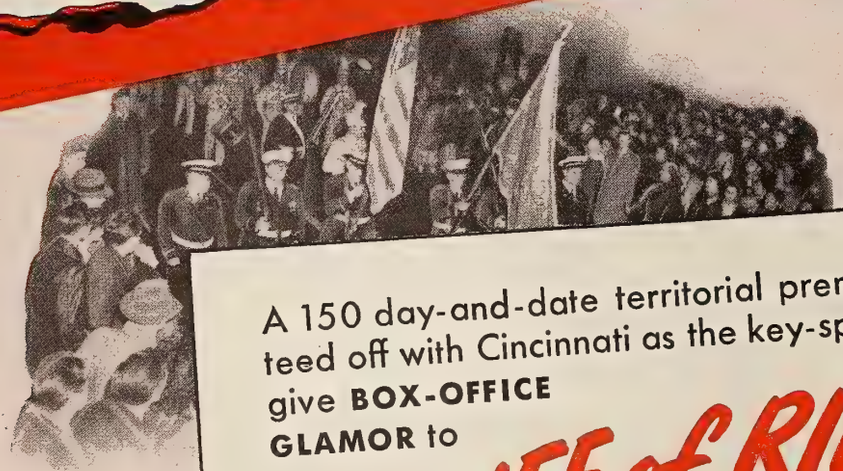
Speaking of Glamor

Universal-International has launched an extensive program of what used to be called "Hollywood openings." This combines personal appearances of U-I players at key premieres with much more than the usual fanfare given to big openings. And, as was demonstrated in the first of these events held in Cincinnati last week, this is an excellent means, not only of creating wide-area interest in a particular picture, but it also has a revitalizing effect public relations-wise for the industry as a whole.

Contacts by screen personalities with the press, public and exhibitors under such favorable circumstances as were afforded "The Life of Riley" opening at Cincinnati can do much and give new meaning to glamor as it applies to this business.

Ben Shlyen





A 150 day-and-date territorial premiere teed off with Cincinnati as the key-spot to give **BOX-OFFICE GLAMOR** to

'THE LIFE of RILEY'

They'll talk about this promotion for years, with the whole live radio show, "THE LIFE OF RILEY", broadcast right from the stage of the Grand Theatre in Cincinnati. Box-offices all over the territory did handsprings, and from that time on the picture has brought "THE LIFE OF RILEY" feeling to exhibitors all over the country, **out-grossing such favorites as "ABBOTT & COSTELLO MEET FRANKENSTEIN"** by plenty.

It's holding over everywhere to Top Business.







Universal International

of Glamor PAYS OFF AT THE BOX-OFFICE!

Premiering in Kansas City, with the personal appearances of Marjorie Main and Percy Kilbride, and a tremendous promotion campaign

'MA and PA KETTLE'

OUT-GROSSED EVERY PREVIOUS UNIVERSAL HIT!

Immediately following premiere, picture opened to terrific business in Salt Lake City, Topeka and Wichita, out-grossing even the famed "EGG AND I", with **hold-overs everywhere!**

"We predict 'MA AND PA KETTLE' will bring out some ancient shinplasters and oversize folding money from the purses of people who seldom go the movies."
—*Kansas City Star*

The Governor of Utah declared a holiday for

'RED CANYON'

when this exciting Western opened at the Utah and Capitol Theatres in Salt Lake City as part of the Intermountain Four-State premiere celebration. You never saw such grosses, **almost doubling previous top 'TAP ROOTS' figures!**

COLOR BY TECHNICOLOR

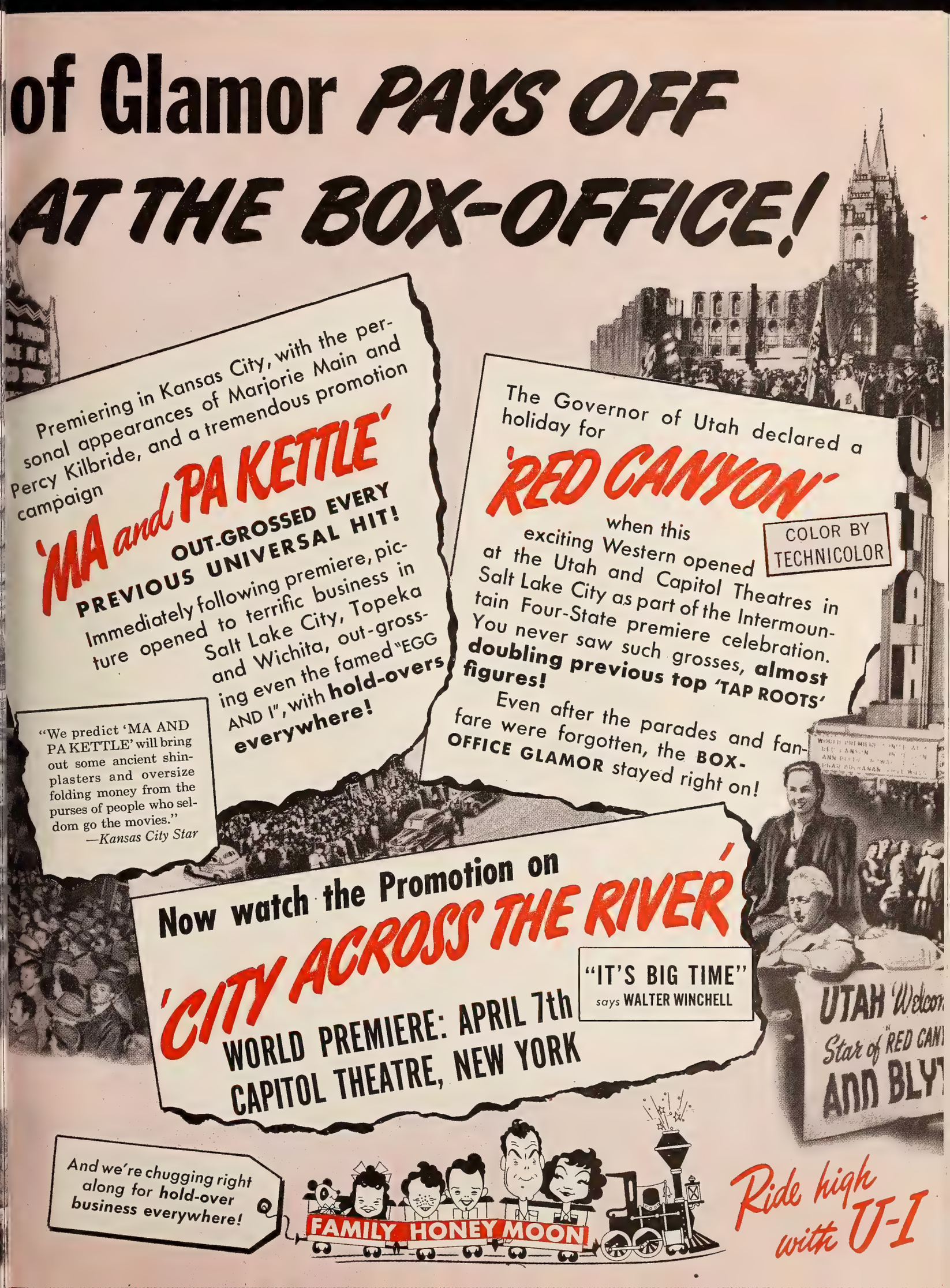
Even after the parades and fanfare were forgotten, the **BOX-OFFICE GLAMOR** stayed right on!

Now watch the Promotion on

'CITY ACROSS THE RIVER'

WORLD PREMIERE: APRIL 7th
CAPITOL THEATRE, NEW YORK

"IT'S BIG TIME"
says WALTER WINCHELL



And we're chugging right along for **hold-over business everywhere!**

Ride high with U-I

20th NY Meet

(*Continued from page* 1)

he said, had a 1948 gross that was $2,400,000 less than the previous year.

"Our books are open for you to check any figure I have quoted to you this afternoon," he said.

As they had done at similar exhibitor luncheons in Boston, New Haven and Philadelphia recently, the 20th-Fox executives told the 350 persons attending the fourth gathering in their nationwide "grass roots" tour that production and distribution have succeeded measurably in cutting costs. In a question-and-answer period that followed the executives' talks, however, Midwest circuit owner Ted R. Gamble—who chose to speak in his role of Theatre Owners of America's board chairman—challenged that contention, particularly with reference to the "high salaries" of stars.

Skouras Defends Figures

At that point, Spyros P. Skouras, 20th Century-Fox president, defended his vice-presidents' assertions on cost-cutting and invited Lichtman to reply to Gamble.

Earlier, Lichtman suggested that first-run New York exhibitors explore the possibility of opening pictures here at two or more theatres simultaneously.

"We launch a picture," he said, "with a large expenditure of money for advertising, and we tell the public that they can only see it at one theatre. They have to come great distances at great inconvenience in transportation and in other matters.

"After the run in that one theatre, we place the picture in moth balls for a considerable period of time before that picture reaches the fine theatres in the residential sections of these large cities. By that time the advertising is forgotten, and other pictures are being announced, with the result that we are losing a great portion of the patronage which, of course, means a great many dollars to all of us.

"Originally, the plan of showing a picture first run in a number of theatres simultaneously was put into effect, out of necessity, by the Skouras Bros. in St. Louis. Subsequently, it has been tried with amazing success in Los Angeles, San Diego, Denver, Portland and Kansas City. In all of these widely separated cities, it has been proven that playing pictures simultaneously in non-conflicting areas is a boon to the box office. The public is supporting these theatres, and are gladly paying first run admission prices in theatres where they formerly paid subsequent run prices at a great loss to all of us," Lichtman said.

Says Larger Audience Result

"Under this plan," he added, "all other subsequent run theatres are also moved up and the result is that a much larger theatre audience is developed because people see pictures when they want to see them.

"I believe if you will look over the Chicago situation, you will find that this move has resulted in a great increase in admissions to all theatres, including the circuits as well as the independents."

In closing, Lichtman said he had not been hired "to take money from theatremen but for the contributions I may be able to make toward the betterment of the industry."

Smith, who said only one picture out of 10 distributed by the industry recouped its cost domestically last year, supported Lichtman's contentions with figures. He said: "Costs have become so high that each picture we distribute represents a risk of many millions of dollars. For our company, the average negative cost for 24 pictures to be produced in 1949 will be $1,751,000. This actually means that the total cost, with prints, advertising and distribution, will average $2,900,000."

Foresaw Developments

Continued Smith: "More than two years ago, Mr. Skouras and his associates foresaw present developments and we were among the first to undertake cutting distribution costs as well as production costs.

"We have cut our distribution costs aproximately $2,000,000 annually and we find we can go no further without impairing our service to our customers.

"We formerly had 100 employees in our New York exchange and now have 76. We are continuing our efforts to cut production costs."

Smith continued: "Our company enjoys a sound financial postion today because of the great contribution to profits made by the 600 theatres which we own and operate.

"In studying our problems we find that the distribution of the box office dollar in many theatres today is unfair and we feel that we are entitled to a higher share. We seek to accomplish this in a friendly, business-like manner. We need a substantial increase from those theatres which have not been paying enough. Our overall film rentals are inadequate to enable us to make the high quality of box office picture which you require for the successful operation of your theatres. We have no quarrel with the many theatres that do pay us adequate film rentals."

Lichtman and Smith reiterated, from time to time, statements made at the three prior exhibitor meetings in their drive to persuade exhibition that 20th-Fox—and distribution in general—is deserving of a larger cut of the public's dollar. The former said he had not come to New York to "answer any attack." This apparently was a reference to the stand against the 20th-Fox campaign made by some local exhibitors and associations. Quoting from the law of Solomon, Lichtman said: "Let him who seeks equity before the court come with clean hands."

Lichtman gave the trade press a resounding verbal pat on the back for its role in keeping the industry abreast of the news, and he urged all branches of the business to give the trade press their support.

Invites Gamble to Dais

Other speakers at the meeting were 20th-Fox advertising-publicity vice-president Charles Einfeld, New York branch manager Seymour Florin and Skouras, who introduced the speakers.

Gamble, whom Skouras invited to speak from the dais, told the 20th-Fox executives that he agreed in principle with much of what had been said, but added that he "could hardly subscribe 100 per cent." He pointed out that exhibitors, too, have high investments and overhead costs in building theatres and in maintaining and refurnishing them to attract patronage. The exhibitor's costs, he declared, are comparable to production and distribution costs from a relative standpoint. Gamble said he does not believe "increased film rentals *per se* will be liked" by exhibitors, although he did aver that he thought the country's theatre operators are of a mind to hear and consider 20th-Fox's case. Gamble added that exhibitors have resisted sliding-scale selling because many found it used to get even higher terms from them. No one company is to blame in this connection; rather all have done that, Gamble said.

Questions Picture Cost

Gamble questioned whether the nation's exhibitors regard $1,750,000 as a proper cost for a picture and, assailing stars' salaries in particular, declared that exhibitors believe Hollywood costs are needlessly more than they should be. "There is too much overhead in Hollywood before the cameras are turned," he said. Gamble, who agreed that selling methods could stand some overhauling, asserted that there is "nothing" in the present methods to enable the exhibitor to "profit proportionately on pictures that do succeed." The TOA executive said he believes a full review of present conditions should be made by all branches of the industry before any definite action is taken. Lichtman agreed with him on that point, but continued to maintain, in his reply to Gamble, that Hollywood has achieved notable results in cost-cutting, perhaps as much as could be done.

Gamble was vigorously applauded by the assembled exhibitors when he concluded his remarks.

In supporting the company's campaign, Smith said that rentals from the industry's foreign distribution in 1946 were 37½ per cent of the total. "In 1948," he said, "it was 35 per cent, which is a shrinkage of two-and-one-half per cent in percentage, but in dollars it represents a shrinkage of over $50,000,000 due to the fact that the money is blocked in these foreign countries." Added Smith: "When I tell you that in 1948, from a world gross of $84,000,000, our combined distribution profit was only about $3,000,000 you can readily appreciate that had only one or two more of our pictures proved inadequate we would have a loss and not a profit."

Among those on the dais, in addition to 20th Century-Fox executives and speakers, and Gamble, were: Leonard H. Goldenson, Si H. Fabian, Oscar Doob, Sam Rinzler, Sam Rosen, Robert Weitman, and others.

20th-Fox Ends

(*Continued from page* 1)

a price is as necessary to such a deal as is honesty on the part of the exhibitor concerning theatre expenses in arriving at a percentage deal.

A. W. Smith, Jr., 20th-Fox vice-president and general sales manager, said that New York exhibitors who had made deals for "Snake Pit" before the no-adjustment policy was established would be allowed credit if they came to him with their figures and showed they were entitled to an adjustment. In all other cases a firm deal will be made and adhered to by the company, he said.

ITOA Invites 20th

(*Continued from page* 1)

atre Owners Association, to be held at the Hotel Astor on Thursday, April 14, at 12:30 P.M. Your statements affecting the future of your company and our theatres make imperative this open forum. Despite the urgency, we are deferring the date of our meeting knowing of your departure for California."

May Ask Exhibitors To Finance Awards

HOLLYWOOD, April 3.—Exhibitors may be invited to share the costs of future Academy Awards functions, on the ground that they reap direct additional box-office profit from films and players receiving the awards, or the whole cost may be recouped by accepting commercial sponsorship for a radio broadcast according to informed quarters consulted following the announcement by the Academy's board that the award ceremonies will be continued as in the past 21 years, regardless of the major companies' withdrawal of financial support.

The foregoing are among several alternatives which will receive consideration by the new board which will take over following the annual election of officers and a board this month. Under Academy procedure, half of the board's membership terms expire annually.

It is understood that radio sponsorship presently is the most generally favored plan, since practicability is clearly indicated by the fact that Camel cigarettes in the past has made such a proposal, which was rejected. The offering price would amply cover award ceremonies.

Allied Fears

(*Continued from page* 1)

course," Myers said, and "in this state of affairs a drive to increase film prices is decidedly out of order."

"Calling it a more equitable division of the box-office dollar is a mere quibble; if film rentals rise, admission prices will have to be increased, and thus the motion picture industry will be handicapped in its race with competing amusements and will be going counter to the economic trend," he said.

Myers suggested that the answer to the producers' problem was not higher prices but increased efficiency, less waste, cutting out dead wood, "especially executives who live only in the past," pictures made for the customers and not for the critics, and "above all, increased production." Myers said profits in the motion picture industry would hereafter have to be geared to production, as in all other industries.

Myers suggested that the distributors get any additional revenue they need by charging higher prices to the large circuits, especially affiliated circuits.

May Issue Bulletin

Myers said that the three possible methods of raising revenue outlined by Fox might be covered in a later bulletin if the campaign is continued. He said he believed the immediate objective was only to stimulate Fox salesmen to drive harder bargains, but that the long-range objective "appears to be to condition the exhibitors' minds to the idea that the producer-distributors should have a still larger slice of the receipts."

The bulletin quoted comments from nine Allied member groups, all critical of the Fox plan and which Myers said were typical of independent exhibitor comment. The bulletins were identified as those of Gulf States Allied, ITO of Wisconsin, Allied of Iowa-Nebraska, Rocky Mountain Allied, Mid-Central Allied, Mid-South Allied, MPTO of Maryland, ATO of Indiana and Allied of Kansas-Missouri.

Gov't Presses Fight

(*Continued from page* 1)

the industry anti-trust suit unwarranted.

Justice Department flatly rejected the system of arbitration as proposed by Warner, Loew and 20th Century-Fox on the grounds that the purpose of the plan "is to cement the power of these major defendants to continue their domination of the industry." Plaintiff states that for that reason the proposed system did not have the support of other defendants and that consideration of a "voluntary arbitration system would be proper and desirable" only after an ultimate court decision.

The "Little Three's" proposal of franchises which do not restrain trade would violate the Sherman Act, says Justice, adding that provisions for franchises in the consent decrees with RKO and Paramount are adequate. These prohibit franchises generally, making an exception only where they "may be necessary to permit competition" of an independent with an affiliate. The request by United Artists, Universal and Columbia to modify clearance and price-fixing relief also was attacked.

The RKO and Paramount settlements are relied upon by the government in its demands for divorcement by Warner, Loew and 20th-Fox. As a result of these consent judgments, the competitive advantages of the three remaining majors in the suit, if they are to remain as integrated companies, would be "substantially increased," Justice contends. Continued ownership of theatres by the three also would "tend to nullify the competitive benefits of the relief granted against Paramount and RKO," Justice claims, even to the extent of giving the three an unfair advantage over the new Paramount and RKO theatre companies.

Hearings in the trust suit will be resumed in New York Federal Court on April 18.

20th-Fox, Loew, Warner File Quarterly Reports

Twentieth Century-Fox, Loew and Warner filed regular quarterly statements with New York Federal Court on Friday, Loew reporting on its split with Paramount in the operation of Buffalo Theatres. This was announced some time ago. Warner, also as previously reported, said it no longer has any theatre interests with other defendants. Twentieth-Fox reported no changes.

Clark Aims to Quit D of J; Wright Does

Washington, April 3.—Attorney General Tom Clark has indicated to the White House that he would like to quit his post by summer, it was reported here over the weekend. At the same time it was disclosed that Robert Wright, government prosecutor in the industry trust suit, already has tendered his resignation, to become effective within 60 days. Assistant Attorney General Herbert Bergson, in charge of the anti-Trust division, also is growing restless, it is understood.

Presidential assistant Clark Clifford is most widely mentioned as Clark's successor.

Old Man Bevin!

Washington, April 3.—British Foreign Secretary Bevin had a simple but meaningful answer when asked whether he intended to discuss Anglo-American film problems during his U. S. visit. Said Bevin: "I'm too old."

British Quota

(*Continued from page* 1)

State Department to explore the entire question very thoroughly.

Delegation that called on the President consisted of Richard Walsh, president of the IATSE; International representative Roy Brewer, Screen Actors Guild president Ronald Reagan and SAG executive secretary Kenneth Thomson. They had a separate 25-minute interview with Presidential assistant John Steelman, whose attitude also was termed "encouraging."

The delegation was escorted to the White House by Carter Barron, local Loew representative.

One person present at the conference said that President Truman indicated he might take the matter up with British Foreign Secretary Ernest Bevin while the latter is here.

Brewer said that the President showed "considerable interest and considerable knowledge about the industry, though he apparently was not too well up on the most recent British developments."

Reagan and Brewer left for Hollywood after the meeting, and Walsh and Thomson left for New York.

SMPE Meet Opens

(*Continued from page* 1)

RCA will demonstrate and discuss large-screen television and give a progress report on theatre television.

Morning and afternoon sessions tomorrow will also be devoted to films and television. Among the speakers will be William C. Eddy, Roger Thompson, A. H. Brolly, F. N. Gillette, W. Engles, G. Lawlor, Otto Schade, E. F. McDonald and John R. Howland.

Union Musicians Get Increase for Video

American Federation of Musicians members have won a television wage increase under the terms of a new agreement, it was disclosed here at the weekend by James C. Petrillo, AFM president. The agreement followed several weeks of negotiations with representatives of the four radio networks.

The increase for local TV broadcasts is from 66⅔ per cent to 80 per cent of the applicable AM radio rate and for network TV broadcasts from 75 per cent to 90 per cent of the AM rate. The new contract runs for one year.

Detroit Variety Benefit

DETROIT, April 3.—The Heart of Variety charity fund will receive the proceeds from a preview of "Bad Boy" at midnight Friday, April 8, simultaneously in 12 outlying theatres, Edward Stuckey, Michigan Variety Tent's chief barker, announces. Theatres which will stage the screening are the Riviera, Fisher, Cinderella, Royal, Woods, Harper, Mel, Wyandotte, Royal Oak, RKO Uptown, Redford and the Calvin in Dearborn.

San Francisco Examiner says:

"Stirring drama"

"THE RED PONY," Republic's screen adaptation of the John Steinbeck book, is the draw at the Fox.

This is a simple and familiar story about a child who tries to fathom the complexities of a grown-up world.

Laid in the Salinas Valley, Photographer Tony Gaudio has done a splendid job in capturing the spirit of the farm country. And Director Lewis Milestone has wisely given the homespun drama a slow and melodic pace.

Peter Miles, interesting 10 year old redhead, is the imaginative youngster who lives on a Salinas Valley farm with his mother (Myrna Loy) and his father (Sheppard Strudwick). He has also a philosophical, if too talkative, grandfather, played with cured flavor by Louis Calhern.

To complete the child's adult surroundings is Robert Mitchum, farm employe . . . with a deep respect and awareness of the boy's thoughts.

To complicate his life is the undercurrent of animosity which permeates his home . . . animosity between his parents . . . born of the father's inability to fit into rural life.

It's the red pony, his personal possession and responsibility, that contributes to the child's development.

Reprinted from the San Francisco Examiner

CHARLES K. FELDMAN presents

MYRNA LOY · ROBERT MITCHUM

in JOHN STEINBECK'S

The Red Pony

A LEWIS MILESTONE PRODUCTION

with LOUIS CALHERN and SHEPPERD STRUDWICK

and introducing PETER MILES as TOM and MARGARET HAMILTON

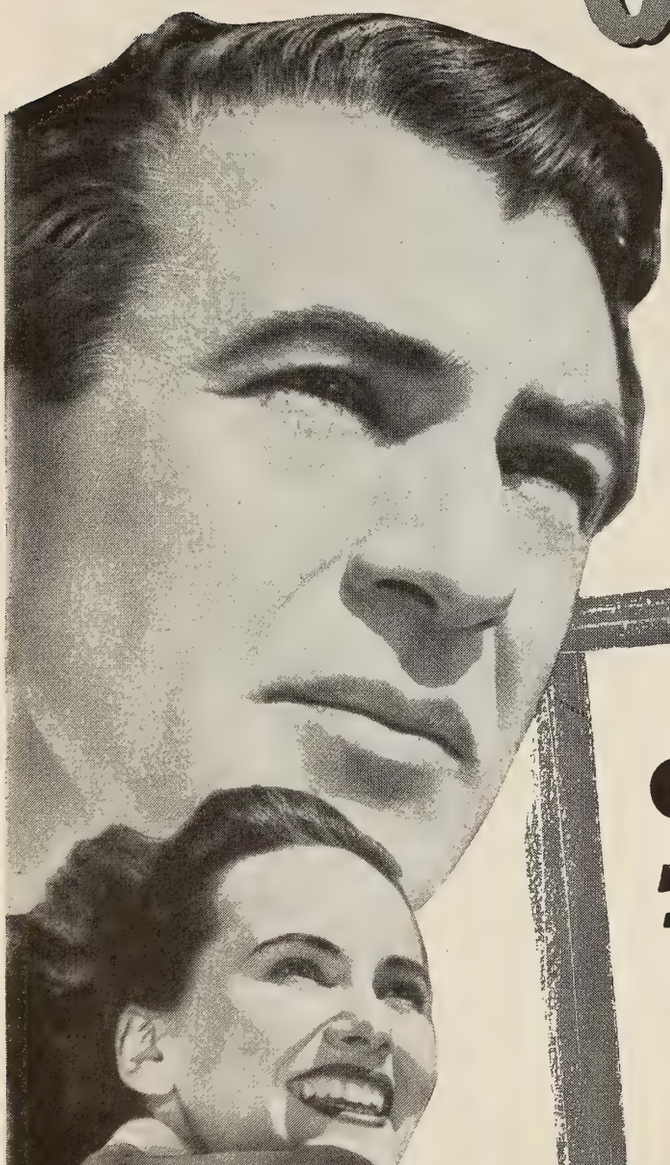
Screen Play by JOHN STEINBECK • Music by AARON COPLAND

Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION

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With the return of the *great* American story... Backed by NATIONAL ADVERTISING to the 24,342,250 CIRCULATION of Life, Saturday Evening Post, Collier's, Time, Sport Magazine and Motion Picture magazines... Ready for the all-new audiences of new millions who want to see one of the biggest and best-loved pictures in screen history!



SAMUEL GOLDWYN presents

GARY COOPER

in

THE PRIDE OF THE YANKEES

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TERESA WRIGHT • WALTER BRENNAN and BABE RUTH Himself

VELOZ and YOLANDA • RAY NOBLE and his ORCHESTRA



ALL NEW PRINTS! NEW POSTERS, ADS, LOBBIES AND OTHER ACCESSORIES!

Directed by SAM WOOD

Screen Play by Jo Swerling and Herman J. Mankiewicz • Original Story by Paul Gallico

•

Re-released through RKO Radio Pictures, Inc.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 66 NEW YORK, U.S.A., TUESDAY, APRIL 5, 1949 TEN CENTS

$5-Million N.T. Managers' Plan Of Retirement

Security Benefits Are Announced by Skouras

COLORADO SPRINGS, Colo., April 4.—Expansion of security benefits to several hundred theatre managers of National Theatres was announced here today by Charles P. Skouras, president of the company, as a highlight of the 20th annual convention of Fox Inter-Mountain Theatres in Colorado Springs.

Skouras revealed that more than $5,000,000 has been contributed to date to finance the retirement plan. Theatre managers have invested as their share $600,000, all of which is

(*Continued on page 5*)

RCA Theatre-Video Seen By Year's End

RCA's new theatre television system was demonstrated last night by Barton Kreuzer, who declared that the company expects to be in a position to manufacture the equipment in limited quantities for commercial use, "possibly by the end of the year." The demonstration was held at the Hotel Statler here, where the Society of Motion Picture Engineers is holding its 65th semi-annual convention. Kreuzer, who is manager of the film recording and theatre equipment activities of RCA Victor, said that "it

(*Continued on page 5*)

Disabled War 'Vet' Named N.Y. Censor

ALBANY, N. Y., April 4.—A disabled war veteran, U. M. Flick, who rose from private to Lt. Col. in four years of army service, and who has been in the history and archives section of the State Education Department since 1928, is first, with a mark of 89.268 per cent, in the examination for director of motion picture division as "chief censor," the Civil Service Commission announced here today. Flick will be appointed. Only three qualified.

The position has been vacant since Irwin Esmond resigned on reaching the age of 70 in April, 1945. Ward C. Bowen, director of visual aids and radio, has been acting chief censor.

NLRB Upholds Trial Ruling Against AMPP, 3 Studios

WASHINGTON, April 4.—The National Labor Relations Board ruled today that the Association of Motion Picture Producers and three studios, Warners, Columbia and Loew's, had violated the National Labor Relations Act by discriminating against 24 IATSE members who refused to cross Conference of Studio Unions picket lines or do "struck work" during the 1945 jurisdictional strike.

Charges of similar violations brought by other employes against Republic, 20th Century-Fox and RKO were dismissed. The decision upheld a trial examiner's report in almost all respects.

The board ordered eight employes reinstated to their former jobs, or the equivalent, with back pay for any

(*Continued on page 5*)

UA Plans Deal with 16mm. Distributor

United Artists intends to enter a franchise agreement with a regular 16mm. distributor for the release of narrow-gauge versions of UA product, rights to which it will obtain from indepedent producers along with releasing rights to their standard films. This was disclosed by Paul N. Lazarus, Jr., executive assistant to UA president Gradwell Sears, in a letter to Myron Blank, chairman of the Theatre Owners of America 16mm. committee, which was released here by the TOA yesterday.

UA's objective is to correct the "undisciplined" use of 16mm. product by way of barring them from places in competition with theatres.

Chaplin Says No to Fabian's Proposal

Hollyood, April 4.—Charles Chaplin has indicated he will not grant the Si Fabian-Ted Gamble request for a firm agreement to purchase United Artists' control, either in form of a short term option or other binding commitment exercisable by the theatre operators.

Chaplin's decision, it is believed here, terminates the Fabian-Gamble group's interest in negotiating for purchase of the company. Chaplin's 30-day option on Mary Pickford's U. A. stock will expire next Monday but it can be extended for another 10 days if Chaplin so elects.

B'nai B'rith Will Install Saul Rogers

Newly-elected officers of New York's Cinema Lodge of B'nai B'rith, headed by Saul E. Rogers, industry attorney, will be installed at the Lodge's annual presidents' dinner to be held at the Hotel Astor on Tuesday evening, April 26. Jack H. Levin, vice-president and general manager of Confidential Reports, is chairman of this year's dinner which will be a joint tribute to retiring president S. Arthur Glixon and incoming president Rogers.

Besides Rogers, newly-elected officers who will be installed are: vice-presidents Max B. Blackman, Warner Brothers; George Brandt, Brandt Theatres; Julius M. Collins, Ascap; Hal Danson, Eagle-Lion; Harry Friedman, non-industry; Leo Jaffe, Columbia Pictures; Hal Hodes,

(*Continued on page 5*)

Minneapolis Independents to Sit Tight on Double Bill Policies

Minneapolis, April 4.—The right of each exhibitor to "run his own business as he sees fit" was the answer of Minneapolis and St. Paul area independent theatre owners to critics of the "spreading orgy" of double bills, at a meeting of North Central Allied here.

Single bill members of NCA requested the double bill discussion, declaring the practice is "getting out of line" and would force Minnesota Amusement Co. into duals, as well as opening the way for giveaways in addition to double bills by some of the independents.

Double-billers argued that little of the product used by ace first runs, except problem pictures, are being used in dual bookings. Theatres riding behind the 28-day and other earlier clearances recently established in Minneapolis, rebuked the earlier run houses for attempting to interfere in double bills, which the late run stands contend is their "only salvation" against the advantages of competitive theatres with early clearance.

Theatres Paid $800,000 to Ascap in 1948

Off $500,000; Overall Revenue Up to $11-Million

American Society of Composers, Authors and Publishers collected approximately $800,000 from motion picture theatres for license to publicly use its music in 1948, as against $1,300,000 in 1947, it is understood.

Despite this drop, Ascap's collections from all branches of the entertainment industry, including radio, night clubs, hotels and dance halls, jumped from $10,000,000 in 1947 to an estimated $11,000,000 in 1948. Administration costs are figured at about 20 per cent.

Decrease in revenue from theatres

(*Continued on page 5*)

Half of ECA Media Funds to Industry

WASHINGTON, April 4.—Nearly half of the funds earmarked by ECA during the first year of its information media guaranty program went to the U. S. motion picture industry, it was revealed here by the ECA today.

The contract with the Motion Picture Export Association for operations in Germany, calling for a guaranty of $457,139, is close to half the $962,814 committed to date.

Despite the fact that Congress allowed ECA $10,000,000 for the program, less than $1,000,000 has been used so far.

Coast 'Panic' Gone, Says Maxwell Shane

There is no longer a post-war "panic" in Hollywood, and the production branch of the industry appears to have settled down to a fairly firm level of economy, independent producer Maxwell Shane visiting here from the Coast, said.

But Shane sees still more room for savings in production costs. Location shooting, he holds, is a big cost-saver. He recommends the seeking of actual background locations not only for the sake of economies in terms of sets, but because of the "realism" with which they endow a picture.

Shane's most recent film is the documentary-style "City Across the

(*Continued on page 5*)

Griffith Decree Is Not Expected

Washington, Apr. 4.—Further proceedings in the Griffith anti-trust case in Oklahoma City have been set back from April 20 to April 25, according to a Justice Department official. He said the postponement has absolutely no significance, that he did not expect any consent decree overtures from Griffith and that he is confident Griffith will start presenting its evidence on schedule on April 25.

Bond Drive Short To Feature Benny

HOLLYWOOD, April 4.—Jack Benny will be starred in a one-reel subject to be filmed by the Motion Picture Producers' Association for the U. S. Treasury, Dore Schary, M-G-M production vice-president and chairman of the Hollywood committee for the industry's participation in the drive, announced.

Benny will be seen in the triple role of himself, his father and his grandfather in the film, titled "The Spirit of '49" to be produced this month by Richard Goldstone and co-ordinated by Armand Deutsch at M-G-M studios. The script, written by Allen Rifkin, will feature sequences from historical films including "The Covered Wagon," "Union Pacific," "The Thundering Herd," "Old Ironsides" and "San Francisco."

U.-I.'s Sales Drive Starts Last Month

Final month of Universal-International's Unity Sales Drive" is being dedicated to the company's bookers and will be known as "U-I Bookers Month."

Leading booking departments to date in the 26-week drive are: Detroit exchange, Lee Goldsmith, Sidney Turor, Harold Morrison and Gerard Scanlon; Cleveland, Robert H. Bram, Frank Musto, Jerome Levitt and Donald McMahon; St. Louis, Henry Zack, Margaret Murphy and Roy Brown, Jr. The St. Louis exchange, headed by Harry Hynes, is the leading branch; leading salesmen are: in the West, David Goldman, Milwaukee; South, Floyd Harvey, Jr., Memphis; and in the East, Edwin Bergman, Cleveland.

'Tulsa' New England Premiere on April 15

New England premiere of Walter Wanger's "Tulsa" has been set for Boston's Pilgrim, Mayflower and Esquire Theatres on April 15, two days after the world premiere in Tulsa, Okla., it was announced here by William J. Heineman, Eagle-Lion sales vice-president.

The picture is set for more than 400 day-and-date engagements throughout the Oklahoma City, Dallas, Memphis and New Orleans territories immediately following the premiere.

Personal Mention

PAUL LAZARUS, JR., assistant to United Artists president GRADWELL SEARS, will leave here by plane tomorrow for Kansas City to accompany PAUL LAZARUS, SR., UA sales executive, on the latter's return to his home at Lake Mahopac, N. Y., to complete recuperation from his recent illness.

•

MAX E. YOUNGSTEIN, advertising-publicity chief for Eagle-Lion, and JERRY DALE, advertising-publicity director of the J. Arthur Rank Organization, are in Washington today from New York.

•

JACQUES REVILLE, M-G-M manager at Charlotte, has returned to that city from New York.

•

JACQUES KOPFSTEIN, Astor Pictures vice-president, has returned here from Boston.

•

R. A. MCNEIL, San Francisco exhibitor, is in New York.

GUS EYSSELL, president of Rockefeller Center, returned to his office here yesterday from Florida.

•

JOE WALSH, in charge of Paramount's branch operations, and ARTHUR DUNNE, head of the home office contract department, have left here for the company's exchanges in Chicago, Los Angeles and Dallas.

•

JAMES R. GRAINGER, Republic sales vice-president has arrived in Portland, Ore., for business conferences with Mrs. J. J. Parker, president of the J. J. Parker Theatres Organization.

•

MRS. JACK WARNER, wife of the producer, and HANS HABE-BEKESSY, Trans-World producer, are among passengers sailing today from here on the *S. S. America* for Europe.

•

MELVIN HIRSH, Crystal Pictures president, is scheduled to return here Monday from a Western sales trip.

Nelson Joins St. Louis Allied Unit on May 1

ST. LOUIS, April 4.—Dave Nelson, Republic veteran in St. Louis and Des Moines, is expected to join Mid-central Allied as its office executive and field representative on May 1. His appointment was announced at a Bloomington, Ill., regional meeting, attended by 30 Illinois exhibitors and was addressed by Charles Niles. Allied secretary, and Henry Halloway, Hugh Graham and W. H. Hoffman Mid-central executives.

Ray Beall Launches Advertising Agency

DALLAS, April 4.—Ray Beall, veteran theatre publicist, has opened an advertising and promotional business here. He has variously handled assignments or otherwise been associated with Variety Club of Texas, Variety International, Interstate Circuit, Battleship Texas and Victory Loan campaigns, Paramount Theatres of the Southwest, Metro-Goldwyn-Mayer, Manley, Inc., and California Drive-in Theatres.

RKO Streamlining House

RKO reports here that its newly-streamlined Kansas City house at 14th and Main (formerly the Main-street) will be known as the RKO Missouri, when completely rebuilt. It will open in July. Plans are now being made for a Hollywood opening, to be attended by stars of stage, screen and radio, as well as public officials and civic leaders. Lawrence Lehman, theatre manager long identified with RKO interests in K.C., will direct the house.

Tax Bill Killed

MINNEAPOLIS, April 4.—A bill to authorize municipalities to tax admissions up to the amount of any Federal ticket tax cut, has been killed by the Minnesota house through indefinite postponement.

'Jennie' Is Extended In Chicago's Loop

CHICAGO, April 4.—Selznick Releasing Organization's petition asking for a Loop extension for its "Portrait of Jennie" at the B. and K. Apollo Theatre was extended here today to April 25 in Juge Michael Igoe's U. S. District Court. Aaron Stein, SRO attorney filed an amendment to the original petition asking that the B. and K. Garrick be an alternate theatre to play "Jennie." The Apollo, whose lease expires today, is presently operating on a day-to-day basis until around May 1, at which time it will be razed to make way for a bus terminal.

Two Reissues Set for Paramount's 'Parade'

Reissue on June 17 of "Trail of the Lonesome Pine" and "Geronimo" will mark the first of a series of re-releases of Paramount films, to be made in pairs at four-month intervals, A. W. Schwalberg, Paramount general sales manager, announced.

The pictures will be released with new prints, accessories, trailers and a new advertising campaign to be known as the "Parade of Paramount Champions," Schwalberg said.

New Policy for Gotham

The Gotham Theater on Broadway here will change its policy on Friday, when an Argentine picture, "White Horse Inn," produced by Emelco Buenos Aires, will start a run. Dialogue is in Spanish with English titles. Federico W. Lowe, vice-president of Emelco, New York, and Nat Liebeskind arranged the deal with Harry Brandt.

Columbia Film in Para.

Columbia's "The Under Cover Man," first outside film to play the New York Paramount since "Hitler's Children," follows "Bride of Vengeance," which will open there tomorrow.

AMPA to Elect at Thursday Meeting

Annual election of officers will be held at a closed meeting of Association of Motion Picture Advertisers members at noon Thursday at the Trader Tom Steak House here. Max Youngstein heads the proposed slate for reelection, as president; Harry McWilliams, vice-president, Harry Blair, treasurer, and Marjorie Harker, secretary.

Nominating committee also proposed Charles Alicoate, Vincent Trotta, Syd Gross, Gordon White and Blanche Livingston as members of the board. Selected as trustees were Jacques Kopfstein, Rutgers Neilson and Ray Gallagher.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LITTLE WOMEN"
June Allyson • Peter Lawford • Marg't O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzia
Mary Astor • A Mervyn Le Roy Production
Color by Technicolor
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Bride of Vengeance"
starring
PAULETTE GODDARD
JOHN LUND
MACDONALD CAREY
A MITCHELL LEISEN production
IN PERSON CHARLIE BARNET and his Famous Orchestra
JACK CARTER
MARGARET PHELAN
BUNNY BRIGGS
JERRY COLONNA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

David O. Selznick presents
"Portrait of Jennie"
starring
JENNIFER JONES JOSEPH COTTEN ETHEL BARRYMORE
Directed by William Dieterle.
RIVOLI
Broadway and 49th Street


JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by
RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
21st WEEK! VICTORIA BROADWAY & 46th ST.

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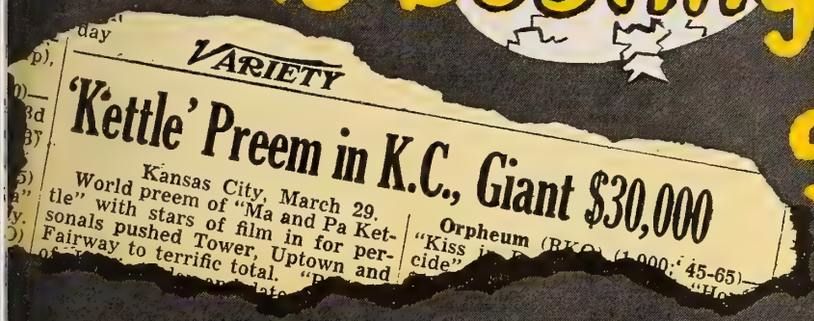
"MA and PA KETTLE" is busting "The Egg and I" grosses wide open

MEMO TO PRINTER:

No red ink on this page, please!

This is a business report on

"MA and PA KETTLE"



VARIETY

'Kettle' Preem in K.C., Giant $30,000

Kansas City, March 29.

World preem of "Ma and Pa Kettle" with stars of film in for personals pushed Tower, Uptown and Fairway to terrific total.

Orpheum (RKO) ... 45-65)

In Kansas City, playing the Uptown, Tower and Fairway, "MA and PA KETTLE" topped "THE EGG AND I" by nearly $1,000 -- and holds.

In St. Louis at the Fox Theatre, it opened almost $1,000 better than "THE EGG AND I" -- and holds.

In Topeka it opened to almost 2½ times "THE EGG AND I" figure. In Pittsburgh, Kan., it opened a couple of dollars short of double "THE EGG AND I" opening gross figure.

In Coffeyville, Ft. Scott, Hutchinson, Salina, Newton, St. Joseph and all the way down the line of more than 50 towns that opened day-and-date with Kansas City, "MA and PA KETTLE" is busting "THE EGG AND I" grosses wide open.

That U-I SHOWMANSHIP FORMULA is really paying off!

first **"THE LIFE OF RILEY"**
then **"RED CANYON"**
now **"MA and PA KETTLE"**
and the next HOT ONE from U-I is
"CITY ACROSS THE RIVER"

The hilarious sequel to "The EGG and I"

"MA and PA KETTLE"

starring

Marjorie MAIN · Percy KILBRIDE

with RICHARD LONG · MEG RANDALL

Screenplay by Herbert Margolis, Louis Morheim and Al Lewis · Produced by LEONARD GOLDSTEIN

Directed by CHARLES LAMONT · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Television Newsreel Now Twice-Weekly

Telenews Productions, producing the Telenews Digest, has effected a speed-up in its release schedule, facilitating the production of two weekly editions, compared to the one-a-week edition distributed thus far. The innovation will make the Digest available to feature houses, in addition to its present newsreel accounts.

The Telenews Daily, television edition, released five times a week, will not be affected. The television editions are produced and sold through a co-operative tie-up with International News Service.

Swartz Secures Five Films from Pathe

MINNEAPOLIS, April 4. — Don Swartz, head of Independent Film Distributors of Minneapolis and Milwaukee, has secured distribution of five reissues in a deal consummated with Madison Pictures, subsidiary of Pathe Laboratories.

The pictures are: "Tiger Fang," with Frank Buck, and "Nabonga," starring Buster Crabbe, which will be packaged in one combination; and "City of Silent Men" and "Girls in Chains," a second combination. Fifth picture is "Harvest Melody."

UJA Lunch Tomorrow

Bartley C. Crum, publicist and author of "Behind the Silken Curtain," will be guest speaker at the first luncheon meeting of key workers in the amusements field for the United Jewish Appeal on Wednesday at the Hotel Astor here, it was announced by Si Fabian of Fabian Theatres, chairman of the UJA amusements division.

Review

"Flamingo Road"

(Warner Brothers)

THE melodrama is lurid and generous in this latest Joan Crawford vehicle about her love for two men and a relentless sheriff, also a political boss, who pursues her. "Flamingo Road" ought to register its chief appeal with women who are apt to respond to Joan's romantic troubles with considerable avidity.

In this film, based on a play by Robert and Sally Wilder, Miss Crawford's background is somewhat clouded. At the opening, she is a dancer in a carnival show and later explains her jobs have been varied, including burlesque. Zachary Scott, indolent deputy to sheriff Sydney Greenstreet, befriends her and gets her a job as a waitress, falls in love with her—as she does with him—but marries Virginia Huston to cloak his advent into machine-made politics with respectability. Greenstreet, sensing his stooge-candidate will not be clear of trouble while Miss Crawford is around, frames and sends her to the workhouse on a prostitution charge in his campaign to drive her out of town. But Miss C., equally as determined not to be pushed around, seeks sanctuary in the dubious establishment operated by Gladys George whose patrons include local and state political bigwigs. There, she meets Donald Brian, the political boss and marries him on the rebound from Scott.

The conflict behind this dramatic assemblage is the fight for control of the state. Greenstreet, deciding on himself for governor, throws over Scott who commits suicide. Miss Crawford, facing charges, is cleared. In what turns out to be self-defense but what was planned as murder, she kills Greenstreet, who had trumped up a labor peonage rap against Brian, and is cleared for a second time. The film closes on a romantic reunion and a vague inference that Brian will commit himself to a policy of democratic government in the future beyond the final shot.

The story is involved. Performances are competent with an occasional high moment allowed Miss Crawford. Co-author Robert Wilder wrote the script for which Edmund H. North provided additional dialogue. Jerry Wald produced with George Amy as his associate. Michael Curtiz directed.

Running time, 94 minutes. Adult audience classification. Release date, April 30.

RED KANN

Hart Services Tomorrow

HOLLYWOOD, April 4. — Funeral Services for Neal Hart, former cowboy star who died Saturday at the Motion Picture Country Home at the age of 70, will be held Wednesday morning at the St. Charles Church, North Hollywood, with interment at the Holy Cross cemetery. The widow and a son, Tom, survive.

$1.06 Columbia Dividend

Columbia's board of directors at a meeting here yesterday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable May 16.

Ed Auger, RCA Sales, Dies at SMPE Meet

Ed Auger, with the sales department of the RCA theatre sound equipment division since 1929 and said to be about 70 years of age, died last night of a heart attack in the lobby of the Statler Hotel here just prior to a demonstration of RCA's theatre television equipment.

Peggy DeGraw to MPSC

Peggy DeGraw, formerly head of the contract departments for Selznick Releasing Organization and Paramount, has joined Motion Picture Sales Corp. in the same capacity, it is announced by Neil Agnew and Charles L. Casanave.

Wiesenthal on Coast

HOLLYWOOD, April 4.—Sam Wiesenthal returned here from New York at the weekend to report to James and George Nasser on his extended study of United Artists relative to possible purchase of control of the company by the Nassers. The Nassers have closed with UA for the distribution of three to five films a year for the next five years.

RKO-UA Suit Thursday

HOLLYWOOD, April 4.—Hearings on RKO's suit against United Artists, based on alleged similarities in fight scenes in UA's "Champion" and RKO's "The Set-Up," were put over until Thursday afternoon by Federal Judge Campbell Beaumont.

Kate Kestenbaum Dies

Kate Kestenbaum, 79, mother of Samuel Kestenbaum, manager of the Alpine Theatre here, died of a heart attack on Saturday. Burial was yesterday at Montefiore Cemetery in Long Island. Samuel Kestenbaum was formerly advertising and publicity director of PRC.

THE NEW CHILD STAR IN THE CINECOLOR HIT THAT WORLD-PREMIERED AT $1,000.00 PER SEAT AT LAWTON



Kroger Babb and J. S. Jossey present
"THE LAWTON STORY"
(Including the Wichita Mountain Pageant, "The Prince of Peace")
This is IT!
introducing and starring
GINGER PRINCE
GINGER SINGS 4 BIG SONG HITS
Original Story by Mildred A. Horn
"The Prince of Peace" Script by Rev. A. Mark Wallock
Cast of More than 3,000

"A NEW MILESTONE IN THE LONG HISTORY OF OUR CINEMA."— Walter Winchell

A PICTURE THAT DOES SOMETHING TO YOUR SOUL

BOOK IT NOW! WRITE WIRE PHONE
HALLMARK PRODUCTIONS
HALLMARK BLDG., WILMINGTON, OHIO
Branch Offices: LOS ANGELES • CHICAGO • CLEVELAND • NEW YORK CITY
HP J.S. JOSSEY and KROGER BABB INC.

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2 LINOTYPE MACHINES
2 HOT PRESSES
For making super-imposed titles.
All in excellent working condition.
Box 424, Motion Picture Daily.
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MITCHELL MAY, Jr. CO., INC.
INSURANCE
Specializing in requirements of the Motion Picture Industry
75 Maiden Lane, New York
510 W. 6th St., Los Angeles

Ascap Revenue

(*Continued from page* 1)

was the result of the two court decisions which held the Society to be in restraint of trade and enjoined it from collecting for public performance rights to its music in motion pictures. The New York and Minneapolis Federal Court opinions came about mid-year, thus Ascap could collect from theatres only during the first half of the year.

Pending the outcome of appeals of the rulings, Ascap is not billing theatres at all for music in films.

That Ascap's collections from theatres last year had not fallen to a greater extent is due to the fact that hundreds of exhibitors who pay relatively small fees, such as $100 annually, had made it a practice to send a check for the full amount upon expiration of each year's contract about Jan. 1.

Meanwhile, Ascap is continuing negotiations with representatives of television stations around the country on terms of its first non-gratis contract and although serious snags have yet to be encountered, it is believed there have been some disagreements.

Said to be cause for concern is the matter of "kinescope rights," or how Ascap may tax the telecasters for the projection of film recordings of programs. The transcriptions are playing a prominent role in telecasting currently, particularly where stations are not serviced by network facilities. In these instances, key stations are filming their programs and sending the prints to affiliates for subsequent reproduction.

N. T. Retirement Plan

(*Continued from page* 1)

returnable to them at any time, plus two per cent interest, he said.

The plan also calls for payment of death benefits equal to two years' salary, Skouras said. He emphasized this is in addition to other security benefits already established by the company for theatre managers with three years' service or longer. Skouras in 1942 started what is said to be the first retirement plan in exhibition. Benefits accruing to managers steadily have increased over the years. Group life insurance of $10,000 for each manager is also included in the plan.

"Security for our managers and their families long has been our primary concern," Skouras said, in commenting on the latest addition to the benefits which the company provides.

RCA Theatre-Video

(*Continued from page* 1)

is expected that the price for the unit, without standby facilities, would be under $25,000. The system demonstrated was capable of projection 65 feet from the screen, which measured 12 by 15 feet.

Representing a marked improvement over past similar efforts, several types of pickups were used, including one from the air, one over a telephone wire, a motion picture, and over a closed circuit. The closed circuit projection, with its clear and unwavering signal, established the theatre potential of the equipment.

During yesterday's SMPE luncheon session, Dr. Allen B. DuMont said the DuMont Television Network is cutting down its use of film programs and developing more live-action programs. One of the reasons cited for the curtailment is "the poor quality of films available as well as rental and line charges." DuMont pointed out that the use of films for commercials is successful and he predicted an expansion of its use. Earl I. Sponable, SMPE president, presided at the luncheon.

DuMont said there are now 60 television stations operating in 35 cities, with 40 or 50 more expected by the end of the year. He said that as of March 1 there were some 1,315,000 sets in use, with 500,000 in New York. DuMont said that 14½ per cent of the homes in New York now have sets. He said that the indication is set owners go to the theatre less frequently.

DuMont declared that large-screen theatre television would be very popular for certain sporting events, but said whether "there would be enough of them to warrant installation in theatres remains to be seen."

NLRB Ruling

(*Continued from page* 1)

loss of wages. Two others were ordered reinstated without back pay. The remaining 14 got back pay without reinstatement.

Warners was ordered to reinstate eight with back pay, to give only back pay to 10 others, and to reinstate two others without back pay. Columbia and Loew's each were ordered to reinstate one man with back pay and to give back pay to one other each.

To Install Rogers

(*Continued from page* 1)

Columbia; Marvin Kirsch, *Radio Daily;* Milton Livingston, Universal; Louis A. Novins, Paramount; Robert K. Shapiro, Paramount Theatre; and Al Wilde, Moe Gale Agency. Also, Jack H. Hoffberg, treasurer; Dr. Morris Senft, secretary; Isidore Grove, monitor and Rabbis Bernard Birstein and Ralph Silverstein, chaplains.

Coast 'Panic' Gone

(*Continued from page* 1)

River," much of which was filmed in New York without the use of sound equipment. Tape recordings of the city's noises were made and voices were dubbed in on the Coast, Shane explained. Universal-International is releasing.

The producer's next for U-I will be "Salem Frigate," which will go before the cameras in June with a budget of $1,500,000. Before Hollywood's economy wave set in, he said, the same picture would have cost $2,500,000.

Shane Here for Premiere

Continuing its policy of making producing personnel available for exploitation during premieres, Universal-International has brought Maxwell Shane, director of "City Across the River," and leading members of the cast to New York to participate in the picture's opening Thursday at the Capitol Theatre.

BOSTON DAILY RECORD calls it "A delight"

'Red Pony' Fine Film

A refreshing theme and a fine script are factors which help to make Republic's "The Red Pony," now at the Pilgrim, a delight to see.

This Technicolor version of John Steinbeck's novelette stars Myrna Loy and Robert Mitchum with Louis Calhern, Shepperd Strudwick and Peter Miles playing other top roles.

There is conflict in this story. This time it is not a triangle of two men and a girl, or two girls and a man. "The Red Pony" depicts the antagonism which grows up between a nine-year-old boy, his father and the hired man. The father, having "married into" a ranch family, is unable to adjust himself after leaving the teaching profession.

Hard as he tries, the wistful man cannot grow closer to his family. He is deeply grateful to his serene wife for her skillful efforts to bring him into the family circle, but takes out his nervous resentment of the situation on his old father-in-law.

When his only son turns to the hired man for training, affection in guidance in all things the father's unhappiness reaches its poignant crest. How he works his way out of despair to contentment, with the indirect aid of a small red pony, makes for one of the best boy-and-animal films.

Myrna Loy, famed for her "ideal wife" portrayals, plays the mother, Shepperd Strudwick is seen as the father. Robert Mitchum has the role of the hired hand, Louis Calhern plays the grandfather and Peter Miles is the boy.

Lewis Milestone, who directed and produced, injected strong human appeal into every sequence.

Reprinted from the Boston Daily Record

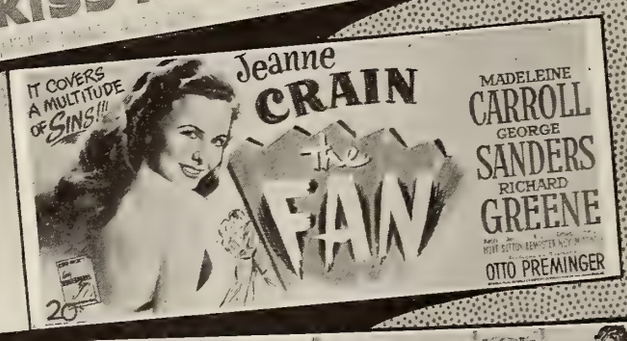
CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony

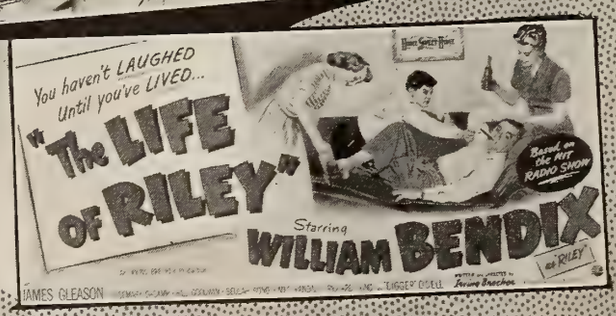
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music AARON COPLAND
Produced and Directed by LEWIS MILESTONE • A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

KEEP POSTING!











"THE MOTION PICTURE GOOD ENOUGH TO SELL ITSELF HAS NOT YET BEEN MADE"...
Martin Quigley

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 67 NEW YORK, U. S. A., WEDNESDAY, APRIL 6, 1949 TEN CENTS

Ascap Will Not Bill Theatres For Live Shows

Will Await Decisions in Pending Court Cases

American Society of Composers, Authors and Publishers is refraining from billing theatres for the use of music in supplementary stage shows pending the outcome of its appeals of Minneapolis and New York Federal Court decisions which enjoin the Society from collecting from exhibitors for the performance of music in films.

Prior to the two legal set-backs, Ascap had taxed motion picture theatres according to seating capacity, plus additional amounts covering "live" entertainment. The current rapidly increasing addition of vaudeville to film programs throughout the country would normally mean commensurately increased revenue for the Society.

Although there is no apparent ban on collecting for the "live" shows separately, Ascap feels that these are

(*Continued on page* 4)

M-G-M 'Friendship' Meets in 96 Cities

M-G-M will launch a series of "Friendship Meetings" with exhibitors, civic leaders, press and radio representatives in 96 cities during the week of April 18 as part of its silver anniversary celebration, it is announced here.

Company's division, district and branch managers will be hosts at luncheons in each of the cities where special screenings of "The Stratton Story" and "The Secret Garden" also will be held. The meetings will be

(*Continued on page* 4)

Colo. Assn. Hears Para. TV Plans

DENVER, April 5.—With 150 persons registered, the Colorado Association of Theatre Owners opened its first convention here today with Gael Sullivan and Ted Gamble, national Theatre Owners of America officers, addressing the exhibitors.

George T. Shupert, commercial operations chief for Paramount's television division, told the audience that they have nothing to fear from video

(*Continued on page* 4)

MPAA Meeting Is Now Set for Friday

Annual meeting here of the directors of the Motion Picture Association of America has been set back again, from Thursday afternoon to Friday morning. The meeting was previously postponed from April 5 because a quorum could not be available on that date.

Most N. Y. 1st Runs Are Off; 'Jennie' Grosses $41,000

Brisk business at a few New York first-runs, primarily where new attractions are on view, brightens the overall "showcase" scene only to a limited extent this week. Grosses at the majority of situations here are still showing plenty of room for improvement.

The big newcomer was "Portrait of Jennie" but even this fell a bit short of expectations, the estimated first week's take of $41,000 at the Rivoli being good but not overwhelming. "The Set-Up" is proving one of the better box-office draws which the Criterion has had in several months, this on the basis of an anticipated initial week's take of $35,000. "The Fan," with Ginny Simms, a variety show and an ice show on stage at the Roxy figures to wind up a first

(*Continued on page* 4)

1949 Business Will Show Improvement Over '48, Says Yates

Reviewing Republic's operations at the annual stockholders' meeting here yesterday, company president Herbert J. Yates, Sr., predicted that the current year would show a decided business improvement over 1948.

Citing the company's reduction of its bank loans under a policy that was begun in 1946, Yates told the stockholders that he anticipated Republic would be clear of all bank loans by the end of this year.

Bearing out Yates' optimistic outlook, an announcement was made at the meeting of Republic's board, which followed the stockholders' meeting, that earnings before taxes for the 13 weeks from Oct. 31 to Jan. 29 last

(*Continued on page* 5)

Exhibitors Protest 'Honeymoon' Aircast

WASHINGTON, April 5.—Washington exhibitors have protested to the National Theatre Owners of America over Lux's Radio Theatre broadcast of Universal's "Family Honeymoon", two weeks before the film will play neighborhood houses here.

Some theatre owners here are considering cancelling their booking of the film. One exhibitor said it would

(*Continued on page* 5)

London 'Times' Sees U. S. Films Being Squeezed Out

LONDON, April 5.—Preparations for squeezing American films out of the British market are perceived by *The Times,* Britain's leading newspaper, in commenting editorially on the new film quota and the present state of the British industry.

"In the last resort," *The Times* comments, "the (British) film industry's future fortunes will be decided by the success or failure of the efforts of film producers to reduce costs and to increase the proportion of good films. Without success in these efforts proposals for a reduced entertainment tax or for a state subsidy to film making, each no doubt with something to be said for it, can offer no real remedy.

"Mr. Wilson's intention is that the British quota shall be

(*Continued on page* 5)

Sees Theatre Video Boosting Attendance

Large-screen theatre television will be the most forceful single factor in arresting any box-office decline due to television, Ralph Austrian, television consultant, said here yesterday at the second day of the five-day convention of the Society of Motion Picture Engineers, being held at the Hotel Statler.

Austrian in his talk cited three other methods which he thought the industry would adopt to meet the threat of television. They are: Advertising motion pictures on television; the use of "closed circuit" television to theatres only to augment regular

(*Continued on page* 4)

Para. Decree Seen Hitting Buying Groups

TOA Counsel Doubts Group Booking Is Legal

Further doubt is cast on the legality of all film buying combines by the Paramount consent decree, Herman Levy, general counsel of Theatre Owners of America, declares in an analysis of the decree distributed to members of the organization yesterday.

Levy cites the decree provision which enjoins the new United Paramount Theatres company from booking or buying features for any of its theatres through any agent who is known by it to be also acting in such a manner for any other exhibitor, independent or affiliate.

"This provision," he comments, "brings forward again the long discussed subject as to whether buying and booking combines may validly and legally operate in the light of the findings of the Statutory Court, of the

(*Continued on page* 5)

Dembow Represents Stromberg on Sales

Sam Dembow, veteran industry executive, has become producer's representative in sales matters for Hunt Stromberg, it was announced here yesterday by Hunt Stromberg prior to his return to the Coast.

First which Dembow will handle under the new association will be "Too Late for Tears," which is scheduled for release on July 8 through United Artists. The producer's pact with UA calls for two in addition to "Tears," with production on the first to start about Sept. 1.

Anti-Trust Unit Expansion Okayed

WASHINGTON, April 5.—The House Appropriations Committee today called for a further expansion of the Justice Department's anti-trust division, and gave the Department the money to carry out the expansion.

Last year, the anti-trust division proposed to the Budget Bureau an increase of $1,000,000 for the current fiscal year. The Budget Bureau vetoed it, and the House Appropriations

(*Continued on page* 5)

Personal Mention

SAMUEL GOLDWYN, accompanied by MRS. GOLDWYN, will arrive here from the Coast next Wednesday, and will return to the Coast before leaving on his scheduled trip to London.

•

J. ARTHUR RANK will leave Palm Beach, Fla., tomorrow, where he has been a guest of ROBERT R. YOUNG, for Chicago, en route to Los Angeles for a two weeks visit with his daughter, MRS. FRED PACKARD, before going to Washington to attend the Anglo-U. S. Film Council meeting April 21.

•

ARTHUR MAYER, chief of the motion picture branch of the military government in Germany, has arrived in New York by plane from Frankfort for a two-week visit.

•

ARTHUR M. LOEW, president of Loew's International, has returned here from Europe.

•

ARTHUR L. BROWN has been named president of Dominion Sound Equipments, Ltd., at Ottawa.

•

NAT LIEBESKIND will sail from here Friday for Brazil and Argentina.

•

SAM WOOD will leave here today for Cleveland, en route to Hollywood.

•

STANLEY KRAMER, producer, will arrive here today from the Coast.

Higher Tenn. Tax Seen a Certainty

NASHVILLE, April 5.—Theatre owners see little chance to prevent the passage of an increase in the gross receipts tax on amusements from three per cent on film houses without bank nights and four per cent on those with bank nights, to four and five per cent, respectively, since Gov. Gordon Browning has consented to its passage.

Previously, the annual gross tax of about $400,000 has all gone to the state, but the new measure would divide the proposed $500,000 on a 50-50 basis between the state and city governments. The fact that local governments thus share makes it more difficult to defeat in the state legislature.

D. M. Wiley, Writer

HOLLYWOOD, April 5. — Funeral services for Dwight Mitchell Wiley, magazine writer and Paramount scenarist since 1941, who died today at his home here, will be held Thursday at Pierce Brothers chapel, Santa Monica. The widow and two daughters survive.

Auger Services Tomorrow

Funeral services for Ed Auger, RCA sound equipment salesman, who died of a heart attack Monday evening in the lobby of the Statler Hotel, will be held tomorrow morning at St. Jean the Baptist Church.

Industry Untouched In 19 Legislatures

Washington, April 5.—Only 25 state legislatures are now left in session, the industry having emerged unscathed in the 19 that have met and adjourned, according to MP AA legislative representative Jack Bryson.

The four most recent legislatures to quit, Bryson said, were New Mexico, Nevada, New York and Kansas. A two per cent sales tax bill died in the Nevada legislature. Bryson pointed out that hearings are being held in Massachusetts on two censorship bills.

MPAA Will Sponsor 'Report on the Atom'

The Motion Picture Association of America will sponsor "Report on the Atom", said to be the first film story of atomic energy development in America, Eric Johnston, MPAA president, announces.

Produced by the March of Time, the two-reeler "will bring the public up to date on all phases of atomic development since the first bomb fell," according to an MPAA statement. It is the third in the association's public affairs series. Distributed by 20th Century-Fox, the film is available for spot booking by theatres which do not regularly play March of Time.

Bergman Group West On U. S. Bond Tours

Maurice A. Bergman, chairman of the industry committee on the forthcoming bond drive, May 15-June 30; Edward Lachman, co-chairman of the exhibitor division, and Max E. Youngstein, chairman of the publicity committee, will fly to the Coast today from here to line up Hollywood talent for bond tours and radio broadcasts. Gael Sullivan, also a co-chairman of the exhibitor division, will proceed West from Denver where he has been attending a convention of the newly-organized Colorado Association of Theatre Owners.

Fabian Not Notified Officially on U.A.

Si Fabian, head of Fabian Theatres, said yesterday he has not been advised officially as yet that Charles Chaplin has declined his request for a firm commitment in the form of an option or otherwise for the purchase of United Artists control. He added there has been no official response of any kind to his proposal, although it was made more than a month ago. In Hollywood it was reported that Chaplin had indicated he would decline the request.

Fabian's plan was to obtain the commitment to purchase and thereafter invite other theatre operators to participate with assurance that a deal could be consummated.

Free Subject on New Para. Product

Eleven of Paramount's new pictures are brought to the attention of audiences in a nine-minute subject, "Eyes on Hollywood," which the company will supply to theatres without charge, starting about April 10.

Alan Ladd does the narration as Mary Jane Saunders, juvenile player, journeys through Hollywood and tours the Paramount lot, catching some of the pictures in production, in the projection room or in reminiscing.

Features given attention are "Samson and Delilah," "The Heiress," "A Connecticut Yankee," "Bride of Vengeance," "El Paso," "Sorrowful Jones," "The Great Gatsby," "Red, Hot and Blue," "Bitter Victory," "Man-handled" and "Dear Wife."

The subject is the third in a series instituted by Stanley Shuford, Paramount advertising manager. Phil Pemberton, head of Paramount's trailer department, handled the production, and Leonard Neubauer did the script.

It is an interesting and entertaining reel, suitable for any audience and of definite value to Paramount accounts. It establishes audience awareness of the new product and creates an appetite for it. "Eyes on Hollywood" manages also to speak some good words for Hollywood which will contribute to public understanding of the community. S. K.

$100,000 Fund for Needy in Canada

TORONTO, April 5.—The Canadian Picture Pioneers, of which the president is J. Earl Lawson, head of J. Arthur Rank companies in Canada, has launched a $100,000 campaign for a benevolent fund to aid needy film persons, the country-wide drive being under the direction of Oscar R. Hanson, past president.

Through Arch J. Jolley, executive-secretary of the Motion Picture Theatres Association of Ontario, a civic permit has been secured for the staging of five midnight benefit shows in Toronto to open the campaign. The first performance will be conducted shortly at the Imperial Theatre.

Lynch Lauded At Albany Testimonial

ALBANY, N. Y., April 5.—George V. Lynch, chief film buyer for the Schine circuit, was feted by the film industry on his 30th anniversary with that organization at a dinner in the Ten Eyck Hotel last night. Sir Cedric Hardwicke was toastmaster.

Among those commending Lynch were: Si Fabian, A. W. Schwalberg, J. Meyer Schine (who spoke by phone from Miami), Louis W. Schine, John May, Steve Broidy, William Heineman, Tom Connors, Bernard Kranze, Congressman Bernard W. Kearney.

Ban Off, 'Rope' Opens

ATLANTA, April 5.—"Rope," Warner film banned here sometime ago by the local censor board, has opened at the Paramount Theatre.

Newsreel Parade

THE signing of the Atlantic Pact and Winston Churchill speaking on Russia are current newsreel highlights. Varied sports are among other items. Complete contents follow:

MOVIETONE NEWS, No. 28—Twelve nations sign Atlantic Pact in Washington. Churchill declares the atom-bomb will save Europe from Reds. Boxing, basketball, swimming.

NEWS OF THE DAY, No. 262—Atlantic Pact signed. Churchill speaks on the atom bomb. Boat race.

PARAMOUNT NEWS, No. 65—Newcomers win AAU championship swimming titles. Newfoundland welcomed as 10th province of Canada. Atlantic Pact signed.

UNIVERSAL NEWSREEL, No. 236—Atlantic Pact signed. Churchill credits atom bomb with stopping Reds. Basketball. Outboard motor speedsters.

WARNER PATHE NEWS, No. 67—Churchill speaks on Russia. Atlantic Pact signed. Swimming, basketball.

Foreign Income Off, Harmon Reports

TORONTO, April 5. — Hollywood's foreign revenue is down by $50,000,000, Francis Harmon of the Motion Picture Association of America said during his recent visit here from New York.

"Production and theatre attendance in the United States remain far above pre-war levels," Harmon said, "but like any other business, we depend heavily on export trade."

The MPAA executive added that if European governments had Canada's foresight and willingness to co-operate, everybody would be better off. He commended Canada for permitting the use of U. S. dollars for film imports from the U. S. even though the Dominion had a dollar crisis. Hollywood, in turn, is making films on Canada to help bring millions of dollars to the country in tourist trade.

With respect to countries behind the "Iron Curtain," Harmon said: "We are sending films not only for their entertainment value but also for the undertones that show our way of life."

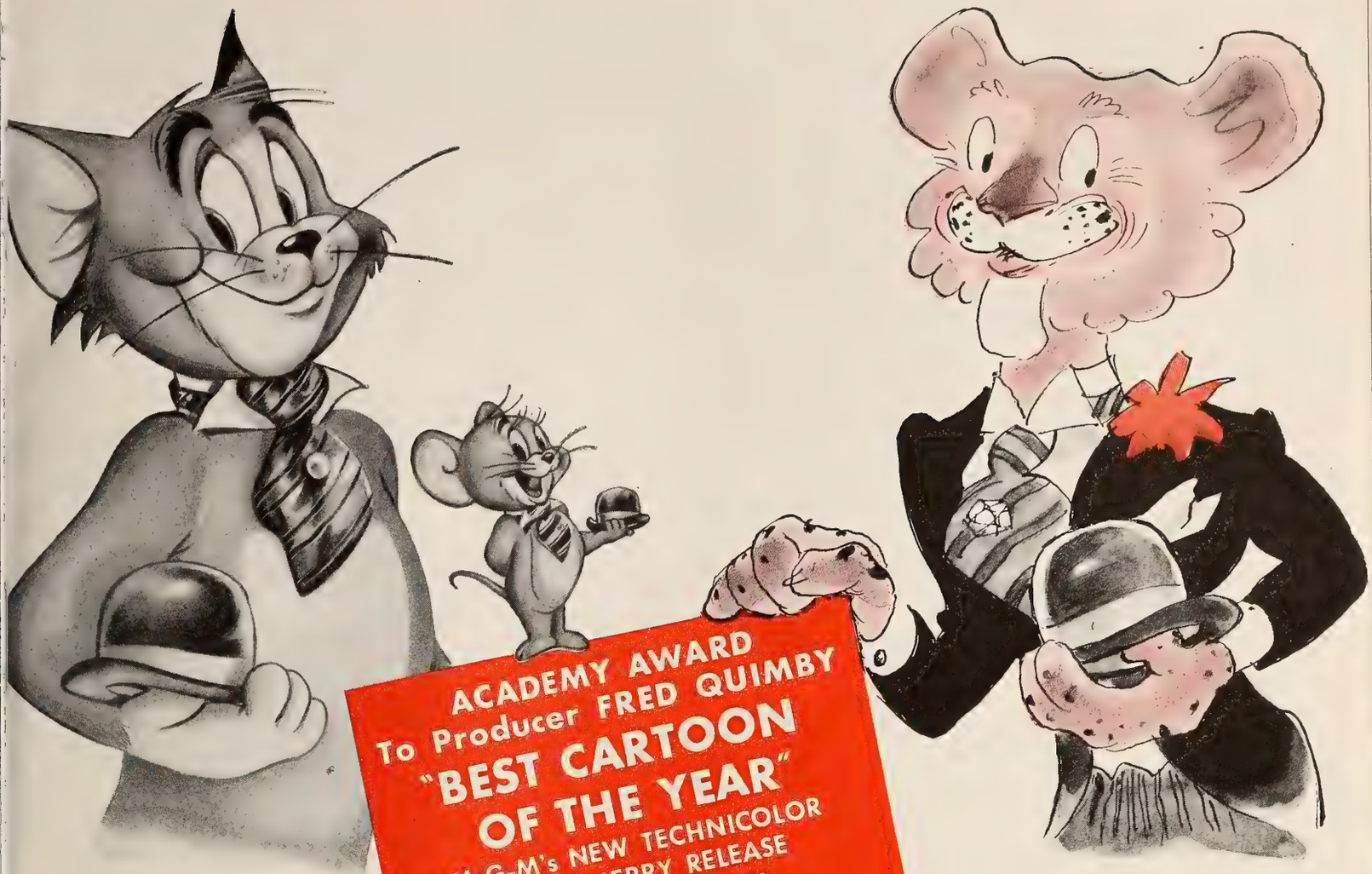
Film Premiere of 'Tulsa' for Trailer

TULSA, April 5.—Battery of 35mm. sound cameras will film the premiere here of Walter Wanger's Tulsa" on April 15, with the footage to be worked into a special trailer, it was announced here today by Max E. Youngstein, vice-president in charge of advertising for Eagle-Lion, distributor of the film. Every phase of the 2-day premiere celebration will be covered by camera crews, he said.

George Tice Named Columbia Manager

George Tice has been named to succeed Arthur Levy as branch manager of the Pittsburgh exchange of Columbia, effective April 18. Tice joined the company in July, 1932 as an assistant booker in the Pittsburgh branch and became a salesman in 1937.

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Tom and Jerry and Leo say:

The most popular and most widely played cartoons in the world today are the M-G-M "Tom and Jerry" Technicolor series. Their new Academy Award cartoon is their greatest!

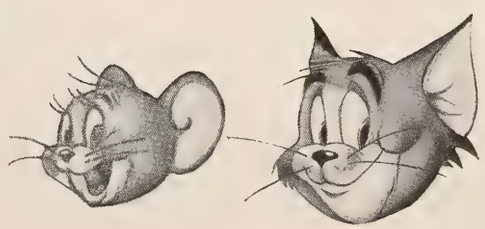
"HATS OFF TO MR. QUIMBY!"



The New Cartoon King Wins His 6th Oscar in 8 Years! All-time record!

SIMULTANEOUS RELEASE EVERYWHERE!

APRIL 30th



We have timed distribution of this great subject so that its national release follows immediately its fame as Academy Award Winner. Be among the theatres to advertise it!

M-G-M's "THE LITTLE ORPHAN"

Best Cartoon Of The Year!

Sees Theatre Video

(*Continued from page* 1)

programs, and greater activity in the industry in producing TV programs.

If the film industry continues apathetic in the face of television's advance, which he thought would not be the case, Austrian warned that film attendance may drop 10 per cent in the next five years.

Austrian said he thought "network radio as it now exists is about to enter the first stages of a rapid decline. "This decline," Austrian continued, "will accelerate rapidly in the next five years and at the end of five years be so difficult to maintain because of the lack of advertisers' dollars that it will give way to local and regional broadcasting and be superceded by Coast-to-Coast network television."

RCA Reception for SMPE

A reception for SMPE members attending the 65th semi-annual convention here will be held tomorrow afternoon by the RCA's film recording and theatre equipment department at the RCA Exhibition Hall.

Set SMPE Regional Meet

Plans for a Society of Motion Picture Engineers' central section regional meeting in Toledo, on June 10, were announced here by R. T. Van Niman, SMPE's chairman of that section.

Ascap Will Not Bill

(*Continued from page* 1)

"tied in" with the restriction on film payments, according to an official of the organization.

Ascap's policy on all collections from theatres will of course be determined by the ultimate court rulings or perhaps by a consent decree, which is its current aim. Special counsel Robert P. Patterson is currently negotiating with the Department of Justice on a possible decree settlement, the basis for which has yet to be clarified.

Meanwhile, a substantial number of theatremen are holding in escrow money which is ordinarily paid to Ascap for public performances of music, both on stage and in films, with the intent of eventually paying when the entire matter is clarified.

M-G-M Meetings

(*Continued from page* 1)

held in the branch office projection rooms in exchange areas and in theatres in non-exchange cities.

Exhibitors and guests will be asked to write their opinions of "Secret Garden," with an award of $100 to be presented for the best letter in each of the two classifications.

20th-Fox Tops at Studio

HOLLYWOOD, April 5. — Twentieth Century-Fox executives Spyros Skouras, Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld today began screening completed company product, with 10 pictures to be seen during their 10-day stay.

Author Sues Enterprise

HOOLYWOOD, April 5.—Erich Remarque, author of "Arch of Triumph," filed suit here today against Enterprise Pictures, charging breach of a contract which calls for five $10,000 payments for his novel used in the picture of the same name.

Atlas Sells Another 33,000 Warrants

WASHINGTON, April 5.—Atlas Corp. has sold another 33,000 warrants for RKO common and was down to 234,812 warrants, according to a report by the Securities and Exchange Commission. The report on trading in film company stocks by officers and directors was the second successive report that showed heavy selling by Atlas. The previous report showed the sale of 50,000 warrants.

Other trading by officers and directors was light. At Monogram, W. Ray Johnston sold 2,300 shares of common, leaving him with 317 shares, and options for 12,500 more.

At Warners' Harry M. Warner gave away three blocks of common, amounting to 4,300 shares, leaving 274,050 shares held personally and 16,000 in trust. Columbia's Harry Cohn bought 100 shares of $4.25 preferred, for a total of 300 shares of preferred. He owns 141,327 shares of Columbia common.

Charles C. Moskowitz bought 1,000 shares of Loew's common, boosting his holdings to 3,500 shares. Loew's bought 224 shares of Loew's Boston Theatres common; their total holdings are now 124,250 shares.

Henry Ginsberg sold 500 shares of Paramount common, and now has only 500 shares in his own name, plus 275 in his sons' names. Joseph E. McMahon bought 100 shares of Republic $1 cumulative preferred, his only holdings of Republic stock.

Andy W. Smith, Jr., reported that he held 200 shares of 20th Century-Fox common when he became an officer of the firm, and Al Lichtman said he held no 20th-Fox shares. Douglas T. Yates said he personally held 1,050 shares of Republic common and no preferred, while through Tonrud he held 106,635 shares of common and 12,200 shares of preferred. Albert W. Lind bought 500 shares of capital stock in Associated Motion Pictures Industries, Inc., for a total of 1,000 shares.

New York Grosses

(*Continued from page* 1)

week with about $80,000, which is moderate.

"I Shot Jesse James" probably will give the Palace a luke-warm $14,000, or less, in a first week. "Quartet" is bringing capacity business to the Sutton where a first week's gross of $18,000 is claimed.

"Little Women," with a stage presentation at the Music Hall, is likely to wind up a fourth and final week with a meager gross of $102,000 and is to be replaced tomorrow by "Connecticut Yankee in King Arthur's Court." "Outpost in Morocco" with Gordon Jenkins' orchestra on stage is only fair in a second and final week at the Capitol, the gross being estimated at $48,000; it will be followed tomorrow by "City Across the River."

"Knock on Any Door" should give the Astor a minor sixth week's gross of $12,000. The Victoria looks for about $12,500 for the 21st week of "Joan of Arc," which is fair business.

"El Paso," with Louis Jordan's "Tympony Five" and Ray Anthony's orchestra, wound up a second and final week at the Paramount last night with a poor $51,000; it will be succeeded today by "Bride of Vengeance." "Hamlet" is still playing to a full house at the Park where the 27th week probably will mean more than $16,000. "Kiss in the Dark," with Guy Lombardo on stage, should give the Strand an adequate second week's gross of $34,000.

"Take Me Out to the Ball Game" at the State should do about $27,000 in a modest fourth week. "The Red Shoes" is holding up remarkably well at the Bijou with $14,500 in sight for a 24th week. "Casablanca," reissue at the Mayfair, might reach $17,000 in a slow second week. About $8,000 is apparent for "Impact" in a dull second week at the Globe; it will be followed by "The Champion" on Saturday.

Independent Film Financing by Majors

Widespread financing of independent production by some major companies is anticipated by film banking groups in New York and Hollywood, according to A. Pam Blumenthal, former West Coast investor who recently resigned as board chairman of both Film Classics and Cinecolor.

By inviting the independents to operate at studios of the majors, in participation deals, the latter would have an immediate advantage in the obvious cut in overhead expense, Blumenthal said, and would, of course, bolster their own film line-ups with the properties of the independents.

Substantiating Blumenthal's observations on the trend are recent reports that Warner has closed to participate in the financing of films to be made at the Warner lot by Cagney Productions and Burt Lancaster. It is understood that Warner is encouraging similar arrangements with other producers.

Blumenthal feels that the industry is in a "transition" stage and that more than 500 features annually soon will be made by major companies. These will cost mainly from $800,000 to $1,500,000, he figures, with economies already effected and more cost-cutting measures expected.

Blumenthal had been associated with Century Investment which reportedly had invested close to $23,000,000 in second money, completion bonds and other forms of independent production financing. He believes that the expected spurt in financing of independents by majors will encourage more activity by private financial groups in independent production.

He reports that some of the principal studios also are weighing as an overhead-cutting device the production of television subjects of the type which would not compete with standard motion pictures.

Ascap N. Y. Appeal Off to May 16

Hearing by the U. S. Circuit Court of Appeals here of Ascap and ITOA of New York appeals from Federal Judge Vincent L. Leibell's decision of last July, which prohibited licensing of theatres by the Society, as it is presently constituted, for the public performance of Ascap music, has been postponed to May 16.

Date for hearing of the appeals had been scheduled for April 14. Postponement was sought to permit continuance of the current Ascap consent decree talks with the Department of Justice by Robert P. Patterson, Ascap special counsel.

'Collarites' Wage Bids Up This Week

The industry's AFL and CIO "white collarite" unions here are prepared to submit demands this week to nine film companies for salary increases for home office employees. The unions opened negotiations with most of the companies a few weeks ago following a National Labor Relations Board election which determined the jurisdictional control to be exercised by each union. Up to now, talks with management have revolved around contract demands other than wages.

CIO's Screen Office and Professional Employes Guild plans to discuss salaries tomorrow with representatives of Columbia, Loew's, Paramount, RKO Radio, RKO Service Corp. and 20th Century-Fox. SOPEG reportedly has not changed its original intention to seek a 25 per cent wage increase for the "collarites" of those companies. Job security demands also will be presented by SOPEG.

AFL's IATSE Motion Picture Home Office Employes Local No. H-63 will present wage demands today to representatives of DeLuxe Laboratories. The local expects to confer on that subject with Republic officials before the week ends. Meanwhile, H-63 has written to Paramount president Barney Balaban for an appointment to open contract negotiations with Paramount-International executives.

SOPEG reports that the managements with which it has been conferring have flatly rejected the union's demand for three weeks' vacation for workers who have had five years or more continuous employment with a company.

SPG Pickets Broadway Houses As Contract Negotiations Fail

Members of the Screen Publicists Guild resumed picketing of Broadway first-run houses last night after officials reported to a special meeting held at the Park Sheraton that negotiations with major companies had failed to break a deadlock. SPG officials charged that the companies refuse to discuss a new contract unless the Guild is willing to forego all salary and security demands.

With Eagle-Lion the only major company to renew its SPG contract, which all expired last September, the joint strategy committee of the Guild and SOPEG, its sister union, will meet to outline a plan of action, a spokesman said.

Colo. Assn. Hears

(*Continued from page* 1)

if they make proper use of the new development. No sponsor can afford to back large TV productions, Shupert said, and "quickies" will only give the video audience an appetite for something better.

Paramount's strategy "includes turning television to the theatre's advantage through telecasting of stage shows and audience participation shows," Shupert said. "And we hope to include linking of theatres in a vast network to offer specially-arranged exclusive non-telecast events such as championship bouts, first nights at Broadway shows, and the like."

The convention ends tomorrow with discussion of resolutions, when the association is expected to affiliate with TOA, and the election of officers.

Para. Decree

(*Continued from page* 1)

U. S. Supreme Court and, now, of the Paramount consent decree.

"It would seem that it will be most difficult for a buying combine to operate either legally or beneficially for its accounts under such a provision, or under the findings of the courts," he concludes.

Levy also comments that the franchise provision of the decree will be received "warmly by many independent exhibitors because it validates and legalizes franchise agreements to enable them to compete with affiliated theatres."

He also alerts exhibitors to the clearance provisions of the Paramount decree, observing that "drastic changes in clearance and, in many instances, the complete elimination of it" are to be expected.

While noting that the conditioning of short subject licensing, one upon another, is not prohibited in the decree, Levy points out that one copyright may not be conditioned upon another under principles of law already established.

Levy calls attention to the language of the decree on theatre-by-theatre film selling, asserting that while it could be construed as compulsory competitive bidding both the government and Paramount are on record in court as asserting that is not what is meant.

London 'Times'

(*Continued from page* 1)

progressively increased at the expense of the Americans as British output goes up; and the Americans, it would seem, are expected to be uncommonly obliging during the pediod while preparations are being made to squeeze them out of the market.

"Next year," says *The Times*, "they will be allowed to show more films in this country than this year, but not to withdraw more dollars. That would be reasonable enough if at the end of it conditions of free and fair competition were promised, but clearly they are not.

"It is not easy to reconcile the government's policy towards films, as Mr. Wilson (Harold Wilson, president of the Board of Trade) states it, with the government's general trade policy.

"Mr. O'Brien's (Tom O'Brien, National Association of Theatrical and Kine Employes) warning in the debate that 'artificial props' to the industry must not become permanent was timely.

"Monopolistic practices of the kind which helped the Americans to command the British market in the past have certainly to be countered, but the British industry must also fit itself to stand on its own feet. Public assistance, by whatever method, should be only a means to this end."

The editorial remarks that Wilson is indulging in "mere guess-work" when he fixes his quota.

Anti-Trust Unit

(*Continued from page* 1)

Committee voted the funds over the Bureau's veto.

The same was repeated this year. For 1949-1950, the anti-trust division asked for about $180,000 more than last year, the Budget Bureau sliced off $100,000 of the increase, and the House Committee today voted the full amount. It said it expects the division "to increase anti-trust activities."

In testimony before the committee released today, Assistant Attorney General Herbert Bergson, in charge of the anti-trust division, cited the Paramount New York case as an example of "terrific" results obtained recently by the division. He also told the committee that he is planning to spend more time and money enforcing decrees and judgments. He urged that the Clayton Act be amended to give the government power to block one firm from acquiring the physical assets of another, as well as from acquiring the stock, and also recommended a substantial increase in fines for violating the anti-trust laws —from $5,000 to $50,000.

1949 Business

(*Continued from page* 1)

was $413,800. The board authorized a full payment of four per cent interest on the debentures of the company, due June 30 and Dec. 31, 1949. Moreover, the board declared a dividend of 25 cents per share on the preferred stock, payable July 1 to stockholders of record on June 10.

Stockholders reelected to the board Edwin Van Pelt, Edward L. Walton and Douglas Yates, and named as a new director John Petrauskas, Jr., company treasurer. All will serve three-year terms.

The board reelected Yates, Sr., and all other company officers, as follows: James R. Grainger, distribution vice-president; Walton, Walter L. Titus, Jr., Arthur J. Miller and John O'Connell, all vice-presidents; Petrauskas, treasurer; Joseph E. McMahon, secretary; A. E. Schiller, Ira Johnson, and Robert V. Newman, assistant secretaries; N. K. Loder, Richard Rodgers and Newman, assistant treasurers.

Directors who met yesterday included Richard W. Altschuler, Alex Frieder, Albert W. Lind, Miller, Harry C. Mills, Frederick R. Ryan, Titus, Van Pelt, Walton and Yates, Sr.

Exhibitors Protest

(*Continued from page* 1)

be too difficult to get a good replacement at this late date, but that he would ask Universal to reduce the rental for the film as a result of the broadcast. All said they believed the broadcast would hurt their business.

A. Julian Brylawski, president of the Theatre Owners Association of Washington, wrote TOA executive director Gael Sullivan suggesting that the mattter of radio broadcasts of films before neighborhood showings be made the subject of a TOA bulletin. Brylawski recalled that Washington exhibitors had protested this practice before, and said he could not understand why nothing had been done.



NEW ORLEANS TIMES-PICAYUNE calls it "Warm, human interest"

SAENGER
'THE RED PONY'
A Republic picture, produced and directed by Lewis Milestone.

THE CAST

Alice Tiflin.....Myrna Loy
Billy Buck.....Robert Mitchum
Grandfather.....Louis Calhern
Fred Tiflin.....Shepperd Strudwick
Tom.....Peter Miles
Teacher.....Margaret Hamilton
Jinx Ingals.....Patty King

Simply told with warm, human interest is this film version of John Steinbeck's well-known story about a sensitive boy and the pony he loves.

The usual plot of a single problem and its overcoming is avoided, and instead, the story unfolds naturally and unhurriedly a series of events which reveal something of the lives of ranch folk in the California hills near San Jose.

It tells of the struggle the boy's father has to adjust himself to ranch life after a school teaching career; the boy's attachment for the hired man; the importance which the pony assumes in his life, how he raised it only to lose it and find contentment again with a newly born colt.

Little Peter Miles, a newcomer, gives a refreshing, quiet portrayal of the boy; Mitchum convincingly does the strong, taciturn hired man; Louis Calhern is fine as the boy's grandfather, an old, ex-indian fighter; Shepperd Strudwick, who is coming up in the movie world, does a good job as the lad's father, and Myrna Loy performs dependably as his mother.

There are good touches of real humanity in the picture, which is filmed in Technicolor, and an apparently authentic portrayal of homely ways of living. Steinbeck, himself, did the screenplay and Aaron Copland contributed an excellent musical score to help make it a pleasant, believable film.

—E. B.

Reprinted from The Times-Picayune

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music by AARON COPLAND
Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

EVERYBODY'S TALKING ABOUT 20th



. . . and everybody's saying it's the organization that works the hardest to help the showmen of America!

CONTRACT

MR. BELVEDERE GOES TO COLLEGE

MOTHER IS A FRESHMAN Technicolor

THE FAN · THE SNAKE PIT

CANADIAN PACIFIC Cinecolor

A LETTER TO THREE WIVES

DOWN TO THE SEA IN SHIPS

YOU KNOW
WE KNOW

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 68 NEW YORK, U.S.A., THURSDAY, APRIL 7, 1949 TEN CENTS

UA Purchase Progressing, Says Nasser

Seeks Other Exhibitors' Aid; Nassours Not In

HOLLYWOOD, April 6.—Preparations for the purchase of United Artists by Nasser Brothers are progressing favorably, although closing is not immediately imminent, James Nasser said here today.

"We are working hard on the deal," he said, "and on lining up other exhibitors to come in with us, but we have two or three weeks' more time to work it out." [Charles Chaplin's option on Mary Pickford's stock expires Monday, but it can be extended another 10 days under terms of the agreement.—Ed.]

"We think UA is a fine company and believe it can be made one of the biggest in the business," Nasser continued. He declined to name other exhibitors invited to participate and denied that Nassour interests are in the deal, as has been reported.

Nasser's purchase plan contemplates complete control of UA through acquisition of both Chaplin and Pickford interests.

Cockrill Reelected Colo. ATO President

DENVER, April 6.—Initial convention of the Colorado Association of Theatre Owners wound up today by reelecting Dave Cockrill president and treasurer; Pat McGee, vice-president, and Charles Gilmour, secretary. These and William Agren, A. P. Archer, Larry Starsmore and Dave Davis constitute the board, all reelected. Stars Roy Rogers and Dale Evans were honor guests at the convention dinner-dance this evening.

Allied Board At Texas Unit's Meet

WASHINGTON, April 6.—Allied States Association's Spring board of directors meeting is now scheduled for May 30-31 at the Hotel Adolphus in Dallas, Allied general counsel Abram F. Myers announces.

The board meeting will be preceded on May 29 by an open Allied Caravan meeting and a Caravan Committee meeting, and will be followed on June 1

(*Continued on page 4*)

Technicolor Profits And Production at A New High: Kalmus

Technicolor production and profits are at an all-time high, Dr. Herbert T. Kalmus, company president and general manager reported in Technicolor's annual report yesterday.

Forty-two Technicolor features are now being produced or are in preparation, plus an additional 13 in England; 39 were made last year, and an additional nine in England. Positive print output in 1948 reached 264,705,797 feet, against 222,017,439 in 1947.

(*Continued on page 4*)

Cinecolor Process Prices Cut 26%

HOLLYWOOD, April 6.—Cinecolor today announced a price reduction on normal quantity release prints to four-and-one-half cents per foot. The new figure, effectively immediately, is approximately 26 per cent below the present price, which included a waste

(*Continued on page 5*)

SMPE Gives Award, Favor Name Change

A special award was given to Donald E. Hyndman last night at the banquet here of the Society of Motion Picture Engineers at the Hotel Statler, for "his numerous distinguished services to the Society and to the industry." Hyndman, an Eastman-Kodak

(*Continued on page 5*)

British Ticket Tax Status Unchanged

London, April 6.—Britain's new budget, apart from technical adjustments providing relief in rural areas, calls for no change in the nation's present entertainment tax.

Exhibitors had sought reductions in the tax to offset declining theatre attendance, while producers have campaigned for a share of the tax collections as an increased production subsidy.

Schwartz Heads UJA Amusement Division

Fred J. Schwartz, Century Circuit vice-president, has been named 1949 chairman of the United Jewish Appeal campaign in the amusement division, it was announced at a UJA luncheon here yesterday at the Hotel Astor. Schwartz expressed hope for an unprecedentedly successful drive. Si Fabian, circuit executive, who was drive chairman last year, presided at the luncheon and Bartley C. Crum, author and publisher, was the principal speaker.



Fred J. Schwartz

In accepting the chairmanship,

(*Continued on page 4*)

Proposals to Act Against UK Being Drafted

Arnall Says Knowland is 'Tremendously Interested'

First definitive government action against film trade restrictions abroad is now taking shape in Washington in the form of proposals now being drafted by Sen. William Knowland, California Republican, for early presentation to Congress.

This was disclosed by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, who returned to New York yesterday from Washington, where he discussed

(*Continued on page 5*)

Rep. King, Johnston Confer on U.K. Quota

WASHINGTON, April 6.—Rep. King, head of a committee of California representatives which will urge the State Department to take action against the British screen quota, conferred here today with Eric Johnston, president of the Motion Picture Association of America.

The committee has been having trouble lining up interviews with top State Department officials who are all tied up with Atlantic Pact matters but hopes to get going at the end of this week or early next.

Include Exhibitors In Academy Voting: Cowan

Independent producer Lester Cowan, former executive-secretary of the Academy of Motion Picture Arts and Sciences, proposed here yesterday a five-point program for insuring the perpetuation of the Academy's annual award in spite of recent differences of opinion between major companies and the Academy administration over subsidies. One point calls for exhibitor participation in the actual selection of award winners.

Cowan, who is visiting New York from the Coast, outlined his program as follows: (1) popular selection of winners must be abandoned in favor of a return to the committee system

(*Continued on page 5*)

'Lab' Union Avoids Direct Pay Hike Bid

When new contract negotiations open here on Monday between representatives of 22 Metropolitan New York film laboratories and the IATSE local representing 1,750 "lab" technicians, the customary demand for outright pay increases will be absent.

John Francavilla, president of the laboratory technicians Local No. 702, reported here yesterday that the union membership has approved a six-point new contract program proposed by a negotiating committee. None of the points calls for wage hikes, per se.

(*Continued on page 4*)

Wright Will Enter Private Practice

Washington, April 6.—Robert L. Wright, whose resignation from the Department of Justice was reported on Monday, said here today that his argument in the Paramount case in New York District Court on April 19 will be his last official Department act. He will leave government service on April 29 and plans to remain in Washington in private practice.

Wright, who handled the industry trust suit from the start, said that he did not think much more work on the case would be required by "anyone in the anti-trust division" after the April 19 proceedings.

Indiana ATO Board Assails 20th Plan

INDIANAPOLIS, April 6.—Board of Associated Theatre Owners of Indiana, meeting here, passed a resolution stating that it "looks with disfavor on the 20th-Fox sales plans and is not interested in considering the present plans because they are impractical, complicated, unsound and because it cannot be seen how the plans can be of any possible benefit to the exhibitor."

It describes the 20th-Fox plan as "patently a device to secure increased film rentals," whereas "exhibitors generally need a downward revision in film prices."

Twentieth Century-Fox officials were not available last night for comment on the resolution passed by the ATO of Indiana.

Albany TOA Warns Of Local Tax Levies

ALBANY, N. Y., April 6.—The Theatre Owners of America here warns exhibitors in New York to be on the alert for any suggestion of local admission taxes, as authorized under state laws enacted in the 1947-48 legislature. Local TOA executive director Leonard Rosenthal disclosed that "at meetings in various sections state officials have been urging communities to take advantage of admission taxes." An impost of five per cent can be voted by counties and cities with a minimum 25,000 population. Binghamton recently approved such a tax.

Rosenthal warned that exhibitors "must be particularly watchful during periods of budget proposals."

Oppose Two Bills to Regulate Exhibition

BOSTON, April 6.—Joint Committee of State Administration today held hearings on Bill No. 731, relative to the appointment of a board to supervise and regulate exhibition of motion pictures and Bill No. 1035 to establish a commission to review certain films and comic books. Rep. Bernard Lally is sponsor of the bills.

Rep. Copin Cameron stated both bills were impossible and unworkable. Several speakers voiced the opinion that further censorship is not needed at this time. Mrs. Anna Hughe Driscoll, executive secretary, and Frank Lydon, field representative of Allied of Massachusetts, and Ray Feeley, executive secretary of the Independent Exhibitors of New England, voiced opposition to the bills.

52 TV Films for General Mills

HOLLYWOOD, April 6.—Apex Pictures will make a series of 52 television films, at a cost of $10,000 each, for General Mills, it was learned here today. Based on the radio show, "The Lone Ranger," the films will run for thirty minutes, with commercials for the food company included.

Personal Mention

ERIC JOHNSTON, MPAA president, will be in New York today from Washington for conferences preliminary to tomorrow's annual MPAA board meeting. KENNETH CLARK, MPAA publicity chief, arrived here yesterday.

•

R. A. MCNEIL, San Francisco theatre operator, and MRS. MCNEIL, will sail from here tomorrow on the *S.S. Uruguay* for South America.

•

MORTON SPRING, Loew's International vice-president, is on the Coast en route to New York from Australia; he is expected here Tuesday.

•

BEN BERGER, North Central Allied president, who is vacationing in Rome, is expected back in Minneapolis on April 25.

•

SCOTT R. DUNLAP, executive assistant to Monogram president STEVE BROIDY, has returned to Hollywood from San Francisco.

•

SAM SEIDELMAN, Eagle-Lion foreign department chief, returned to New York yesterday from Europe.

•

JOHN S. ALLEN, field assistant to RUDY BERGER, M-G-M Southern sales manager, is in New York from Dallas.

•

CAROL BRANDT, M-G-M Eastern story chief, will leave here today for Europe.

CLIFF LEWIS, of Argosy Productions, is here from Hollywood.

•

MRS. RUTH CAVERT, assistant supervisor at Warner cartoons, was chosen "Queen for a Day" by the radio program of the same name, and will leave here April 12 by plane for Paris, with the trip as a prize.

•

GEORGE WELTNER, Paramount International president, now in Manila on the last stop on a tour of the Far East, is due back here next week.

•

STANLEY GOLDBERG, National Screen Service branch manager at Philadelphia, will leave there next week for a Florida vacation.

•

JONAS ROSENFIELD, 20th Century-Fox advertising manager, is in Hollywood from New York.

•

RALPH DOYLE, RKO Radio managing director for Australia, left here for that country yesterday.

•

HARRY COHN, Columbia president, and NATE SPINGOLD, vice-president, will leave here today for the Coast.

•

JOHN K. HILLIARD, Altec Lansing chief engineer, is in New York from the Coast.

•

NAT HOLT, producer, will arrive here tomorrow from the Coast.

Seek Product for Syrian Market

Baheej Malik, general manager of the Dollar Film Co. of Beirut, is in New York to negotiate distribution deals for the Middle East with American distributors on a dollar, or "hard currency," basis.

He reported yesterday that small pictures have dropped off in value in Syria to the point where "customs duties cannot be recouped on them." However, top attractions continue to attract heavy patronage although grosses are off their one-time peak. Strong dramas and action films appeal chiefly in Malik's territory. Color is an asset, but only when it is good, he added.

Hugh Braly Leaving Para. District Post

Hugh Braly, Paramount district manager in the Los Angeles area, will leave the company at the end of this week after an association of 30 years. It is understood that the post has been eliminated as a result of the company's increase of division managers from four to five.

Amend Cohn Charges

Columbia minority stockholder David Cohn has filed in U. S. District Court here an amended complaint in his suit against company president Harry Cohn (no relation) and Columbia's board of directors. New charges include the contention that Harry Cohn has used corporate properties and services for his personal benefit.

Lefkowitz Is Named Assistant to Bishop

Sidney Lefkowitz, who has been with the M-G-M home office sales department for several years, has been promoted to home office assistant to Burtus Bishop, Jr., Midwestern sales manager with headquarters in Chicago. The spot has been held by Irving Helfont who will continue as assistant to George A. Hickey, Western division chief.

Mrs. M. R. Manheimer

Mrs. Minnie R. Manheimer, wife of John Manheimer, executive secretary of the Independent Theatre Owners Association of New York, died here yesterday. Funeral services will be held tomorrow morning at Gutterman's Funeral Parlor in Brooklyn. Also surviving are two sons, Arthur and Seymour.

John D. Clark's Widow

Funeral services were held yesterday at Brown's Funeral Parlors, Montclair, N. J., for Mrs. Jean Clark, widow of the late John D. Clark, one-time general sales manager of 20th Century-Fox. Mrs. Clark died Sunday at the age of 59 and is survived by her daughter, Mrs. Christian Heidt.

'Wonder House' Screening

A private showing of RKO-Pathe's "Wonder House", latest in "This is America" series, will be held tomorrow afternoon at the American Museum of Natural History, upon which the film is based.

UA Releases 50 TV Film Subjects

With 50 television subjects scheduled for immediate release, United Artists claims to be the first major distributing company to offer bulk TV product to broadcasting stations and advertising agencies.

Included in the UA-TV list are two five-minute musicals, produced by Video Varieties; two features, "A Scandal in Paris" and "Dark Sands"; six subjects ranging in length from 10 to 37 minutes; a series of 10-minute sport subjects, and a series named "World Windows," with travel backgrounds. The majority are available in both 16 and 35mm.

"It is the ultimate goal of UA-TV to bring only newly-produced programs to television," said John Mitchell, sales director for UA-TV.

Legion of Decency Puts 2 in Class B

Two pictures based on prize-fighting, United Artists' "Champion" and RKO's "Set-up," have received Class B ratings from the National Legion of Decency, which reviewed 12 films this week. "Fear No Evil," an Italian picture released by Harris-Wolper, received a Class A, Section II classification.

Placed in Class A, Section I, were: "Adventure in Baltimore," RKO; "Desert Vigilante," Columbia; "Outlaw Country," Screen Guild; "Red Stallion in the Rockies," and "Ride, Ryder, Ride," Eagle-Lion; "Rusty Saves a Life," Columbia; "Tulsa," Eagle-Lion; "Shamrock Hill," and "Shep Comes Home," Screen Guild.

Film Man a Witness In Communist Trial

Herbert A. Philbrick, advertising manager of Sam Pinanski's American Theatres in Boston, appeared as a surprise witness for the government in the Federal Court trial here of eleven Communist leaders.

Philbrick testified that he had joined the Communist Party in Massachusetts after conferring with an FBI agent and that he reported activities of the state party to the FBI.

Warner Theatres Sign With Phila. Operators

PHILADELPHIA, April 6.—A new two-year contract has been signed between Warner Theatres here and Local 307, Moving Picture Machine Operators, AFL. The new agreement covers 109 operators in 71 local theatres and includes wage increases retroactive to Jan. 1 and a second week's vacation for operators with five or more years of service.

Sir Seymour Hicks, 78

LONDON, April 6.—Sir Seymour Hicks, veteran actor of the British stage and screen, died here today at his home at the age of 78. Hicks, who with his wife, the former Ellaline Terriss, appeared in many comedies and melodramas, entered films in 1930.

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WINNER WYMAN READY TO WIN THEIR HEARTS AGAIN!



FOR HER ROLE IN 'JOHNNY BELINDA'

TERRIFIC WARNER TIMING!!!



DAVID NIVEN

JANE WYMAN

KISS IN THE DARK

WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD

DIRECTED BY DELMER DAVES

PRODUCED BY HARRY KURNITZ

Screen Play by Harry Kurnitz From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

NOW BOOKING COAST TO COAST!

WB

Schwartz Heads UJA

(*Continued from page* 1)

Schwartz declared that "this job is too big for one man and I count on the cooperation of every one of you." Such cooperation was pledged by those who attended.

Crum described conditions in displaced persons camps and in Israel. He urged "a complete united front in this year's drive."

Fabian declared that the industry here collected $1,250,000 last year, which was an increase of 22 per cent over 1947. The goal for this year has not as yet been set.

Barney Balaban, Paramount president, spoke briefly on the importance of the drive.

Others who attended included Herman Becker, Harry Brandt, Lee Brecher, James F. Burns, Max A. Cohen, Jack Cohn, Jack Ellis, Dave Ferguson, Emil Friedlander, Emanuel Frisch, Nathan Furst, Harry Goldberg, Robert Goldfarb, Irving H. Greenfield, Phil Harling, Arthur Israel, Jr., Julius Joelson, Red Kann, Malcolm Kingsberg, Jack Lang, Nat Lefkowitz, Jack H. Levin, Chick Lewis, Harry Mandel, Tom Murtha, Sam Machnovich, Louis A. Novins, Harry Nadel, Isaac Pacht, Samuel Rinzler, Samuel Rosen, Adolph Schimel, Abraham Schneider, Samuel Schneider, Max Seligman, Solomon Strausberg, Jack Weiler, H. Rudner, Jake Wilk.

DuMont Promotes Kraber

Tony Kraber, formerly program manager of WABD, Du Mont's New York video station, has been promoted to manager of program presentation for the Du Mont network.

Review

"Massacre River"

(*United Artists*)

Hollywood, April 6

GUY MADISON, Rory Calhoun, Carole Mathews and Cathy Downs are the four points of a romantic pattern worked out interestingly in this Windsor production by Julian Lesser and Frank Melford for Allied Artists release. The place is the West, the period immediately after the Civil War, and the natural setting, which sometimes overshadow by sheer beauty the action taking place, is handsomely re-created in sepia tone. Emphasis is upon the romantic factors, rather than the incidents of physical conflict, but these latter make up for that in violence, notably in the case of an Indian fight toward the close of the film in which various misunderstandings are cleared up and the love equation is solved.

The original screenplay, by Louis Stevens, concerns, in the beginning, the rivalry between Cavalrymen Madison and Calhoun for the hand of Miss Downs. Although pals, they become less than that when Madison, after winning Miss Downs' promise of marriage, becomes enamoured of Miss Mathews, colorful part-owner of a frontier gambling house, a relationship which terminates in Madison's killing of her business partner. Madison and Miss Mathews set out for places afar, and Calhoun, believing Madison also guilty of the slaying of Miss Downs' brother, actually committed by Miss Mathews, follows them. Indians attack the party and Miss Mathews, dying of wounds received, tells the truth about what has happened.

John Rawlins directed ably. Others in the cast are Johnny Sands, Steve Brodie, Art Baker, Emory Parnell, Queenie Smith, Eddie Walker, James Rush, Harry Brown.

Running time, 78 minutes. General audience classification. Release date, not set.

Texas Allied

(*Continued from page* 1)

by the convention of Allied Theatre Owners of Texas, which all national Allied officials will attend. Col. H. A. Cole will be in charge of arrangements. He will be host at a barbeque at his home on the night of May 30. All events will be climaxed by Texas Allied's annual banquet, on June 1.

'Lab' Union

(*Continued from page* 1)

Francavilla explained that the local has decided to put emphasis this time on demands for health, welfare and security benefits to the exclusion of increased salary considerations.

Negotiating points, as enumerated by Francavilla, are: a shorter work week at prevailing pay rates, a health and welfare program, improvement in vacation plans, improvement in holiday plans, improvement in severance pay conditions, and differential considerations with respect to technicians employed on midnight shifts.

Coast SPG Votes for Independent Status

HOLLYWOOD, April 6.—Screen Publicists Guild has voted to disaffiliate from the Painters Brotherhood and to function henceforth as an independent guild.

In the same referendum, the membership rejected a proposed affiliation with the IATSE, which had filed an NLRB petition for an election to determine an appropriate bargaining agent. Dissatisfaction with the Painters Brotherhood affiliation has prevailed since the 1945 studio strike, in which the SPG participated as an affiliate.

Republic Profits Up; Pays 25c Dividend

Dividends of 25 cents per $1 share on cumulative preferred stock were announced yesterday by the Republic board of directors for payment July 1. Herbert J. Yates, president, reported a net profit of $248,800 for the 13 weeks ended Jan. 29, as compared to $139,945 for a similar period a year ago.

NT Division Meets Today

KANSAS CITY, April 6.—Charles Skouras and other National Theatres executives arrived here today to attend a meeting tomorrow of all branch managers in this division.

Technicolor Profits

(*Continued from page* 1)

British print footage rose from 50,487,851 in 1947 to 56,802,044 in 1948.

Technicolor's net sales in 1948 were $20,016,066; in 1947 they were $17,407,975. Consolidated net profit before deductions amounted to $4,584,175 in 1948 and to $3,492,049 in 1947. Net profit after all deductions was $1,775,834 in 1948 and in 1947 it was $1,422,752. Net earnings per share in 1948 were $1.93 and in 1947 they equaled $1.55. Dividends per share of capital stock amounted to $1.25 in 1948 and payments totaled $1,146,021; in 1947 they were $1, for a total of $913,497.

List Current Assets

Current assets were $7,754,258 at the end of the year and current liabilities were $3,232,747. The cash balance and United States government obligations together amounted to $6,087,768.

"The Technicolor companies closed the year in a very strong liquid position," it was said. Besides the $6,000,000 in cash and United States obligations, and over $4,500,000 net in quick assets, there were outstanding no bank loans, no preferred stock, no mortgages and no options on stock of Technicolor, the company reported. Nearly $2,000,000 were invested in permanent assets during 1948 as part of an expansion program.

The expansion program is now almost completed, according to Dr. Kalmus. This program was estimated in April, 1947, to double capacity from 160,000,000 feet to 320,000,000 feet of positive prints a year at a cost of $3,500,000. "At present," Dr. Kalmus stated, "delivery of prints of features commences five months, on the average, from the time photography is completed. Of this time, approximately three months are taken by the producer for the delivery of cut negatives to Technicolor, and the remaining two are required by Technicolor for the preparation of an 'answer print' for the producer's approval and the starting of delivery of release prints. Deliveries of prints of foreign versions and domestic reissues are almost immediate at present time. The backlog of such orders, accumulated during two years of strikes, has been eliminated," said Kalmus.

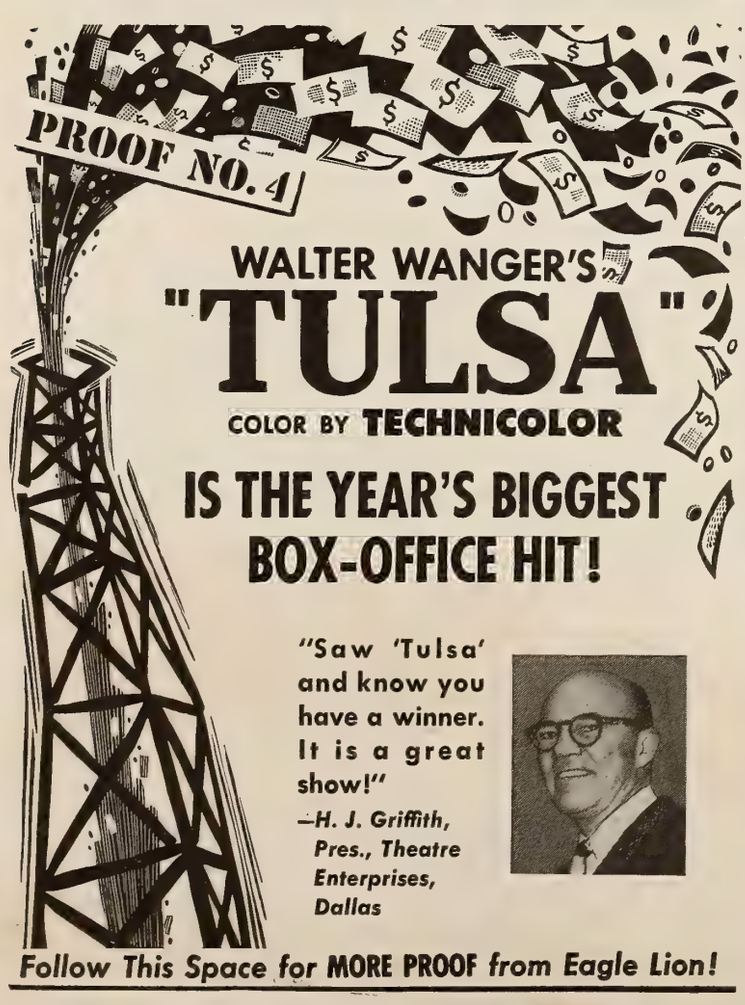
British Production Doubled

Technicolor, Ltd., British affiliate, has nearly completed its expansion program and is now manufacturing about double the quantity of film that it did in 1947, it was said.

"The Technicolor policy in England," Dr. Kalmus' report said, "is aimed at cooperation as far as possible with American producers who are establishing production units in various parts of Europe, particularly in England."

Danish Producer Is UN Information Aide

Mogens Skot-Hansen, Danish film writer-director-producer, has been named information officer by the United Nations Department of Public Information. A former UN film officer for Europe with headquarters in Paris, Skot-Hansen will be the liaison with the U. S. Film Committee, which cooperates with the UN and Visual Information Division headed by Jean Benoit-Levy and represents all phases of U. S. film production, distribution and utilization in theatrical and non-theatrical fields.



To Act Against UK

(*Continued from page* 1)

industry affairs with Knowland and other officials.

Late last month Knowland told the Senate that an investigation of Anglo-U. S. film difficulties was warranted and that he was considering amendments to the Economic Cooperation Administration and the Reciprocal Trade Agreements Act to insure non-discriminatory treatment of American films by the British.

Arnall said yesterday that he had no knowledge of the specific nature or form of the bill which the California Senator is drafting, but added that he is "highly encouraged" by Knowland's "tremendous interest" in the U. S. industry.

Prefers State Dept. Action

Arnall said he would prefer the State Department to discharge its "absolute duty" of protecting American film companies in their dealings abroad. However, he felt that legislation would be an adequate substitute. Presentation of the Knowland proposals will be followed by committee hearings and these will bring the position of the U. S. industry to the attention of the State Department as well as the public, Arnall said, in pointing up the advantages of the measure.

An amendment to the ECA would, of course, be directed against all ECA countries, rather than England alone.

Arnall said he recognized that England's present economy might make some restriction on American dollar remittances necessary, but maintained that the British Government should make some guarantee that blocked currency will be freed eventually. This could be in the form of bonds or certificates which would mean that American companies could remit blocked dollars, perhaps on a percentage basis, over a period of years, he said.

Britain's playing-time quota of 40 per cent for British product would be the type of "discrimination" which the Knowland bill would endeavor to correct, Arnall believes.

Academy Awards

(*Continued from page* 1)

of voting, with committee members to serve only one year, (2) there should be no "special" awards unless the committee decides in favor of them, (3) English pictures should be classed with other foreign-made pictures, which, he added, should not even be considered for Academy awards, (4) "a few" outstanding exhibitors should be invited each year by the committee to cast award votes, and (5) the committee might also invite a group of "distinguished Americans" outside the industry to cast votes in the case of deadlocks.

The producer, who spoke over the telephone yesterday with Academy president Jean Hersholt, in Hollywood, reported that the latter said he will not resign. Cowan did not confer with Hersholt regarding the suggestion that exhibitors take part in selecting Academy Awards, but he said Hersholt will be in New York next month to talk with theatre owners regarding possible arrangements for telecasting to theatres Academy Award ceremonies of the future. At that time, Cowan added, Hersholt and exhibitors would have an opportunity to assay the suggestion that exhibitors help select award winners.

Cowan, who reviewed the history—"political" and otherwise—of the Academy Awards, held that they should be for the U. S. industry exclusively. British and other foreign pictures, he maintained, have no right to "dislodge" American pictures from the running, particularly since there is no apparatus for properly appraising all foreign pictures.

Latest method of selecting winners, Cowan believes, is not fool-proof, since extras and others who are among the 2,000 who vote can vote for nominations for reasons other than merit. The committee system, he contends, is practically fool-proof in that committee members could be elected democratically and hence would not be "dominated" by special interests. The "press agentry" that has been attendant on the Academy Award institution must go, Cowan declared, adding a word of disapproval for the "commercialization" which he said has been identified with the awards.

Expressing the hope that the awards will continue, Cowan said that each year they serve as "the one big, honest" effort in industry public relations.

Cites Hyndman

(*Continued from page* 1)

executive, is a past president of the SMPE. The award was a bronze plaque and the citation was read by Loren L. Ryder, also a past SMPE president.

Earl I. Sponable, president of the SMPE, who presided at the banquet, announced that the board of governors has favorably received a recommendation that the name of the society be changed to the Society of Motion Picture and Television Engineers. The change of name requires an amendment to the SMPE constitution. The recommendation will be brought up at the fall meeting. In the meantime, notices will be mailed to all members telling of the proposal. After the fall meeting ballots will go out by mail and the change will depend on the results.

During yesterday morning sessions, C. D. Miller of the Battelle Memorial Institute explained a camera developed by the National Aeronautics Committee which photographs at the rate of 500,000 frames per second. Projected at normal film speed, the action of one second would take eight and two-thirds hours to be viewed on a screen.

Earlier, John R. Howland of Zenith Radio Corp. announced that plans have been formulated to test Phone Vision on a commercial basis later this year in an undisclosed Western city. He said arrangements are being made to equip 300 homes with receivers in the locality to receive the program. It will be the first commercial test of the new system of sending television images over telephone wires.

Cinecolor Price Cut

(*Continued from page* 1)

charge, and applies to two-color domestic photography.

Three-color processing price is reduced to five cents per foot, with the waste charge likewise eliminated. Cinecolor officials predicted further reductions, to be made possible through increased volume due to today's price cuts.

Set Israel Distribution

Menachem Kolari of Tel Aviv will distribute Republic Pictures in Israel, according to an agreement concluded with Republic Pictures International Corp.

THE PHILADELPHIA INQUIRER calls it "Rich in beauty"

Steinbeck's 'The Red Pony' Is Poignant Story at Aldine

By Mildred Martin

Having worked together in bringing John Steinbeck's "Of Mice and Men" to vivid screen life, Lewis Milestone and the author have once more joined forces for "The Red Pony," at the Aldine.

From three early Steinbeck stories "The Gift," "The Promise" and "The Leader of the People"—Producer-director Milestone and his distinguished scenarist have woven a picture rich in abiding beauty and compassion. For "The Red Pony" is a great deal more than a simple story about a little ranch boy and the grief that comes to him through the death of his pony, his first shocking discovery that grown-ups aren't infallible.

OFFERS POIGNANT STORY

Were "The Red Pony" only a boy and his horse, dog or dancing caterpillar story, there would have been small point in adding it to the long series of tales of a similar sort that have found film favor. The great difference between this picture and its predecessors lies in the quality of the writing and, triumphantly, in Steinbeck's ability to see deeply into the human heart of whatever age.

For in addition to the poignant story of an imaginative youngster who dreams of medieval processions, rings of performing white steeds and who loves his gift pony, Gabilan and the hired hand, Billy Buck, above all else, Steinbeck fills his dramatic canvas with other arresting figures. There is, for instance, the boy's father who at last overcomes the feeling that he is a stranger, not only in the community but to his own family. There is Tom's mother who understands she can protect neither her husband nor her son from life.

FILMED ON A RANCH

There is Billy Buck, "part horse" himself, who loves kids and horses and knows the importance of keeping promises. And there is the wonderful portrait of the child's grandfather, pioneer and Indian fighter, who has told his tales of "Westerin'" so often no one wants to hear them anymore, whose life and usefulness ended when he led the last wagon train across the continent down to the sea.

Filmed on an actual California ranch, directed with delicacy and at a leisurely pace, "The Red Pony" benefits from fine casting. Outstanding and almost uncannily right for their roles are sensitive little Peter Miles as the child who nearly breaks his heart over his pony's illness, the horror of finding Gabilan's body attacked by buzzards, and Louis Calhern, the old, old man to whom the past is still vivid and vital.

COLOR IS EXCELLENT

Robert Mitchum distinguishes himself, also, as Billy; while Myrna Loy and Shepperd Strudwick are quietly effective as the parents who manage to solve problems of their own.

The color is excellent, both in the daytime and numerous night scenes. The charming score for "The Red Pony" was composed by Aaron Copland and, deservedly, has taken its place as a serious musical suite which was played by the Houston Symphony Orchestra under the direction of Efrem Kurtz.

Reprinted from The Philadelphia Inquirer

CHARLES K. FELDMAN presents
MYRNA LOY · ROBERT MITCHUM
in JOHN STEINBECK'S
The Red Pony
A LEWIS MILESTONE PRODUCTION
with LOUIS CALHERN and SHEPPERD STRUDWICK
and introducing PETER MILES as TOM and MARGARET HAMILTON
Screen Play by JOHN STEINBECK • Music by AARON COPLAND
Produced and Directed by LEWIS MILESTONE · A REPUBLIC PRODUCTION
COLOR BY TECHNICOLOR

KNOCK ON ANY DOOR is one of those rare pictures . . . Every engagement a successful engagement!

In 30 situations where the picture has opened, 246 days of extra playing time have already resulted. For your own benefit, check the picture's proven value in these engagements.

Held over for extended runs:

SAN FRANCISCO	OAKLAND	WORCESTER
MINNEAPOLIS	SPRINGFIELD, Mass.	DALLAS
DENVER	MEMPHIS	LONG BEACH, Cal.
PROVIDENCE	MILWAUKEE	SYRACUSE
BOSTON	NEW ORLEANS	PORTLAND, Ore.
HARTFORD	ST. LOUIS	SALT LAKE CITY
LOS ANGELES	TOLEDO	RIVERSIDE, Cal.
SEATTLE	CHAMPAIGN, Ill.	PHOENIX
SAN DIEGO	SACRAMENTO	BAKERSFIELD
BUFFALO	NEW HAVEN	TUCSON

P.S. now in 7th week at the Astor on B'way



COLUMBIA PICTURES presents

Humphrey BOGART
KNOCK ON ANY DOOR

Introducing JOHN DEREK • with GEORGE MACREADY • ALLENE ROBERTS • SUSAN PERRY • Screen play by Daniel Taradash and John Monks, Jr.

A SANTANA PRODUCTION OF THE NOVEL BY WILLARD MOTLEY • Directed by NICHOLAS RAY • Produced by ROBERT LORD

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 69 NEW YORK, U. S. A., FRIDAY, APRIL 8, 1949 TEN CENTS

DRAFTS BILL TO AID US FILMS ABROAD

MPA to Weigh Expansion of Theatre Unit

Harmon Would Head New Department; Up to Board

Directors of the Motion Picture Association of America at their meeting here today are scheduled to consider proposals for expanding the Association's exhibitor relations activities on a national basis.

If the plans are approved, Francis Harmon, MPAA vice-president in charge of the New York office, would head the new department. David Palfreyman, present head of the MPAA exhibitor relations department in Washington, reportedly would become assistant to Harmon in the greatly expanded theatre department.

Details of the program presumably remain to be determined after MPAA directors have expressed themselves on the proposals and indicated the type of budget which they would approve for the new department.

According to trade reports the ex-

(*Continued on page 7*)

Reelect MPA Board: Terry a New Member

Paul H. Terry of Terrytoons was added to the board of directors at the annual meeting yesterday of the Motion Picture Association of America. All present members of the board were reelected.

First quarterly meeting of the board will be held this morning at the Association's office here, when officers will be elected.

Members of the board reelected were: Barney Balaban, Paramount; Theodore R. Black, Republic; Nate J. Blumberg, Universal; Steve Broidy, Allied Artists; Jack Cohn, Columbia;

(*Continued on page 7*)

Two Allied Units Offer Fox Advice

Allied of Texas suspects 20th Century-Fox's new campaign for increased film rentals is directed at the affiliated circuits in line for divorcement which, it says, for years have enjoyed special film rental privileges.

Allied of Iowa-Nebraska cooperatively advance some suggestions for increasing distribution revenue. The bulletins of both Allied organizations

(*Continued on page 7*)

MPIC Asks Quota Action

HOLLYWOOD, April 7.—The Motion Picture Industry Council today issued a statement calling on the U. S. State Department to proceed, under existing legal authority, in negotiations with the British government looking toward lowering restrictive barriers against American films. The statement came after a Council meeting last night which ran into the morning hours, with Ronald Reagan, Council co-chairman, and Roy Brewer, who with Reagan conferred with President Truman on quota matters last weekend, reporting fully to Council members.

The Council represents all talent guilds, the Hollywood AFL Film Council, and all studios. The statement reads in part:

"Faced with the greatest unemploy-

(*Continued on page 8*)

Heart Attack Fatal To Hal Hode, 61

Hal Hode, film industry veteran, died suddenly of a heart attack at his home in Forest Hills yesterday at the age of 61. Hode was executive assistant to Jack Cohn, executive vice-president of Columbia Pictures. He is survived by his wife, Mrs. Dorothy Hode; a daughter, Mrs. Myer Beck; a son, Stanley; two sisters, Beatrice and Kate; a brother, Ira, and a granddaughter, Linda Mary Beck.

Hode was born in this city on March 8, 1888. He began his career in the industry as an operator with

(*Continued on page 6*)

Anti-Quota Booklet Is Issued by MPAA

Washington, April 7.—An eight-page printed booklet, entitled "British Views on the British Film quota," is being mailed by the Motion Picture Association of America to Congressmen, government officials, press and radio reporters, and industry leaders.

The pamphlet, intended as "background," quotes British exhibitors and members of Parliament on the quota. Needless to say, all are against the present high 40 per cent quota.

Youngstein Again Heads the AMPA

Max E. Youngstein, Eagle-Lion's advertising-publicity vice-president, yesterday was reelected president of the Associated Motion Picture Advertisers at a membership meeting held at Trader Tom's Steak House here. It was the first time in the history of the organization that a president was elected to succeed himself, according to AMPA old-timers.

Elected to complete the slate for the forthcoming year were: Harry McWilliams, vice-president; Harry Blair, treasurer; Marjorie Harker, secre-

(*Continued on page 7*)

Knowland Would Bar Trade Act Benefits for 'Discriminating' Nations

WASHINGTON, April 7.—Senator Knowland, California Republican who touched off the Congressional fight against the British film quota, today offered an amendment to a forthcoming bill to extend the Reciprocal Trade Agreements Act. The legislation offered would hit back at Britain and any other country discriminating against American films and other products.

Knowland offered his proposal as an amendment to a bill which the Senate will take up next week to extend the Reciprocal Trade Agreements Act. The amendment directs the President not to make any new tariff concessions to any country that discriminates against American products "through restrictive quotas, discriminatory taxation or other restrictive trade practices."

Moreover, existing trade agree-

(*Continued on page 8*)

Film Code Sought In Germany: Mayer

One of the three dominant plans of the motion picture branch of the American Military Government in Germany is to set up a production code of self-regulation similar to that in this country, Arthur Mayer, head of that division, asserted here yesterday. Mayer, who arrived here earlier in the week to consult with Army officials and industry heads, said that unless such a unified code is set up, there will be some 14 different forms of censorship in the various German states.

The second vital concern is the

(*Continued on page 8*)

TOA, SMPE Start Study Of Theatre Video Today

First formal meeting of television groups representing the Theatre Owners of America and the Society of Motion Picture Engineers to explore the possibilities of telecasting into theatres, will be held at the Hotel Statler here today. It was made clear by a TOA spokesman that definitive steps could hardly be taken until a thorough job of research throws sufficient light on practical theatre uses of the new medium.

Numerous theatremen in the New York area have been engaged in informal conversations on adapting video in recent months, but as S. F. Fabian, circuit operator reports, there

(*Continued on page 7*)

Adjourn TV Labor 'War' Case to May 3

With a total of 800 pages of testimony entered in the record, National Labor Relations Board hearings here of the television jurisdictional case involving IATSE and the National Association of Broadcast Engineers have been adjourned until May 3, NLRB hearing officer Chester Migden reported yesterday. The hearings had resumed on March 24 after the rival unions failed to settle their differences during an interim granted by NLRB.

There is still uncertainty as to whether strike action will be taken by

(*Continued on page 7*)

Cliff Lewis Here on Next 2 from Argosy

Cliff Lewis, director of public relations and advertising for Argosy Pictures, which is headed by John Ford and Merrian C. Cooper, is here from the Coast for conferences on promotion budgets and other preliminaries to the release, through RKO Radio, of the independent company's two latest films, "The Great Joe Young" and "She Wore a Yellow

(*Continued on page 7*)

Personal Mention

AUSTIN KEOUGH, Paramount vice-president and general counsel, will return here today from the Coast.

•

WILLIAM KURTZ, supervising director of the National Theatre, Washington, has announced the wedding of his daughter, JOAN, to DANIEL GENZBURG, at the Savory Plaza here on Sunday.

•

ARTHUR DETITTA, Movietone News assignment editor, will address a seminar for Naval public relations officers on April 12 at the Naval Air Station at Pensacola.

•

MAXWELL SHANE, Universal-International producer-director, will leave New York Sunday for Boston, and is scheduled to be in Chicago on Wednesday en route to the Coast.

•

T. E. MORTENSEN, publisher of *Greater Amusements*, industry trade journal in the Minneapolis territory, has returned to his office after an illness.

•

WATTERSON ROTHACKER and MRS. ROTHACKER have arrived in New York from Hollywood preparatory to sailing Monday on a two months' European tour.

NATHAN E. GOLDSTEIN, president and treasurer of Nathan E. Goldstein, Inc., Springfield, Mass., has returned to Springfield from a Florida vacation.

Stromberg Deals Set, Leaves for Coast

Hunt Stromberg left here for the Coast last night after setting details of his new production-distribution alliance with Sam Dembow, Jr., and mapping future production plans.

Under the new alliance with Dembow, the latter will assume numerous financial and business duties, including the making of arrangements for production financing, and other functions to be worked out later. Stromberg thus will be in a position to concentrate exclusively on production. First release under the new association will be "Too Late for Tears." United Artists will distribute that picture and two others under the current pact with Stromberg.

Notify Fabian His UA Bid Is Rejected

S. H. Fabian, circuit operator here, has received a formal refusal by the Charles Chaplin interests of his bid for a firm offer by Chaplin on sale of controlling stock in United Artists. Meanwhile Chaplin, who is a partner with Mary Pickford in UA ownership, and has the option on her stock, is continuing talks on a possible sale with James Nasser on the Coast.

Fabian had refused to enter negotiations unless he received a Chaplin commitment, possibly in the form of an option to purchase.

Insider's Outlook

By RED KANN

ONE of the brightest chapters in the industry's war-time record was the measure of the job it undertook, and delivered, during the various bond drives. The overwhelming drama of those days, of course, is gone now. The zeal and the determination brought to full flower in order to knit the economic sinews of the nation ever tighter are part of the past. Today, the concern is over inflation—a battle on a different front.

■

To combat this, the Government will launch a bond drive beginning May 15 and terminating June 30 and it again turns to this industry for a substantial assist. The greater the volume of savings bonds sold, the sharper the attack on inflation. If this danger can be successfully warded off, commodity prices will come down further. If wages are maintained, it is highly likely the people will have more to spend on their entertainment, always including motion pictures.

Therefore, and if you prefer it this way, it can be argued here is a selfish reason to give Washington all the help it needs in putting over the impending drive with a generous margin of success.

■

But here is another approach, which, in our viewpoint, is the essential approach. When this, or any other major industry, is asked by its Government to join in a move which is designed to aid the national economy, it ought to be enough. We believe it will be.

There can be no doubt that the campaign now taking form will be pushed to its limit. The opportunity is self-evident. No exhibitor will want to forego the chance to prove again to his community that his theatre is continuing in the vanguard when the opportunity of performing a public service is offered.

■

The industry committee, proceeding under the general chairmanship of Maurice A. Bergman, is attacking the assignment in the established tradition of men who know their way. There will be a short subject starring Jack Benny, titled "The Spirit of '49." In itself, it will be enough of an attraction to grace any showman's screen.

Hollywood will arrange tours of stars on the kind of personal appearances they made in limitless numbers throughout the war. This, too, will excite and accelerate the public's attention.

Bond premieres, another reversion to a well-proven wartime device, are on the program.

Exciting in prospect will be a tour of 100 "Covered Wagons" which will travel each state to symbolize the slogan of the drive —"Be a Modern Forty-Niner."

Radio, obviously, will not be neglected.

This is the beginning. More is on the way, all of it intended to tie bonds and films together on a program which will influence the sale of both.

■ ■

Metro plans meeting up with a lot of exhibitors, too. Ninety-six "Friendship Meetings" in as many cities are plotted for the week of April 18. Leo will feed all hands and throw in a couple of its heralded big guns to boot. "The Stratton Story" will be one. "The Secret Garden," the other.

The idea is a goodwill gesture in one nationwide swoop. No accident, either, in describing them as "Friendship Meetings."

■ ■

Rustle of Spring: At 10:05 yesterday morning, they were standing four and five deep from the box-office East along 50th St., then north on Rockefeller Plaza, for the debut of Bing Crosby in "Connecticut Yankee," plus the annual Easter show, at the Music Hall.

■ ■

QUOTATION OF THE WEEK: "The exhibitor stopped thinking when he stopped paying his own advertising bill. The distributors' big mistake was in making that possible."—*Spyros Skouras* for 20th Century-Fox. Very officially, too.

Tobias Leaves Trojan

HOLLYWOOD, April 7.—Lester S. Tobias has resigned from United-Trojan Pictures, where he was in charge of national distribution, and will join a new producer-distributor group to be formed soon in New York.

Aid Hospital Fund Drive

Serving as division chairmen for the 1949 "Maintenance Fund Appeal" being conducted by the Roosevelt Hospital here, are Spyros Skouras, amusements, and Niles Trammell, radio.

Schlaifer on Forums

Charles Schlaifer, former 20th Century-Fox public relations director and now head of his own agency here, will conduct a series of five public forums on public relations in the film industry, to be held beginning April 28 under the auspices of the New School and the Dramatic Workshop Film Department. Guest speakers will appear with Schlaifer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

Paramount presents "Bride of Vengeance" starring PAULETTE GODDARD JOHN LUND MACDONALD CAREY
A MITCHELL LEISEN production
IN PERSON CHARLIE BARNET AND HIS FAMOUS ORCHESTRA with JACK CARTER MARGARET PHELAN BUNNY BRIGGS Eddie Mikell Wilcox JERRY COLONNA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

David O. Selznick presents
"Portrait of Jennie"
starring
JENNIFER JONES JOSEPH COTTEN ETHEL BARRYMORE
Directed by William Dieterle.
RIVOLI
Broadway and 49th Street

SPECIAL ACADEMY AWARD to Walter Wanger for Distinguished Service . . . by his production of the picture "JOAN OF ARC"
JOAN of ARC starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
22nd WEEK! VICTORIA BROADWAY & 46th ST.

JEANNE CRAIN MADELEINE CARROLL GEORGE SANDERS RICHARD GREENE
"THE FAN"
A 20th Century-Fox Picture
On Variety Stage—GINNY SIMMS, others
ON ICE STAGE—"The MERRY WIDOW"
with JOAN HYLDOFF : ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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EXHIBITORS WHO KNOW RAVE* about

SCREEN PLAYS CORP. presentation of

"CHAMPION"

*

REVIEWER: LOU FISCHLER, film buyer, Cinema Circuit, N. Y. (Exhibitor 15 years).

"Here is a picture that can't miss. It's the best fight picture I have ever seen and probably the best ever made. It's better than 'Body and Soul.' It's potential gross is really terrific. One thing is certain — a new star is born in Kirk Douglas. Women will love him. The picture starts off with a bang and there is no let up until the picture ends. Only once every couple of years do you get a film like this one. All exhibitors' should take advantage of it. It's a knockout!"

— in *The Independent*

*

REVIEWER: WALTER J. F. HIGGINS, film buyer, Prudential Circuit, N. Y. (Exhibitor more than 25 years).

"Action fans will eat it up. This film is the finest fight picture I have ever seen — and that includes 'Body and Soul.' After 'Letter to Three Wives,' one or two more pictures like this and Kirk Douglas should be all the way up on top. Added to Douglas' fine performance, the director has turned in a masterful job that makes the most of a good story."

— in *The Independent*

UA's Boxoffice "CHAMPION"!

HAL WALLIS

PRODUCTIONS

With Pride In Its Memorable

Paramount Association

Inaugurates the

5th Year of

Noteworthy Achievement

PRODUCTION

Burt LANCASTER • Paul HENREID

Claude RAINS • Peter LORRE

in

"Rope of Sand"

Introducing Corinne CALVET

Directed by WILLIAM DIETERLE
Story and Screenplay by WALTER DONIGER
Additional Dialogue by JOHN PAXTON



IN PRODUCTION



Barbara STANWYCK

Wendell COREY

in

"The FILE ON THELMA JORDON"

with

Paul KELLY • Joan TETZEL

Directed by ROBERT SIODMAK
Screenplay by KETTI FRINGS
Story by MARTY HOLLAND

PRODUCTION

"My Friend Irma"

starring

John LUND • Diana LYNN • Don DeFORE • Marie WILSON

introducing

Dean MARTIN and Jerry LEWIS

Directed by GEORGE MARSHALL
Based upon characters created by
Cy Howard for the CBS Radio program
Screenplay by Cy Howard and Parke Levy



and 7 in preparation

THE FURIES
From a novel by Niven Busch
Screenplay by Charles Schnee

SEPTEMBER
Original story by Fritz Rotter and Robert Thoeren
Screenplay by Robert Thoeren

THE SOUND OF YEARS
From the novel by Merriam Modell
Screenplay by Lucille *(Sorry, Wrong Number)* Fletcher

NO ESCAPE
Story and screenplay by Lawrence Marcus

THE OUTSIDE WALL
Story and screenplay by Ketti Frings

HOUSE OF MIST
From the novel by Maria Luisa Bombal
Screenplay by Ketti Frings

OBSESSION
From the national magazine story by Gertrude Schweitzer
Screenplay by Roy Huggins



FOR FALL RELEASE

ROBERT CUMMINGS • LIZABETH SCOTT

DIANA LYNN in

"Bitter Victory"

with EVE ARDEN

Directed by WILLIAM DIETERLE
Sreenplay by ROBERT BLEES and CHARLES SCHNEE

Contract Personalities

BURT LANCASTER
BARBARA STANWYCK
LIZABETH SCOTT
ROBERT CUMMINGS
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At the start, the stolen money was tossed into her automobile by mistake and thereafter, Duryea, a shady character who had intended it for a car driven by a cohort, is out to recoup it. He ends up fatally poisoned. DeFore, a personable performer, appears as the brother of Miss Scott's first husband and he winds up marrying her sister, played by Miss Miller.

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THAT big Wallace Beery public which believes their idol can do no wrong doubtless may be counted on to bellow at this, and weep a small tear in the final minute, but it figures to prove quite a strain for that bigger public which can take its Beery or let it alone. The principals who go along with Beery on this excursion are Marjorie Main, Richard Conte, Edward Arnold, Vanessa Brown, Charles Dingle, Clem Bevans and some others, giving an exhibitor quite a hand of names to draw from, but the why of their going, and, for that matter, of the whole project, seemed to escape the comprehension of the audience which witnessed the preview at the Egyptian Theatre, and this use of the term "audience" includes the undersigned.

According to the picture, a doctor named Alexander Meade performed the first abdominal surgery on a human being at a small town in Virginia in 1802 while a backwoods bandit named Big Jack Horner held at bay a mob of townsfolk intent upon hanging the doctor for stealing bodies from a graveyard in the course of his preparations for the operation. That could be historically correct, and under some circumstances an interesting item of Americana, but producer Gottfried Reinhardt, abetted by author Thoeren and writers Gene Fowler, Marvin Borowsky and Osso Van Eyes, have utilized it merely as a fragile peg on which to hang a story which may be most accurately and very generously termed a travesty.

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MEMPHIS, April 7.—John C. Shannon, Sr., 68, former manager of Fox Films office in Memphis and, until his retirement about two years ago, operator of theatres at Portageville and Hayti, Mo., died this week of pneumonia at a hospital at Ironton, Mo., it was learned here today.

Tennessee Owners Face Tax Increase

NASHVILLE, April 7.—The Hamilton County delegation has introduced in both Houses [of the Legislature] a bill which would increase the state amusement tax from three to four cents on regular performances and from four to six cents on Bank Nights.

The state, under provisions of the bill, would be required to share proceeds of the tax equally with cities.

MEMPHIS, April 7.—Allied leaders today wired protests to members of the General Assembly against the proposed state admission tax increases.

Portland Owners Face Tax of from 2 to 12%

PORTLAND, ORE., April 7.—In order to meet the city's growing expenses, tax commissioner Ormond Bean has submitted to the City Council a tax program which includes proposed amusement taxes ranging from two to 12 per cent.

Set Ad. Budget for Film

HOLLYWOOD, April 7.—A $200,000 advertising-exploitation budget has been set for "The Syndicate," to be produced by Roy Del Ruth and to star George Raft, associate producer Joe Kaufman has announced.

Correction

In a review of "Massacre River" appearing yesterday in MOTION PICTURE DAILY, United Artists was erroneously listed as the distributor. The picture is an Allied Artists production.

Irving Mack Reports Giveaways Spreading

Chicago, April 7.—Giveaways at motion picture theatres are heading for an all-time high since before World War II, reports Irving Mack, head of Filmack Trailer Corp., who says the more popular giveaways and special nights are "Money Nights," "Grocery Nights" and "Amateur Nights," with a marked trend toward television set, automobile and free vacation giveaways.

Local stores and business firms are participating in a majority of these special activities.

Start Video Study

(*Continued from page* 1)

still are many questions to be answered and first and foremost among them is, how can it be done?

To aid in their investigation, Fabian and theatre-operating colleagues in the East recently retained Nathan L. Halpern, formerly assistant to the president of Columbia Broadcasting, to undertake extensive research.

Fabian pointed out there have been no conclusions reached on any of the basic factors involved. Full consideration must be given, he said, to the best means of transmission, whether by coaxial cable or micro-wave relay, to program material and point of origin, to costs for the entertainment itself as well as the equipment, and which would be the most feasible, either for each theatre to offer video on a separate basis or with a number of houses linked in a joint operation.

TOA video representatives at today's meeting will be: Walter Reade, Jr., co-chairman of the organization's television committee; Marcus Cohn, consultant; Robert W. Coyne, Gamble Enterprises; Nat Lapkin, Fabian Theatres; Stanley W. Prenosil, TOA assistant executive director, and Halpern.

SMPE Convention to Close Here Today

One of the highlights of the closing sessions of the Society of Motion Picture Engineers today at the Hotel Statler here will be a paper on "Desirable Locations for Theatre Sites," to be delivered by E. G. Faludi, of Town Planning Consultants, Toronto. Another talk, on "Air Cooling of Motion Picture Film for Higher Screen Illumination," will be delivered by F. J. Kolb of Eastman-Kodak.

SMPE Sees MOT's 'Atom'

March of Time's "Report on the Atom," its latest release through 20th Century-Fox, was screened last night at the Hotel Statler here, to the Society of Motion Picture Engineers meeting on the fourth day of its 65th semi-annual convention.

Settle Sargeant Suit

Author Winthrop Sargeant's damage action against RKO Radio, Goldwyn Productions and Samuel Goldwyn has been settled outside of U. S. District Court here. Sargeant had charged that unauthorized use was made of parts of his book, "Jazz," in the production of "A Song Is Born."

Two Allied Units

(*Continued from page* 1)

discuss the 20th-Fox effort without rancor.

Texas Allied says the largest part of industry income rests with affiliated circuits from which it says it does not believe the "distributor has been getting his fair share of the box-office dollar." If those are the theatres 20th-Fox has in mind, well, and good, says Texas Allied. But if the company means the "little fellow," it remarks, "we all better hunt the cyclone cellar."

Iowa-Nebraska Allied believes that distribution revenue from affiliated theatres can be increased 20 to 30 per cent "by proper selling." It suggests that home office sales officials and district managers handle theatre accounts which average more than $250 per picture, and that branch managers and salesmen take care of the rest. The latter should visit every town and theatre in their territories regularly, making deals based on individual situations rather than on national policies which it claims cannot be applied to numerous smaller situations and which, therefore, remain unsold.

"Every theatre is a possibility," the bulletin reminds, but many possibilities with a huge aggregate revenue remain unsold because of sales policies that cannot be made to fit 17,000 theatres, it claims.

Cliff Lewis Here

(*Continued from page* 1)

Ribbon." Ford and Cooper co-produced both pictures and Ford, additionally, directed "Ribbon."

"Joe Young," which is of the "King Kong" type, is slated for release in July, and "Ribbon" is tentatively set for October but may be advanced to an earlier date, Lewis reports.

Argosy is committeed to RKO for the delivery of two more productions and is scheduled to release another through United Artists. Company owns several story properties but has not decided on its next. Cooper and Ford produce on the RKO Pathe lot in Culver City.

Public Hearings Kill Two Mass. Bills

BOSTON, April 7.—By unanimous vote, the Joint Committee of State Administration today threw out a proposed bill which would establish a commission to supervise and regulate motion picture exhibition. Also rejected was a proposal for another commission to review films and comic books.

The action followed public hearings on the bills, at which several persons spoke in opposition, including Mrs. Anna Hughe Driscoll, executive secretary of Allied of Massachusetts, Frank Lyndon, field representative of the same organization, and Ray Feeley, executive secretary of the Independent Exhibitors of New England.

Court Dismisses 'Informer' Suit

KANSAS CITY, April 7.—The Circuit Court of Madison County has dismissed one of the suits brought under the "informer clause" in an old law on aisle widths, according to reports received here. The suit was against an independent exhibitor at Fredericktown, and was dismissed on the grounds that the law violates the state constitution.

Question Status of TOA Conciliation

ALBANY, N. Y., April 7.—The conciliation panel of the Theatre Owners of America's Albany unit decided at a meeting yesterday to write to Arthur H. Lockwood, TOA national president, to inquire whether the national committee to assay local panel findings is functioning. A third and final meeting in connection with the single complaint to come before the Albany panel is being held in abeyance, pending receipt of Lockwood's reply.

Under the conciliation operations set up by the TOA, local panels were to function on a 60-day trial basis.

At yesterday's meeting of the Albany TOA membership, the question was weighed as to whether a national TOA organizer should be assigned here to attempt to bring into the local organization several large circuits which have made no definite move to join.

A TOA headquarters spokesman said in New York yesterday that the organization's conciliation machinery is intact, but he amended this with the observation that "there has not been much conciliation activity."

Fabian Unifies Four Circuit Districts

S. H. Fabian, president of Fabian Theatres, reports the unification of the Brooklyn, Staten Island, Port Jervis and Middletown, N. Y. districts, under Louis Goldberg, Staten Island district manager, and Harold Fisher, Middletown and Port Jervis district manager.

Ed Fabian, Brooklyn manager, will spend much of his time upstate with Saul Ullman, Fabian upstate district manager. Elias Schlenger, Staten Island publicity director, will become resident district manager of that area.

Seek RKO Accounting In N. J. Operations

Long Park, Inc., and Trenton Theatre Building Co. have served Trenton-New Brunswick Theatres and RKO Theatres with a complaint requesting an accounting under a 1942 agreement whereby RKO operated the theatres in Trenton and New Brunswick, N. J., according to Walter Reade Theatres here. The period of the accounting is from Sept. 1, 1942, to March 15, 1948, it was stated by Reade.

Long Park and Trenton Theatre Building own and control 50 per cent of the stock of Trenton-New Brunswick Theatres, and RKO owns the remaining 50 per cent.

Hearing Again Put Off

HOLLYWOOD, April 7.—Federal Judge Campbell Beaumont today again postponed, until April 18, hearings on RKO's petition for an injunction to restrain United Artists from releasing "Champion," on the ground that certain fight scenes in it virtually duplicated scenes in "Set Up."

Stockholders to Meet

Twentieth Century-Fox's stockholders will hold their annual meeting here on May 17, company secretary-treasurer Donald A. Henderson reports.

MPA to Weigh

(*Continued from page* 1)

panded theatre department will be designed primarily to develop a closer and more effective link between major companies and organized exhibition in the interests of improved internal trade relations and also for the improvement of coordinated efforts in industry public relations activities.

Details of the plan, however, have not been officially disclosed, although there have been denials that the move is linked with affiliated theatre divorcement and a possible new exhibition membership of the association.

MPA Board Reelected

(*Continued from page* 1)

Cecil B. DeMille; Ned E. Depinet, RKO; Earle W. Hammons, Educational.

Also, Edgar B. Hatrick; Eric Johnston, MPAA; Austin C. Keough, Paramount; W. C. Michel, 20th Century-Fox; John J. O'Connor, Universal; Norton V. Ritchey, Allied Artists; Hal E. Roach; Herman Robbins. Nicholas M. Schenek, Loew's; Abe Schneider, Columbia; Sam Schneider, Warner Brothers; Spyros P. Skouras, 20th Century-Fox; Joseph R. Vogel, Loew's; Albert Warner, Warner Brothers; John M. Whitaker, RKO; Herbert J. Yates, Republic.

Again Heads AMPA

(*Continued from page* 1)

tary, and Lige Brien, public relations director.

Named to the AMPA board were: Charles Alicoate, Vincent Trotta, Sydney Gross, Gordon White and Blanche Livingston. The officers also will serve as directors. Ray Gallagher, Rutgers Neilson and Jacques Kopfstein were named trustees.

TV Labor War Case

(*Continued from page* 1)

one or both of the unions after April 30, the date NABET's contracts with National Broadcasting and American Broadcasting expire. The companies, it was said, are at liberty to renew the pacts. "IA" international president Richard F. Walsh has hinted that his union may take strike action if the dispute over lighting workers is not settled to "IA's" satisfaction by that date. A sufficient number of employes would be involved in a jurisdictional strike to interrupt NBC and ABC telecasting.

Hal Wallis Due in New York Wednesday

Hal Wallis will arrive in New York from Hollywood next Wednesday to discuss releasing plans for his next three productions with Paramount home office sales executives. The three pictures, all completed, are: "Rope of Sand," "My Friend Irma" and "Thelma Jordan."

Joseph Hazen, president of Hal Wallis productions, will leave here for Chicago at the weekend to meet Wallis and return here with him.

Named Carbons Agents

Theatre Service Supply Co. of Salt Lake City, and Associated Industries of Dallas have been named by Edward Lachman, president of Carbons, Inc., distributors for his company in their respective areas.

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Tennessee Owners Face Tax Increase

NASHVILLE, April 7.—The Hamilton County delegation has introduced in both Houses [of the Legislature] a bill which would increase the state amusement tax from three to four cents on regular performances and from four to six cents on Bank Nights.

The state, under provisions of the bill, would be required to share proceeds of the tax equally with cities.

MEMPHIS, April 7.—Allied leaders today wired protests to members of the General Assembly against the proposed state admission tax increases.

Portland Owners Face Tax of from 2 to 12%

PORTLAND, ORE., April 7.—In order to meet the city's growing expenses, tax commissioner Ormond Bean has submitted to the City Council a tax program which includes proposed amusement taxes ranging from two to 12 per cent.

Set Ad. Budget for Film

HOLLYWOOD, April 7.—A $200,000 advertising-exploitation budget has been set for "The Syndicate," to be produced by Roy Del Ruth and to star George Raft, associate producer Joe Kaufman has announced.

Correction

In a review of "Massacre River" appearing yesterday in MOTION PICTURE DAILY, United Artists was erroneously listed as the distributor. The picture is an Allied Artists production.

Irving Mack Reports Giveaways Spreading

Chicago, April 7. — Giveaways at motion picture theatres are heading for an all-time high since before World War II, reports Irving Mack, head of Filmack Trailer Corp., who says the more popular giveaways and special nights are "Money Nights," "Grocery Nights" and "Amateur Nights," with a marked trend toward television set, automobile and free vacation giveaways.

Local stores and business firms are participating in a majority of these special activities.

Start Video Study

(*Continued from page* 1)

still are many questions to be answered and first and foremost among them is, how can it be done?

To aid in their investigation, Fabian and theatre-operating colleagues in the East recently retained Nathan L. Halpern, formerly assistant to the president of Columbia Broadcasting, to undertake extensive research.

Fabian pointed out there have been no conclusions reached on any of the basic factors involved. Full consideration must be given, he said, to the best means of transmission, whether by coaxial cable or micro-wave relay, to program material and point of origin, to costs for the entertainment itself as well as the equipment, and which would be the most feasible, either for each theatre to offer video on a separate basis or with a number of houses linked in a joint operation.

TOA video representatives at today's meeting will be: Walter Reade, Jr., co-chairman of the organization's television committee; Marcus Cohn, consultant; Robert W. Coyne, Gamble Enterprises; Nat Lapkin, Fabian Theatres; Stanley W. Prenosil, TOA assistant executive director, and Halpern.

SMPE Convention to Close Here Today

One of the highlights of the closing sessions of the Society of Motion Picture Engineers today at the Hotel Statler here will be a paper on "Desirable Locations for Theatre Sites," to be delivered by E. G. Faludi, of Town Planning Consultants, Toronto. Another talk, on "Air Cooling of Motion Picture Film for Higher Screen Illumination," will be delivered by F. J. Kolb of Eastman-Kodak.

SMPE Sees MOT's 'Atom'

March of Time's "Report on the Atom," its latest release through 20th Century-Fox, was screened last night at the Hotel Statler here, to the Society of Motion Picture Engineers meeting on the fourth day of its 65th semi-annual convention.

Settle Sargeant Suit

Author Winthrop Sargeant's damage action against RKO Radio, Goldwyn Productions and Samuel Goldwyn has been settled outside of U. S. District Court here. Sargeant had charged that unauthorized use was made of parts of his book, "Jazz," in the production of "A Song Is Born."

Two Allied Units

(*Continued from page* 1)

discuss the 20th-Fox effort without rancor.

Texas Allied says the largest part of industry income rests with affiliated circuits from which it says it does not believe the "distributor has been getting his fair share of the box-office dollar." If those are the theatres 20th-Fox has in mind, well, and good, says Texas Allied. But if the company means the "little fellow," it remarks, "we all better hunt the cyclone cellar."

Iowa-Nebraska Allied believes that distribution revenue from affiliated theatres can be increased 20 to 30 per cent "by proper selling." It suggests that home office sales officials and district managers handle theatre accounts which average more than $250 per picture, and that branch managers and salesmen take care of the rest. The latter should visit every town and theatre in their territories regularly, making deals based on individual situations rather than on national policies which it claims cannot be applied to numerous smaller situations and which, therefore, remain unsold.

"Every theatre is a possibility," the bulletin reminds, but many possibilities with a huge aggregate revenue remain unsold because of sales policies that cannot be made to fit 17,000 theatres, it claims.

Cliff Lewis Here

(*Continued from page* 1)

Ribbon." Ford and Cooper co-produced both pictures and Ford, additionally, directed "Ribbon."

"Joe Young," which is of the "King Kong" type, is slated for release in July, and "Ribbon" is tentatively set for October but may be advanced to an earlier date, Lewis reports.

Argosy is committeed to RKO for the delivery of two more productions and is scheduled to release another through United Artists. Company owns several story properties but has not decided on its next. Cooper and Ford produce on the RKO Pathe lot in Culver City.

Public Hearings Kill Two Mass. Bills

BOSTON, April 7.—By unanimous vote, the Joint Committee of State Administration today threw out a proposed bill which would establish a commission to supervise and regulate motion picture exhibition. Also rejected was a proposal for another commission to review films and comic books.

The action followed public hearings on the bills, at which several persons spoke in opposition, including Mrs. Anna Hughe Driscoll, executive secretary of Allied of Massachusetts, Frank Lyndon, field representative of the same organization, and Ray Feeley, executive secretary of the Independent Exhibitors of New England.

Court Dismisses 'Informer' Suit

KANSAS CITY, April 7.—The Circuit Court of Madison County has dismissed one of the suits brought under the "informer clause" in an old law on aisle widths, according to reports received here. The suit was against an independent exhibitor at Fredericktown, and was dismissed on the grounds that the law violates the state constitution.

Question Status of TOA Conciliation

ALBANY, N. Y., April 7.—The conciliation panel of the Theatre Owners of America's Albany unit decided at a meeting yesterday to write to Arthur H. Lockwood, TOA national president, to inquire whether the national committee to assay local panel findings is functioning. A third and final meeting in connection with the single complaint to come before the Albany panel is being held in abeyance, pending receipt of Lockwood's reply.

Under the conciliation operations set up by the TOA, local panels were to function on a 60-day trial basis.

At yesterday's meeting of the Albany TOA membership, the question was weighed as to whether a national TOA organizer should be assigned here to attempt to bring into the local organization several large circuits which have made no definite move to join.

A TOA headquarters spokesman said in New York yesterday that the organization's conciliation machinery is intact, but he amended this with the observation that "there has not been much conciliation activity."

Fabian Unifies Four Circuit Districts

S. H. Fabian, president of Fabian Theatres, reports the unification of the Brooklyn, Staten Island, Port Jervis and Middletown, N. Y. districts, under Louis Goldberg, Staten Island district manager, and Harold Fisher, Middletown and Port Jervis district manager.

Ed Fabian, Brooklyn manager, will spend much of his time upstate with Saul Ullman, Fabian upstate district manager. Elias Schlenger, Staten Island publicity director, will become resident district manager of that area.

Seek RKO Accounting In N. J. Operations

Long Park, Inc., and Trenton Theatre Building Co. have served Trenton-New Brunswick Theatres and RKO Theatres with a complaint requesting an accounting under a 1942 agreement whereby RKO operated the theatres in Trenton and New Brunswick, N. J., according to Walter Reade Theatres here. The period of the accounting is from Sept. 1, 1942, to March 15, 1948, it was stated by Reade.

Long Park and Trenton Theatre Building own and control 50 per cent of the stock of Trenton-New Brunswick Theatres, and RKO owns the remaining 50 per cent.

Hearing Again Put Off

HOLLYWOOD, April 7.—Federal Judge Campbell Beaumont today again postponed, until April 18, hearings on RKO's petition for an injunction to restrain United Artists from releasing "Champion," on the ground that certain fight scenes in it virtually duplicated scenes in "Set Up."

Stockholders to Meet

Twentieth Century-Fox's stockholders will hold their annual meeting here on May 17, company secretary-treasurer Donald A. Henderson reports.

MPA to Weigh

(*Continued from page* 1)

panded theatre department will be designed primarily to develop a closer and more effective link between major companies and organized exhibition in the interests of improved internal trade relations and also for the improvement of coordinated efforts in industry public relations activities.

Details of the plan, however, have not been officially disclosed, although there have been denials that the move is linked with affiliated theatre divorcement and a possible new exhibition membership of the association.

MPA Board Reelected

(*Continued from page* 1)

Cecil B. DeMille; Ned E. Depinet, RKO; Earle W. Hammons, Educational.

Also, Edgar B. Hatrick; Eric Johnston, MPAA; Austin C. Keough, Paramount; W. C. Michel, 20th Century-Fox; John J. O'Connor, Universal; Norton V. Ritchey, Allied Artists; Hal E. Roach; Herman Robbins. Nicholas M. Schenek, Loew's; Abe Schneider, Columbia; Sam Schneider, Warner Brothers; Spyros P. Skouras, 20th Century-Fox; Joseph R. Vogel, Loew's; Albert Warner, Warner Brothers; John M. Whitaker, RKO; Herbert J. Yates, Republic.

Again Heads AMPA

(*Continued from page* 1)

tary, and Lige Brien, public relations director.

Named to the AMPA board were: Charles Alicoate, Vincent Trotta, Sydney Gross, Gordon White and Blanche Livingston. The officers also will serve as directors. Ray Gallagher, Rutgers Neilson and Jacques Kopfstein were named trustees.

TV Labor War Case

(*Continued from page* 1)

one or both of the unions after April 30, the date NABET's contracts with National Broadcasting and American Broadcasting expire. The companies, it was said, are at liberty to renew the pacts. "IA" international president Richard F. Walsh has hinted that his union may take strike action if the dispute over lighting workers is not settled to "IA's" satisfaction by that date. A sufficient number of employes would be involved in a jurisdictional strike to interrupt NBC and ABC telecasting.

Hal Wallis Due in New York Wednesday

Hal Wallis will arrive in New York from Hollywood next Wednesday to discuss releasing plans for his next three productions with Paramount home office sales executives. The three pictures, all completed, are: "Rope of Sand," "My Friend Irma" and "Thelma Jordan."

Joseph Hazen, president of Hal Wallis productions, will leave here for Chicago at the weekend to meet Wallis and return here with him.

Named Carbons Agents

Theatre Service Supply Co. of Salt Lake City, and Associated Industries of Dallas have been named by Edward Lachman, president of Carbons, Inc., distributors for his company in their respective areas.

Drafts Bill

(*Continued from page* 1)

ments cutting tariffs on goods from such a country will be terminated at the earliest possible date, with the President directed to take advantage of any "escape clauses" in the agreement.

The California Republican admitted that the motion picture industry was one of the industries uppermost in his mind when he drafted the amendment.

Indications that the amendment may run into Administration opposition were contained in a letter Knowland released today from Under-Secretary of State James E. Webb, replying to queries from Knowland and four other Republican Senators, including Senator Taft of Ohio, as to what the State Department is doing about foreign discrimination against American goods. Webb's general attitude was, "We'd like to end that discrimination, too, but we can't rush things."

To Meet Acheson

On the other side of the Capitol, Rep. Cecil B. King, head of a committee picked by California Representatives to talk to the State Department on the British quota met with Webb today. King outlined the concern of the California delegation over the high British quota and its results on employment and payrolls in Hollywood. Arrangements were made for the full committee to meet with Secretary of State Dean Acheson sometime next week.

In his letter to Knowland, Webb said that discrimination abroad against American products was made necessary by an inadequate supply of dollars. By conserving dollars, these countries can make the most of the Marshall Plan, Webb wrote, and so speed the day when they'll no longer need American taxpayers' money.

He said that the Administration's current policies are designed to return at the earliest possible date to a pattern of world-wide non-discriminatory multilateral trade, with the European countries trading with the dollar countries as well as among themselves.

Sees Progress

"The progress during the last year to achieve this objective has been real," Webb declared, "but we are not yet at the point where European countries can achieve a balance in dollar payments without careful conservation of dollar earnings. Relaxation of existing restrictions on trade and currency convertibility involve questions of timing which are of the utmost complexity."

Webb recalled that Britain tried to restore limited sterling convertibility under the British loan agreement in the summer of 1947, but with disastrous results and rapid inroads on her dollar reserve that forced a return to non-convertibility.

"The Department earnestly endeavors to avoid such premature measures in the future which would only result in an increasing burden on the U. S. taxpayer, while at the same time moving toward the earliest reattainment of multilateral, non-discriminatory world trade," Webb wrote.

Reviews

"Scott of the Antarctic"

(Rank-Eagle Lion)

THE British have brought to the screen the fateful story of Robert Falcon Scott, that nation's great Antarctic explorer who raced the Norwegian Amundsen to the South Pole in 1912 and who lost that contest, to die with several of his men on the return journey when only 11 miles from a supply base.

The story of Scott and his battle with the elements in the face of overwhelming obstacles has been transferred to the screen by the Rank Organization and producer Sir Michael with terrifying realism, made even more effective through the use of Technicolor. It is a superb photographic accomplishment that will astound the audience which, at the same time, will freeze in its seats as the blizzard howls across the bleak, icy expanse of the Antarctic.

While the makers have reproduced Scott's trek with meticulous attention to historic detail and while John Mills here gives the performance of his life, American exhibitors may nevertheless be tempted to treat "Scott" as a documentary rather than an entertainment film.

It is unfortunate that director Charles Frend did not see fit to give the film more movement, a little more dramatic punch. American audiences may find it difficult to understand a man deliberately walking out into a storm to his death with a casual "I may be a while."

From a technical, photographic and performance point of view, "Scott" deserves nothing but the highest praise. The screenplay by Walter Meade and Ivor Montague, provides the basis for some outstanding acting by such veteran performers as Derek Bond, Harold Warrender, James Robertson Justice, Reginald Beckwith, Diana Churchill and Anne Firth. Not enough emphasis can be placed on the skillful use of color which gives the camera eye a depth and vividness of outstanding quality.

Running time, 111 minutes. General audience classification. Release date, April 20.

"Rustlers"

(RKO Radio)

THE average follower of Western outdoor tales will find enough of that which is to be desired in hard riding and fierce fighting and gunplay in "Rustlers." Herman Schlom produced and Lesley Selander directed, along a routine, straight down-the-line formula. The story is simple and easily told.

Tim Holt and Richard Martin are cowpunchers who run into a cattle-rustling situation while trying to land jobs. Martin makes a "killing" at a gambling saloon and finds that the money he won is marked and was stolen by the saloon keeper from ranchers. The sheriff is in cahoots with the rustlers. There's a lot of chasing up and down canyons and it takes a little while for Holt and Martin to clear themselves but everybody is happy by the time the sun sets. "Rustlers" has some good photography. Holt and Martin are adequate. Lois Andrews is seen as a singer in the saloon. Others in the cast are Martha Hyer, Steve Broidy, Harry Shannon, Addison Richards and Frank Fenton.

Running time, 61 minutes. General audience classification. For March release.

"Ride, Ryder, Ride"

(Eagle-Lion)

THE FIRST in a new series of Westerns, "Ride, Ryder, Ride" makes its bow with an abundance of action in Cinecolor. Jim Bannon is Red Ryder and a young Indian boy and a grizzled old cowhand are the star's partners. As a Western it rates satisfactorily.

Bannon represents the forces fighting for law and order. Don Kay (Little Brown Jug) Reynolds and Emmett Lynn, as "Little Beaver" and "Buckskin," make up the trio. The three thwart a holdup of a stage coach in which Peggy Steward, newspaper publisher, is riding. When her brother is killed by a suave, French-accented gang leader who is taking over control of the town, she joins forces with Red Ryder and eventually has him put behind bars.

Exhibitors playing this series will have the added advantage of promoting Western pictures presold through radio and comic-strip syndication. The series is based upon the character created by Stephen Slesinger.

Running time, 58 minutes. General audience classification. February release.

Dollar Situation Tightens in Mexico

MEXICO CITY, April 7.—The new weakening of the peso, its sudden increase to more than seven for a dollar, is a new worry for the film trade, particularly for U. S. and other foreign distributors and also for those who import equipment and materials. The trade hears insistent rumors of early resumption of the gold monetary standard which Mexico abandoned in 1931, because of the present world gold situation and the belief that a gold backing would strengthen the peso and improve things economically.

Fox Midwest Shifts 4 in Job Changes

KANSAS CITY, April 7.—Appointment of Ralph Adams as film buyer for Fox Midwest, succeeding Lon Cox, resigned, was announced here by Elmer C. Rhoden.

Chet Hilton, formerly booker for District 5, will take Adams' place as District 2 booker, with James Dennis, formerly in film statistics, taking over Hilton's post. Jack Redmond, formerly manager of the Esquire, will assist Senn Lawler in advertising, specializing on first-run campaigns here and in other key towns.

MPIC Demands

(*Continued from page* 1)

ment in the history of Hollywood, in a large part due to the discriminatory trade barriers set up by the British government, MPIC, representing every major labor and management group, urges the government of the United States, through its state department, to enter immediate negotiations with the government of the United Kingdom to eliminate these practices which have injured the motion picture industries of both countries.

"We are sympathetic to the post-war difficulties of Great Britain and to the great sacrifices of the British people, as is evidenced by the dollar remittance agreement negotiated by Eric Johnston and James A. Mulvey, representing the American industry. This agreement was entered into at a considerable sacrifice to the American industry. Notwithstanding, the British government, shortly after the conclusion of this agreement, broke faith with the American industry by doubling the required playing time for British pictures on screens in Great Britain.

Sees Harmful Result

"It had been clearly understood at the time the agreement was negotiated that the existing quota for screen time would not be disturbed. Raising this quota did not in any manner help to solve the British dollar problem. Its only result has been to injure the American industry, deepen the plight of British exhibitors, and add to unemployment among British film workers. Unless these restrictions are part of a program aimed at the destruction of the American film industry in the world market, we are unable to understand their purpose.

"We ask the State Department to take this action under the authority of the general agreement on tariffs and trades, and the International Trade Organization charter."

German Film Code

(*Continued from page* 1)

prevention of the establishment of a film quota. Mayer declared that "if we don't use judgment and forebearance" and hold down exports so that the market is not flooded with films, "we will have restrictions on the number of films imported." Mayer praised "the wisdom and foresight" of the Motion Picture Export Association which has kept U. S. film exports to Germany down to 52 a year. French and British industries followed suit with 35 films a year, he said.

The third prime consideration is to lift the monetary moratorium to a limited degree. By limited, Mayer explained, he meant to the extent that blocked marks could be put to use in the Germany economy. At present marks are blocked 100 per cent.

Lists Branch Activities

Among its other activities, the motion picture branch issues a weekly newsreel, produces educational documentaries, and distributes American documentaries.

Mayer pointed out that there are many restrictions in Germany, such as maximum film rentals of 43 per cent and maximum admission prices.

At the moment the AMG is seeking to complete the liquidation of UFA, the motion picture monopoly.

Mayer plans to return to Germany at the end of the month. He expects to remain in his post for a few more months and then resign.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 70 NEW YORK, U. S. A., MONDAY, APRIL 11, 1949 TEN CENTS

Formula Set For Industry Shorts Costs

Rentals To Meet Actual Costs; Trustees Named

With companies agreeing to waive distribution charges for handling the industry promotional short subjects, a board of trustees of 20 members, representing all segments of the trade, has been established to control and disburse all rentals from the U. S. and Canada release of "The Movies and You" series.

This was disclosed in a joint statement on Friday by William Ainsworth, president of Allied States; Y. Frank Freeman, board chairman, Association of Motion Picture Producers; Eric A. Johnston, president, Motion Picture Association of America,

(*Continued on page 6*)

Union Closes Rank Studios

LONDON, April 10.—A work stoppage ordered by the Electrical Trades Union at J. Arthur Rank's Denham studios on Friday spread to Rank's Pinewood studios, resulting in the shut-down of both and the holdup of all Rank production activities.

Two pictures were in production at Denham and one at Pinewood. Shoot-

(*Continued on page 6*)

Brandt Says ITOA And 20th Will Meet

Harry Brandt, ITOA of New York president, said on Friday that he had received word from Al Lichtman, 20th Century-Fox vice-president, now on the Coast, that he and other 20th-Fox officials are willing to meet with ITOA on their return to New York to discuss 20th's current drive for increased film rentals.

ITOA boycotted the company's meeting with New York exhibitors, then invited 20th-Fox officials to meet with it April 14. ITOA subsequently set aside that date because of the approaching religious holidays.

Warners Contend Joint Partnerships May Be Liquidated

WASHINGTON, April 10.—The New York District Court judgments and consent decrees permit any big five company ordered to dispose of a theatre owned jointly with an independent to ask for the dissolution of the partnership or jointly-owned company and public sale of its assets, even though there is a prior contract under which the big five company agrees to offer the theatre property to its partner at a specified price before selling to anyone else.

That is the argument which Warner Bros. advanced in District court here Friday. It is of great importance to every big five company and to practically every independent exhibitor who owns a theatre jointly with a big five company. According to lawyers here, many of the Paramount partners have such contracts with Paramount, and the same holds for Fox, Loew's and RKO.

Warners made the argument in con-

(*Continued on page 6*)

PCCITO Stand on 20th's Drive Told

The Pacific Coast Conference of Independent Theatre Owners and the Independent Exhibitors of New England add their comments on 20th-Fox's increased rentals drive to those already made, in current bulletins.

Stating that "no one denies 20th Century-Fox the right to adopt any sales plan or formula." PCCITO says: "They are your pictures and you have the right to try to sell them at any price you see fit. As a matter of fact, you can try to sell them for 70 per cent of the box office receipts.

(*Continued on page 6*)

JDC to Cite Fabian At April 27 Fete

Simon H. Fabian, president of Fabian Theatres, will be awarded a special citation at the April 27 dinner sponsored by the Joint Defense Appeal on behalf of the United Jewish Appeal of Greater New York to be held at the Waldorf-Astoria Hotel here.

Fabian will be cited "in appreciation of the humanitarian services and outstanding leadership he has rendered in every worthy philanthropic and communal activity in the motion picture industry and in the life of the community," according to Samuel D. Leidesdorf and Edmund Waterman, dinner chairmen.

Future Video Talks Set by TOA-SMPE

Technical and economic problems of theatre television and the application of Federal Communications Commission regulations were discussed at the first formal meeting of 23 members of television groups representing the Theatre Owners of America and the Society of Motion Picture Engineers at the Hotel Statler here Friday.

The meeting was a feature of the final day of the SMPE's 65th semi-

(*Continued on page 6*)

New Col. Pacts for Spingold, Schneider

Abe Schneider, Columbia vice-president and treasurer, and Nate Spingold, vice-president in charge of advertising and publicity, have been given new contracts by the company, it was announced on Friday.

'The Barkleys of Broadway'

[*Metro-Goldwyn-Mayer*]—Astaire and Rogers Return

THE team of Fred Astaire and Ginger Rogers, fondly remembered by thousands of exhibitors, return to the screen together after an absence of a decade in M-G-M's opulent Technicolor production, "The Barkleys of Broadway."

The picture is a treat for the eyes and ears of a wide age span. Dances, songs and music are top grade and tailored to measure for the starring team. Sets, costumes and color are intriguingly rich enough to be box-office factors in their own right. The story, however, follows well-charted lines and its too familiar pattern seemingly slows the picture's pace from time to time, contributing to an impression that its 109 minutes of running time may be more than actually are required.

Astaire and Miss Rogers are Mr. and Mrs. Barkley, a stellar song and dance team whose professional life and ambitions keep their romantic

(*Continued on page 3*)

Approve Move For New MPA Theatre Unit

Depinet Heads Group on Exhibitor Relations

Board of directors of the Motion Picture Association of America at a meeting here on Friday approved a proposal for a substantially expanded theatre department and appointed a new committee on exhibitor relations, chairman of which is Ned E. Depinet, president of RKO.

Named to serve with Depinet are Harry Kalmine, president and general manager of Warner Theatres; Austin C. Keough, vice-president and general counsel for Paramount, and William F. Rodgers, vice-president in charge of sales for M-G-M.

The Depinet group will serve in an advisory capacity on expanding the theatre activities of the MPAA and it is understood will work with the new department to be established at the

(*Continued on page 6*)

Loew's Profit Up for 1949

Loew's reports net profit of $4,117,-117 after taxes for the 28 weeks ended March 17, an increase of $230,372 over the $3,886,745 recorded for the corresponding period last year. Profit before taxes was $7,323,810 as against $7,107,434 for the former period.

For the 16 weeks ended March 17, gross sales and operating revenues were estimated at $55,455,000, compared with $59,127,000 for the same period last year.

The profit for this year's 28-week period is equal to 80 cents per share of common stock, as against 75 cents for the corresponding period last year.

Operating profit for the recent 28-week period, including wholly and

(*Continued on page 3*)

King Asks Acheson For Meet on Quota

WASHINGTON, April 10.—The committee of California Representatives seeking State Department action against the British film quota, headed by Rep. Cecil B. King, and chosen by the California Congressional delegation, has formally asked Secretary Acheson to set a time for a meeting this week. King made the request in a letter to Acheson Friday.

Personal Mention

JEAN RENOIR, French director, and J. K. McELDOWNEY, Oriental-International Films president, are here from Delhi, India, and plan to continue on to the Coast.

•

PAUL LAZARUS, SR., head of the United Artists contract department, returned to his home at Lake Mahopac, N. Y., from Kansas City at the week-end for further recuperation from the minor stroke he suffered while traveling a month ago.

•

G. I. WOODHAM-SMITH, a director of the J. Arthur Rank Organization, MONTY BANKS, British director, and his wife, GRACIE FIELDS, left here Friday for England aboard the *S. S. Mauretania.*

•

J. CHEEVER COWDIN, Universal board chairman, is back in London following a tour of the Continent, and is scheduled to leave for New York by plane this week.

•

SAM ECKMAN, JR., managing director and board chairman of M-G-M's British affiliate, and MRS. ECKMAN, will arrive here today from London.

•

F. W. ALLPORT, Motion Picture Association London representative, was scheduled to arrive in New York by plane over the past weekend.

•

ALFRED JUNGE, art director for M-G-M's British studios, will arrive here from the Coast today and will sail tomorrow for London.

•

EDWARD LACHMAN, Allied Theatre Owners of New Jersey president, will be in Chicago today from New York.

•

LIGE BRIEN, Eagle-Lion's assistant exploitation manager was in Boston over the weekend from New York.

•

NORMAN BARNETT, vice-president of Massce-Barnett, will return here today from Havana and Miami.

•

WILLIAM DIETERLE, director, is here from the Coast preparatory to leaving for Europe on Wednesday.

•

BILL FARINA, Jack Strader Productions vice-president, is in New York from Knoxville.

•

H. M. RICHEY, M-G-M exhibitor relations head, will return here today from Denver.

•

JACK BERKSON, Screencraft president, has returned to New York from Buffalo.

On Golf Committee

Harold Rinzler has been named co-chairman with Don Mersereau of the Variety Club of New York's golf tournament committee. William White, Marvin Kirsch and Max Wolf have been named to the committee by Max Cohen, chief barker. Date and place of the tournament will be set soon.

Tradewise . . .

By SHERWIN KANE

ACCORDING to the best information obtainable, the British members of the Anglo-U. S. Advisory Film Council will go into the Washington meeting with the American members next week intent upon repeating their demands for increased American playing time for their pictures.

After the interminable explanations, the patient discussion, the frank replies that have been given the British producers over the past several years, by official and unofficial sources alike, it would seem that reasonable men would understand by now that playing time in the theatres of America is not in the power of any small group of men to give.

Even if it were, and they were disposed to give it and to absorb the financial losses that large-scale playing of British pictures here entails, it is doubtful if it could be done without the American principals running afoul of the anti-trust laws.

That, perhaps, is what makes it so difficult for British producers to comprehend. They are not troubled at home with anti-trust laws. No doubt they assume even that the impending appreciable divorcement of affiliated theatres within the Amercan industry is no more than window-dressing for appearances' sake and that producers-distributors here will continue to exercise some measure of control or influence over the separated theatre operations.

•

Their situation at home, which permits J. Arthur Rank, for example, to dominate British exhibition and thereby dictate playing time which decides the fate of a vast amount of product, apparently makes it difficult for them to comprehend that that condition does not prevail here.

The sorry state of British production today no doubt increases their unwillingness to understand. Their pictures are not profitable at home but their troubles would dissolve almost overnight if they could establish a steady flow of dollars from this market. That is the straw to which they cling. To understand that there is no widespread demand for a continuous supply of their pictures here, and that without it there is no power that can give them arbitrarily the playing time they desire, would be to lose that straw.

The British delegation is doomed to disappointment if, as is said of it, it hopes to come away from the Washington meeting with extensive playing time commitments for British pictures. Its members doubtless will return home and renew their blind complaints of discrimination and hoary charges of conspiracy to keep British pictures out of American theatres.

It may not even occur to them, or if it does it will make no difference whatever, that they head, with the backing of departments of their government a campaign of discrimination against American pictures in Britain which the country's leading newspaper, *The Times* of London, views as preparation for squeezing our films out of the British market.

Sooner or later British producers will have to accept the fact that the American market, like most other markets, must be won by the merits of their product and its acceptability to the American public. It is unobtainable as a gift. Nor can it be had as a bribe in payment for relaxation of penalties designed to deprive American pictures of their place in the British market.

• •

Will H. Hays, as arbitrator of the division among distributors of the money released by France under the Blum-Byrnes agreement, is about to conclude his hearings. They have been in progress here for many months, with George Borthwick, former Motion Picture Association treasurer, called back from retirement in California to serve as expert and adviser on questions of accounting.

The taking of testimony by individual companies has followed formal legal procedure, with distributors' attorneys on hand and representatives of foreign departments and accounting departments testifying.

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Lagniappe: Columbia's bylaws were amended recently to transfer control of the studios from the president of the company to the board of directors. The board is authorized to designate the studio head . . . The agreement terminating N. Peter Rathvon's unexpired contract with RKO provided for payment to him of $66,000 in lieu of further compensation. . . . Local betting is 2 to 1 there will be no more consent decrees in the so-called Paramount case — unless the new Attorney General will settle for less than divorcement.

Newsreel Parade

SYNOPSES of Telenews Digest, which has increased from one to two weekly editions, will be published regularly in MOTION PICTURE DAILY'S *Newsreel Parade. Highlights of the current newsreels are the Pope's 50th anniversary, the meeting of the UN General Assembly, and the selling of the Hope diamond. Complete contents follow:*

MOVIETONE NEWS, No. 29.—Army Day parade. UN Assembly meets. Bank fugitive caught. Hope diamond sold. Pope Pius celebrates Golden Anniversary. Lights go on again in England. College professor makes hobby of training jungle killers. Fashions for tall girls. Sports: golf.

NEWS OF THE DAY, No. 263—Banker fugitive caught by FBI. Hospital fire tragedy shocks nation. UN convenes in New York. Children pay tribute on Pontiff's jubilee. Hope diamond changes hands. Easter hats. President Truman hails Army Day.

PARAMOUNT NEWS, No. 66—Nation salutes men in khaki: Army Day 1949. Tragic hospital fire in Illinois. Mailman makes gem of a delivery. Pope Pius marks 50 years of priesthood. UN Assembly opens in New York.

UNIVERSAL NEWSREEL, No. 237—Army Day parade. Hospital fire. Pope's 50th anniversary. Kids' hat fashions. Skiing finals. Circus in New York.

WARNER PATHE NEWS, No. 68—UN General Assembly opens. Hawaiian color fashions. Pope celebrates 50th year as priest. FBI catches runaway banker. Armed Forces parade on Army Day. Lights go on again in London. Four alarm fire in Harlem. Skiing. Harriman cup races. Boxing.

TELENEWS DIGEST, No. 14-B—China: mission to Peiping. Atlantic Pact riots in Iceland. UN Assembly opens. Hospital disaster in Illinois. Bank embezzler caught. Japan: quake area revisited. Hope diamond sold. Army Day. Pope Pius celebrates 50th anniversary. Lights go on in London.

Lissim Resigns Post With RKO in Europe

Wladimir Lissim, European general manager of RKO Radio, has resigned, after having been associated with the company for 16 years.

RKO said Lissim, who is in New York from Paris, will continue to work for awhile in the home office, and will proceed later to Paris, where he will complete final details preparatory to leaving for a vacation. He is expected to announce his future plans following his vacation.

Joseph Gould Gets 20th-Fox Ad Post

Joseph Gould has been appointed copy chief of the 20th Century-Fox advertising department, headed by Jonas Rosenfield, Jr., it is announced by Charles Einfeld, vice-president. Gould, who has been in the industry since 1939, had been with Universal-International prior to the appointment.

Variety Raises $12,700

TORONTO, April 10.—Annual benefit performance of the Toronto Tent No. 28, International Variety Clubs, raised $12,700 for the fund of the Variety Village vocational school for crippled children, it was reported at a meeting of the special committee headed by Herb Allen as chairman of the permanent fund-raising committee.

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Await Chaplin Option Extension Today

Hollywood, April 10. — Although Charles Chaplin has declined to comment, he is expected to extend for 10 days his option to sell the United Artists, which expires tomorrow.

Nasser Brothers, now believed to have the field to themselves, continued negotiations over the weekend with interests associated in their purchase plan, which is said to be in the final stages.

IATSE to Charter Studio Publicists

HOLLYWOOD, April 10. — IATSE will issue a charter covering studio publicists, not withstanding the Screen Publicists Guild vote earlier this week for an independent status, Roy Brewer, IA international representative, said in a statement issued over the weekend.

Brewer said that a bargaining election petition, now before the NLRB, will not be withdrawn. Brewer's position is that the majority of workers now actively employed in the studios voted in favor of IATSE affiliation, while those who voted against were in the main unemployed.

SPG Pickets Back At Broadway Houses

Picketing of Broadway first-run houses will be resumed today, the Screen Publicists Guild announced, with the demonstrations planned to continue until negotiations between the Guild and producers, now deadlocked, are resumed.

The SPG posted temporary picket lines last Tuesday night, after a special membership meeting where Guild spokesmen said that the producing companies had refused to sign new contracts unless wage and security demands were withdrawn.

Senate Passes ECA Bill; House to Act

WASHINGTON, April 10.—A bill extending ECA operations through June 30, 1950, was passed by the Senate Friday, with up to $10,000,000 available for information media guaranties.

The House, where its Foreign Affairs committee has increased the media fund to $15,000,000, is expected to pass its version of the ECA bill this week.

Two-Cent Tax Legal

WASHINGTON, April 10. — The Fairfax Corp., operating theatres in Virginia, has lost a court battle against a two-cent admission tax in nearby Falls Church, Va., where it owns the State Theatre. The company had attacked the tax as beyond the city's taxing power, but a Fairfax County Circuit Court said the tax was legal and dismissed the suit.

Stromberg in Detroit

DETRIOT, April 10.—Hunt Stromberg, independent producer, was in Detroit Friday to give a deposition in the Society of Independent Motion Picture Producer's anti-monopoly suit against United Detroit Theatres and Commonwealth Theatres of Michigan.

'The Barkleys of Broadway'

(*Continued from page* 1)

life off-stage in constant turmoil. Miss Rogers secretly fancies herself a dramatic actress and her appetite for a legitimate role is whetted by a young playwright, Jacques Francois, who sees her as just the type for the title role in his play of the young Sarah Bernhardt.

Astaire rebels at the idea and, when Miss Rogers accepts the role, the two separate. Threatened with a failure as a dramatic actress, Miss Rogers is coached to success by Astaire who employs a ruse to correct her deficiencies. Meanwhile, the playwright, Francois, becomes romantically interested in Miss Rogers.

HER reconciliation with Astaire is managed by her discovery of his ruse and with the friendly assistance of Oscar Levant as their mutual friend. The happy ending is achieved with the song and dance team returning to new success on the musical stage.

The dancing of Astaire and Miss Rogers is as smooth and polished as ever, although some of the sparkle and verve of a decade ago may seem to be missing. The likeable qualities remain and many an individual scene shines brighter than the whole.

There is lots of fine music by Harry Warren and lyrics by Ira Gershwin, and the tuneful number "They Can't Take That Away from Me," for which George Gershwin wrote the music.

Charles Walters directed with care and fluency. Betty Comden and Adolph Green did the original screen play. Arthur Freed produced, with Roger Edens as associate producer.

"Shoes with Wings On," a unique dance number in which the shoes in a cobbler's shop take off from shelves and counters by themselves for an engaging dance routine, was directed by Hermes Pan, with the dancing shoes effects done by Irving G. Ries.

The Technicolor photography is particularly impressive and contributes much to the effectiveness of Irene's lavish costumes for Miss Rogers, to the art work of Cedric Gibbons and Edward Carfagno, and the decorations of Edwin B. Willis and Arthur Krams, all outstanding in their own rights.

SUPPORTING roles are engagingly filled by Levant who, in addition to his role as friend of the Barkleys, is featured in several of his distinctive piano solos; by Billie Burke, as a flighty matron; Gale Robbins, as Miss Rogers' stage understudy and feminine foil for Astaire in arousing his mate's jealousy.

Musical numbers were engagingly staged and directed by Robert Alton, with musical direction by Lennie Hayton.

The production is in the tradition of richness for which the studio is known. There is an abundance of entertainment in the complete package and with it the box-office pull of the starring team's names.

Running time, 109 minutes. General classification. For May release.

SHERWIN KANF

Herbert B. Swope Named RCA Adviser

Herbert Bayard Swope has joined Radio Corporation of America as adviser and consultant, it was announced Friday by David Sarnoff, chairman of the board.

Swope recently resigned as director of Columbia Broadcasting, of which he was also a member of the executive committee since 1932. His work with RCA will not require his full time and he will continue his independent practice with other and non-competing organizations, according to RCA's statement.

Exhibitors Buy Hotels

TORONTO, April 10.—Sam and Ben Ulster, Ontario exhibitors are going into the hotel business. They own three theatres in Toronto and have bought the Westminster Hotel in the downtown section of the city. Roy Miller, manager of the Lincoln Theatre at St. Catharines, Ont., has taken managerial charge of the Leonard Hotel there in which he has obtained a financial interest. Miller will direct both the theatre and the hotel.

Prewitt Promoted

NEW ORLEANS, April 10.—W. A. Prewitt, Jr., has been appointed sales manager of the theatre seating division of American Desk Co. for the United States. Paul Shallcross, company salesman, has been appointed assistant sales manager for the division. Prewitt has been affiliated with American Desk Co. since 1931, with offices here.

WB., Para. to Appeal Bordonar Suit Ruling

Warner Brothers Theatres and Paramount have filed in the U. S. Circuit Court of Appeals here papers calling for an appeal of a $104,000 judgment awarded Bordonar Brothers Theatres of up-state New York on July 12 last by the U. S. District Court at Olean.

Bordonar had filed an anti-trust action against all the major companies, charging conspiracy to deprive one of its houses of product. All defendants except Warner Theatres, Paramount and RKO Radio were dismissed by Federal Judge Harold P. Burke. A judgment of $28,500 against RKO Radio was set aside by the Court.

Cleveland Wives Elect

CLEVELAND, April 10.—Election of officers of the League of Showmen's Wives, a Variety affiliate, has been announced, with Mrs. Nat Barach the new president. Others elected are: Mrs. Tony Stern, vice-president; Mrs. I. J. Schmertz, treasurer; Mrs. Leonard Greenburger, recording secretary, and Mrs. David Kaufman, corresponding secretary.

Draws Year for Theft

BOSTON, April 10. — Edward C. Garrity, former manager of the Region Theatre, Arlington, Mass., was sentenced to a year in jail for the theft of $400. Arthur A. Viano, owner of the theatre, charged that Garrity collected the money for tickets and candy sales, but bet it on horse races instead of depositing it in the bank.

Propose Changes in Securities Forms

WASHINGTON, April 10.—The Securities and Exchange Commission has proposed an extensive overhauling of the forms which film companies and other firms must fill out to register securities, make annual or quarterly reports to stockholders, or report sales to the SEC. Some would be simplier, other more complex, and still others just different. Interested persons have until April 15 to submit comments.

Form No. 10-K, the annual report, would be broadened to require firms to disclose more complete information on changes in business and physical properties, important legal proceedings, and developments in such proceedings. Form No. 8-K, the quarterly report, would have to disclose institution or termination of important litigation, changes in the general character of business, acquisition or disposition of a substantial amount of assets, submission of reorganization plans to any group of security holders, defaults on senior securities, institution of bonus, profit-sharing, pension and retirement plans, and guarantees of securities of other issuers.

Form No. 9-K, for quarterly reports of gross sales and operating revenues, is a new form to replace the present 8-K, and Form 10 is for registration of securities on a national stock exchange is being simplified in some respects and broadened in others.

Loew's Profit Up

(*Continued from page* 1)

partly owned subsidiaries and after subsidiaries' preferred dividends, was $10,935,845 as against $10,433,649 for the corresponding period last year. Each comparative period had $1,050,000 reserved for contingencies, with $2,562,035 reserved for depreciation this year against $2,726,215 last year.

The amount reserved for federal taxes in the recent period was $2,783,302 compared to $2,742,694.

NT's 'Talent Quest' Reaches Finals

LOS ANGELES, April 10.—Finalists in the "Talent Quest" competitions held by the Southern Division of National Theatres wound up a week's engagement Saturday at Loew's State here, with the winners scheduled to compete with other winners from seven NT divisions at Grauman's Chinese Theatre, starting April 18.

With audiences determining the winners through applause, attendance gains have been noted throughout areas where the "Talent Quest" presentations have been held. It is understood that the competitions were discussed at the Midwest divisional meet held last week at Kansas City, which was attended by Charles Skouras and other NT executives.

VA Handles Own 16mm.

The motion picture division of the Veterans Administration will establish soon in New York its own 16mm. distribution machinery, thus relieving Films, Inc., and United World of the responsibility for inspection and shipping of 16mm. product to VA homes and hospitals across the country, it was disclosed here at the weekend by William J. Jones, Jr., VA previewing and booking director.

It's Spring! BOXOFFICE TIME

—And here's just the attraction for it!... The warm, wonderful, completely delightful adventures of a lively Miss whose very **modern ideas** were the talk of the town!



ROBERT YOUNG

SHIRLEY TEMPLE

JOHN AGAR



FOR HAPPY ROMANCE!



Broadway Run At N.Y's Big

CAPITOL THEATRE

ure in Baltimore

A DORE SCHARY Presentation

Produced by **RICHARD H. BERGER** • Directed by **RICHARD WALLACE**

Screen Play by **LIONEL HOUSER**

RKO RADIO PICTURES

Shorts Series

(*Continued from page* 1)

and Arthur Lockwood, president, Theatre Owners of America.

At the start, the companies will charge their regular minimum rental for a black-and-white, one-reel subject with adjustments to be made on subsequent releases so that the rentals will meet, but not exceed, the production costs of the series. Studio overhead will not be included in the costs. The method of determining the rentals is said to be in line with a resolution adopted by the executive committee of the TOA at its meeting in Washington several weeks ago.

First Within 30 Days

"Let's Go to the Movies," first of the series, will be released by RKO within the next 30 days. Four of the 12 films in the project have been completed and three others are near completion. The remaining five are scheduled for release by Aug. 1.

It was pointed out in a joint statement that some exhibitor interests felt that 50 per cent of the usual shorts rentals would be sufficient to cover costs, while the national distributors committee insisted that the full rental would be needed.

A compromise formula was arrived at, under which the board of trustees is to be instructed to examine all costs of the first four subjects after they are released, and if these are lower than the original estimate, the board is to consider the reduction of rentals for future releases to approximate the actual costs and avoid the accumulation of a large surplus.

The statement further explained: "If after such a study and a possible readjustment of film rentals based thereon, the cost of the entire 12 subjects should be recouped from less than 12 releases, then the balance of the 12 releases are to be made available to exhibitors without any rental whatsoever."

Last 6 May Be Free

Thus, it is pointed out, that "if those who sincerely feel that 50 per cent of the usual rental will recoup the cost of these films are correct, then the trustees will release the last six without charge."

The estimated average cost is $28,250 per film and is broken down as follows: $18,250 for script and actual production (no studio overhead included); $7,500 to film laboratories for 600 prints of each release, and $2,500 per subject for press books and other publicity.

At Friday's meeting of the MPAA, instructions were telegraphed to Freeman, who is chairman of the committee of exhibitors, producers and artists in Hollywood, which is supervising the making of the films, to proceed with the final five films in the series.

The others already completed are: "This Theatre and You," Warners; "Movies Are Adventure," Universal, and "The Art Director," 20th Century-Fox. Near completion are "The Sound Man," Columbia; "The Screen Actor," M-G-M, and "History Brought to Life," Paramount. Slated for immediate production are: "A Film Goes to Market," "Screen Writers," "Screen Directors," "Moments in Music" and "The Stylist."

Name Trustees

In addition to Ainsworth, Freeman, Johnston and Lockwood, who will serve ex officio, others invited to act as trustees are:

Abe Montague, chairman, national distributors committee; I. E. Chadwick, president, Independent Motion Picture Producers Association and member of the production committee; Jean Hersholt, president, Academy of Motion Picture Arts and Sciences, and member of the production committee; Charles P. Skouras, also representing TOA; Trueman T. Rembusch, also representing Allied States; Rotus Harvey, president, Pacific Coast Conference of Independent Theatre Owners; Harry Brandt, president, Independent Theatre Owners Association, New York; John J. Fitzgibbons, representing Canadian exhibitors; Joseph Vogel, chairman, theatre committee of Motion Picture Association; Robert J. O'Donnell, chief barker, National Variety Clubs; Myer Schine, Gloversville, N. Y.; and the following trade paper editors and publishers: Martin Quigley, Quigley Publications; Ben Shlyen, *Box Office;* Jack Alicoate, *Film Daily;* Charles E. Lewis, *Showmen's Trade Review,* and Abel Green, *Variety.*

Warners Contend

(*Continued from page* 1)

nection with a suit by the K-B Amusement Co. to force Stanley Co., Warner subsidiary, out of the MacArthur Theatre.

K-B and Stanley, as a partnership, operate the theatre under a lease from the jointly-owned MacArthur Corp. Warners, in a consent judgment entered in New York in December and modified in March, has already agreed to get out of both the lease and the owning company. The argument now is just how it should get out.

Wants Contract Prices

K-B has asked the court here to force Stanley to give its part of the lease and its stock in the corporation to K-B at prices fixed in the contract setting up the MacArthur Corp. This provided that if either partner wanted to get out, it would first offer its stock to the other at book value and its share of the lease to the other under a complicated formula based on annual earnings in previous years.

Warners on Friday asked the District court here to dissolve the lease, liquidate the MacArthur Corp., and dispose of its assets at public sale, with the proceeds being divided between the two firms.

Obviously, Warners believes that it will not do very well if it has to sell out to K-B under the contract, whereas it may do quite well if the company is dissolved and its assets sold publicly. Many other big five joint-ownership situations might fit into the same pattern.

Claims Dissolution Right

Warners argued that the New York court judgments gave it the right to dispose of its interests in jointly-owned theatres either by sale or dissolution, and that it chose dissolution. It said that the contract to buy if the other partner offered was designed for a totally different situation, when one partner wanted to get out voluntarily, and could not be stretched to cover dissolution or even sale under a court judgment.

K-B is expected to reply that the contract provisions take precedence over any court order, and that dissolution cannot be used to get around the contract. In this specific case, K-B will argue, the lease was drawn up after the Paramount case was originally argued and this provision was specifically included with an eye on eventual forced sale or dissolution of the Warner interest in the MacArthur.

Argument on the case is set for April 25.

TOA - SMPE Talks

(*Continued from page* 1)

annual convention and was considered an important step towards the solution of remaining problems in the realization of commercial theatre television.

Although Friday's meeting was entirely of an exploratory nature and not designed to formulate conclusions, it was announced that the two groups will reconvene in a few weeks to consider specific points on the agenda of the meeting.

Discussion leaders were Donald E. Hyndman of Eastman-Kodak and chairman of SMPE's theatre television committee; and Walter Reade, Jr., of Walter Reade Theatres, and co-chairman of TOA's television committee.

Other participants in the conference, including representatives of equipment manufacturers, research laboratories, film producers and theatre owners were:

Ralph B. Austrian, George L. Beers, F. T. Bowditch, Frank E. Cahill, Jr., Marcus Cohn, Robert W. Coyne, William H. Deacy, Jr., Dr. R. L. Garman, E. P. Genock, Dr. Alfred N. Goldsmith, Nathan L. Halpern, Richard Hodgson, Lester B. Isaac, Axel G. Jensen, Paul J. Larsen, Harry C. Milholland, Boyce Nemec, Stanley W. Prenosil, Otto Sandvik, Dr. Norwood L. Simmons, Earl I. Sponable, and John E. Volkmann.

Discuss Theatre Sites At Closing SMPE Meet

Considerations determining the selection of sites for theatres were discussed here Friday at the final session of the Society of Motion Picture Engineers by E. G. Faludi, of Town Planning Consultants, Toronto. As the theatre is part of the urban retail structure, to a large degree it succeeds or fails as its location within the city structure is favorable or unfavorable, Faludi declared.

He outlined six basic steps in determining a site. They were: 1—determine size of population from which anticipated attendance will be drawn. 2-determine the social and economic groups of area and living and spending habits of group. 3—determine accessibility of the site. 4—determine future residential, industrial or commercial developments and probable changes in area. 5—consider findings in relation to existing theatres in area. 6—evaluate findings in relation to capital investment in land and building, anticipated operating costs and revenue.

PCCITO, 20th-Fox

(*Continued from page* 1)

May I also state that any such formula or sales plan that you adopt is your business *provided* you obtain this formula or sales plan from *all* exhibitors." (Italics are Harvey's).

The bulletin goes on to term "erroneous" statements made by 20th-Fox executives that exhibitors "have been grabbing too much of the ticket money," have been "getting away" with low prices and have slackened showmanship. Harvey suggested that conferences from time to time with Theatre Owners of America, PCCITO and Allied leaders would have made unnecessary the current "grass roots" tour by 20th-Fox executives in connection with the rentals campaign.

Stage Show for Memorial

BOSTON, April 10.—The RKO Memorial Theatre here has signed a stage show for the week beginning April 16.

MPAA Theatre

(*Continued from page* 1)

New York office and to be headed by Francis Harmon, vice-president of the organization.

Heretofore, MPAA's exhibitor relations department had been headed by David Palfreyman who maintains headquarters in the Washington office. Palfreyman is slated to assist Harmon.

While the new program is designed to establish a stronger and closer relationship between the major companies and exhibition, precisely how this will be accomplished could not be ascertained. A spokesman here said at the weekend that details of the plan have yet to be determined.

Eric A. Johnston, president, and all other officers of the MPAA were re-elected at the meeting of the board.

Other officers are: Francis S. Harmon and Joseph I. Breen, vice-presidents; Fred W. DuVall, treasurer; Sidney Schreiber, secretary; Stanley Weber, assistant treasurer, and John G. McCarthy and James S. Howie, assistant secretaries.

Abe Montague, Max A. Cohen and Charles E. Lewis appeared at the meeting to discuss the Will Rogers Memorial Hospital in a bid for financial support.

Appoint Committees For MPAA Activities

Executive committee of the Motion Picture Association of America, as announced by president Eric A. Johnston following the annual board of directors meeting here on Friday, comprises the following:

Johnston, chairman, ex officio, and Barney Balaban, Paramount; Nate J. Blumberg, Universal; Steve Broidy, Allied Artists; Jack Cohn, Columbia; Ned E. Depinet, RKO; Samuel Schneider, Warners; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox, and Herbert J. Yates, Republic.

Chairmen of other MPAA committees were announced as follows:

F. W. DuVall, MPAA, finance; Jack Cohn, membership; Joseph Vogel, Loew's, theatres; Nate J. Blumberg, public relations; Mort Blumenstock, Warners, advertising and publicity directors and advertising advisory council; Edwin P. Kilroe, 20th-Fox, copyrights; Ned E. Depinet, exhibitor and community relations; Roger C. Clement, Paramount, foreign legal advisory; Austin Keough, Paramount, general counsel; John G. McCarthy, MPAA, international division; Abe Montague, Columbia, national distributors.

Also, Edmund Reek, Movietone News, newsreel; Charles C. Moskowitz, Loew's, research; John J. O'Connor, Universal, solicitations; Albert S. Howson, Warners, titles, and Jack Cohn, television.

Rank Studios

(*Continued from page* 1)

ing stopped on all three, threatening Rank with heavy expense.

The work-stoppage order followed the lay-off of Bert Batchelor, leftist shop steward for the E.T.U. at Denham. The union insisted he be retained but the stuido contended his services were redundant and claimed he should have been dismissed long ago but that he had been retained only because of his position as a union executive.

Rank recently reorganized his production activities on a basis which left only the Denham and Pinewood studios still operating.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 71 NEW YORK, U. S. A., TUESDAY, APRIL 12, 1949 TEN CENTS

Arnall Takes Film Problems To President

Confers at White House; To See Acheson Today

WASHINGTON, April 11.—SIMPP president Ellis Arnall today took to President Truman his fight to get the State Department working for the American film industry abroad.

In a half-hour conference with the President at the White House, Arnall reviewed the industry's foreign problems and told Mr. Truman that "it would be a very fine thing if the State Department would use its good offices for securing and insisting on fair and non-discriminatory treatment of U. S. films overseas."

Arnall said the President was so interested and concerned that he summoned Secretary of State Acheson immediately and informed Acheson of his interest in the industry's problems.

"In President Truman, I am convinced that the American motion picture industry has a very loyal and understanding friend," Arnall said. "I

(*Continued on page* 5)

British Restrictions Uneconomic:Lessing

British restrictions have proven uneconomic insofar as its industry is concerned, Gunther Lessing, vice-president of Walt Disney, Ltd., observed here yesterday on his arrival on the *SS Queen Elizabeth* from London. He asserted that the British industry would thrive if it entered open world competition by making fewer but better pictures, instead of trying to meet its unnecessarily large quotas.

He said that "50 per cent and maybe 60 per cent of the world gross

(*Continued on page* 5)

Lord Reith Heads Film Finance Corp.

LONDON, April 11.—Lord Reith, former head of British Broadcasting Corp., has been appointed chairman of the government's Film Finance Corp. Officers of the interim finance company, who have been functioning heretofore, will remain as directors of the corporation.

The Board of Trade order for regu-

(*Continued on page* 5)

Circuit Court Rules Drive-In Ramp Patent Is Invalid

BOSTON, April 11.—The U. S. Circuit Court of Appeals here has handed down a decision holding the drive-in theatre ramp patent of Park-In Theatres, Camden, N. J., invalid.

Numerous drive-ins throughout the country which have been paying royalties to Park-In on its ramp patent are affected by the decision. Park-In has not indicated yet whether it plans to appeal the decision to the Supreme Court.

The Circuit Court's decision was made in the eight-year old case of Park-In Theatres against E. M. Loew's Drive-In Theatre, Inc., of Providence. The U. S. District Court at Providence, in a decision handed down in March, 1947, ruled in favor

(*Continued on page* 5)

MPA Meet Thursday On Exhibition Plan

Board of directors of the Motion Picture Association of America will meet here on Thursday for further development of its plan to expand its activities in exhibitor relations. The idea was discussed extensively by the board on Friday, at which time final decision was not reached on the actual scope and specific nature of the proposed new functions of the organization's theatre department.

At that time, however, definitive action was taken in the form of appointment of a new committee on ex-

(*Continued on page* 5)

Rank Studio Peace Talks Progressing

London, April 11.—Work resumed at J. Arthur Rank's Pinewood Studio today as talks were continuing between Rank's people and the Electrical Trades Union in the hope of resolving the dispute which has kept the Denham Studio closed since Friday.

The union called a work stoppage after Bert Batchelor, chief shop steward at Denham, was laid off when he refused a transfer to the maintenance staff at the new Shepherds Bush studio.

20th Sales Tour Will Continue: Lichtman

HOLLYWOOD, April 11.—Twentieth Century-Fox vice-president Al Lichtman told a two-day company sales meeting here that he and company vice-president Andy W. Smith, Jr., will pursue their current "grass roots" national sales survey to its completion, and made it clear that no definitive policy has as yet been determined upon. "Twentieth Century-Fox will not make any announcement of any change in its sales plans until this study of buying and selling conditions has been thoroughly made," according to a company statement.

Following the sales meetings here with Herman Wobber, Western division sales manager and the staffs of the company's six Coast branches, the two executives will leave for Chicago

(*Continued on page* 5)

U. K. Quota Has a Special Danger, House Is Told

WASHINGTON, April 11.—Britain's high film quota is of particular danger because other countries in Europe and the sterling area follow Britain's lead on trade restrictions, Rep. McDonough, California Republican, told the House today. McDonough made his remarks in opposing an amendment to a pending ECA bill to the effect that one of ERP's main aims is to encourage unification of Europe.

The California Republican warned the House that encouraging European economic unification should not be at the cost of harming U. S. economic development, and cited the film industry to prove his point.

Drawing on material supplied by

(*Continued on page* 5)

Ginsberg Heads '49 UJW Fund Campaign

HOLLYWOOD, April 11. — Henry Ginsberg, Paramount production vice-president, today was named head of the motion picture industry drive for the 1949 Los Angeles United Jewish Welfare Fund campaign, by Jack L. Warner, Warner production vice-president and president of the fund here.

The new chairman takes responsibility for a group which, in 1948, raised $1,925,000 for the Fund—$1,-

(*Continued on page* 5)

Adequate Vote Favoring Para. Split Apparent

68% of Stock In; Assures Approval at Meet Today

Division of Paramount into two separate and independent companies, one to engage in production-distribution and the other to operate theatres already has been given enthusiastic endorsement by stockholders, according to responsible sources who report that proxies representing 68 per cent of the authorized outstanding stock had been received at the weekend.

Only about one per cent of the vote is said to have been against the split of the corporation; thus the 66 2/3 majority which is necessary to ratify has actually been exceeded, it is said.

Stockholders will meet at noon today at the Paramount home office with a record attendance of approximately 300 individual holders expected. The indication is that Paramount will match the RKO affirmative vote of close to 80 per cent for that company's reorganization, when all proxies to be voted are in today.

Para. Accelerates Buying Up Its Stock

Paramount sharply accelerated last month the buying up of its own common stock on the open market with the purchase of 52,000 shares. This brings to 893,833 shares the total accumulated in Paramount's treasury under the stock-purchasing program instituted in November, 1946, by company president Barney Balaban.

Other recent monthly purchases follow: February, 25,100; January, 27,500; December, 41,700; November, 21,500; October, 40,500; September, 32,500; August, 22,200; July, 31,000.

Canada Will Probe Films and Television

TORONTO, April 11.—Canadian government has appointed a Royal Commission whose scope of investigation will include the activities of the National Film Board and television. Vincent Massey is chairman and other members are Arthur Surveyor, Dr. Norman A. M. Mackenzie, Rev. George Henri Levesque and Hilda M. A. Neatby.

3-Day Celebration For 'Tulsa' Premiere

TULSA, Okla., April 11.—A three-day civic celebration marking the first public showing of Eagle-Lion's "Tulsa" began here today with the arrival from Hollywood of players Susan Hayward, Chill Wills, Robert Preston and producer Walter Wanger. Formal events will start tomorrow night with a dinner at which Oklahoma's Governor Roy J. Turner will be host.

A two-hour parade, titled "Oil Industry's Salute to the Film Industry" will be held Wednesday morning as the opening event of "Tulsa Premiere Day," proclaimed by the governor. All Tulsa schools and stores will be closed Wednesday.

Following the premiere, to be held at the Ritz, Orpheum, Majestic and Rialto theatres, the Tulsa Press Club will sponsor a reception and midnight supper. All of the events relating to the premiere will be made available in a special advance trailer for theatres dating the picture.

35 Newsmen Going To 'Tulsa' Opening

Some 35 news and trade paper editors and reporters will attend the world premiere of Walter Wanger's "Tulsa," which opens at the Ritz and Orpheum Theatres in Tulsa, Okla., tomorrow, it was announced here yesterday by Max E. Youngstein, Eagle-Lion advertising-publicity vice-president.

Eagle-Lion officials attending will be headed by William J. Heineman, sales vice-president; Youngstein, and L. Jack Schlaifer, general sales manager. Wanger representatives Irving Lesser and Seymour Poe will also be present, as will Jack Kilty.

Independents Must Be 'Different': Kramer

"The independent producer must take a run at something different, and also be prepared to take a fall," according to producer Stanley Kramer. "If the independent can keep going, he will be in a better position in a changing industry to satisfy the public. If the independent can stay in business through the transition, he will be able to cope with the new medium better than the majors with their overheads."

The independent producer "who attempts these days to challenge the major studios must have a creative approach," Kramer, who produced "Champion" and "Home of the Brave" for United Artists' release, said here.

Report Nathanson's Rank Suit Settled

TORONTO, April 11.—It is understood here that the lawsuit of Paul L. Nathanson against J. Arthur Rank companies, Universal Pictures and other defendants has been settled. Nathanson had claimed distribution rights on a number of Hollywood pictures for his Empire Universal Film Co. in Canada and asked $1,000,000 damages.

Personal Mention

MAURICE A. BERGMAN, chairman of the industry committee on the forthcoming Treasury bond drive, returned here over the weekend from Hollywood.

•

ALFRED N. SACK, general manager of Sack Amusement Enterprises, Dallas, is in New York.

•

E. K. (TED) O'SHEA, Paramount assistant general sales manager, will be in Chicago today from Cleveland.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, is due here Thursday from the Coast. JONAS ROSENFIELD, 20th Century-Fox advertising manager, returned here yesterday from Hollywood.

HAROLD MIRISCH, Allied Artist-Monogram vice-president, returned to Hollywood yesterday from New York.

•

E. R. HOLTZ, president-treasurer of La Salle Garden Theatre Co., Detroit, will arrive in New York today to attend the special meeting of Paramount stockholders.

•

THOMAS J. HARGRAVE, president of Eastman Kodak, has been elected vice-president and board member of the Armed Forces Communications Association.

•

JOSEPH STROTHER, buyer and booker for the Marcus circuit, Milwaukee, has returned there from Florida.

Renoir Will Make 4 Films in India

India was characterized as a "magnificent" place to produce pictures of fresh inspiration by Ken McEldowney, president of Oriental-International Films, and Jean Renoir, French director, in an interview at the Waldorf-Astoria Hotel here yesterday. And that is just what the pair intends to do, for they have set plans to produce four films in Technicolor in India for worldwide distribution.

The four will be made under the banner of Commonwealth, Ltd., of which Oriental-International is the American parent company, the pair explained. Renoir asserted that India has "a wealth of story material, background and color." McEldowney pointed out that the pictures will be the first full-length pictures to be made in India in Technicolor by an American or British company and he said that Indian authorities were receptive to the project. They will be made as British quota pictures and cast and technicians will be partly British, partly American and partly Indian, it was revealed. Worldwide distribution is intended, but no distributor has yet been set. Cost of each picture will be around $600,000 according to McEldowney. The first will be based on Rumer Godden's novel "The River." The pair will leave for Hollywood Friday to complete the script and select equipment and technicians. They will return to India to commence production in September.

Attend 20th-Fox Meet

SAN FRANCISCO, April 11.—A 20th Century-Fox sales policy conference at Los Angeles is being attended by a delegation from here, headed by Herman Wobber, West Coast sales manager, and including Bryan Stoner, Alex Harrison and Ugo Fratto.

Vote on Sunday Shows

QUITMAN, Ga., April 11.—Citizens of this town will vote on Friday to determine whether Sunday shows will be permitted here. A petition to the City Commission to grant a license for Sunday films has been presented.

Admissions Tax Cut Is Oleo Bill Rider

WASHINGTON, April 11.—A proposal to reduce the admissions tax and other excises to prewar levels was made today by Senator Johnson, Colorado Democrat, in the form of an amendment to the House-approved bill to repeal Federal taxes on oleomargarine.

Johnson's purpose is to kill the oleo bill, but the subject of excise tax reductions will reach the Senate floor.

Milwaukee Variety To Resume Tonight

MILWAUKEE, April 11.—After being eight years without a Variety Club, Milwaukee once more has a local organization. A kick-off dinner for the newly-organized group of almost 300 members will be held tomorrow night.

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ONLY TWA
offers 300-mph
CONSTELLATION SERVICE
Coast-to-coast and overseas

For reservations, call your TWA office or your travel agent.



Sullivan, Levy To Address Georgia T. O.

ATLANTA, April 11.—J. H. Thompson, of Hawkinsville, Ga., president of the Theatre Owners and Operators of Georgia, reports that a number in the industry had accepted invitations to address the Theatre Owners convention on May 9-10 in the Henry Grady Hotel. Among them are Gael Sullivan, executive director of the Theatre Owners of America; Herman Levy, counsel for the TOA; Mike Simons, assistant director of public relations for Metro-Goldwyn-Mayer, and Ed Stevens, president of Stevens Exchanges.

The convention will get underway at a luncheon on May 9, with Gov. Talmadge and Mayor William B. Hartsfield welcoming the delegates.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

Paramount presents
"Bride of Vengeance"
starring
PAULETTE GODDARD
JOHN LUND
MACDONALD CAREY
A MITCHELL LEISEN production
IN PERSON CHARLIE BARNET and his Famous Orchestra, JACK CARTER, MARGARET PHELPS, BUNNY BRIGGS, JERRY COLONNA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

David O. Selznick presents
"Portrait of Jennie"
starring
JENNIFER JONES
JOSEPH COTTEN
ETHEL BARRYMORE
Directed by William Dieterle.
RIVOLI
Broadway and 49th Street

SPECIAL ACADEMY AWARD to Walter Wanger for Distinguished Service . . . by his production of the picture 'JOAN OF ARC'
JOAN of ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A. S. C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
22nd WEEK! VICTORIA BROADWAY & 46th ST.

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TULSA...

"BOX-OFFICE, BUT DEFINITELY!" — Motion Picture Daily..."GIVES AUDIENCES THEIR MONEY'S WORTH — EVERY CENT OF IT!" — Film Daily . . . "CROWD-PLEASER FROM THE WORD GO!" — Film Bulletin

TULSA...

"POTENT PIECE OF SCREEN MERCHANDISE!" — Harrison's Reports . . . "BIG-TIME PRODUCTION, ROARING WITH ACTION. TERRIFYINGLY REAL — EXPLOITATION NATURAL!" — Motion Picture Herald

TULSA...

"TREMENDOUS EYE-FILLING SPECTACLE — TOP ENTERTAINMENT!" — Hollywood Reporter "A BOX-OFFICE WINNER IN EPIC WANGER TRADITION!" — Boxoffice . . . . HIGHLY ENTERTAINING — GOOD MERCHANDISE — DASH AND FLASH — BETTER ENTERTAINMENT!" — The Exhibitor

TULSA...

"JUST THE THING TO ATTRACT TICKET BUYERS!" — Variety . . . "WOULD PLAY THIS PICTURE AT ANY OF OUR HOUSES. SPECTACULAR SCENES, ACTION GALORE, TECHNICOLOR!" — The Independent "BOX-OFFICE GUSHER — TOP-NOTCH COMMERCIAL!" — Daily Variety . . . "PLENTY OF THRILLS FOR EVERY SPECTATOR. HEALTHY GROSSER AT THE BOX-OFFICE!" — Showman's Trade Review

"4-BELLS! PICTURE OF THE WEEK!" —Jimmy Fidler

WALTER WANGER presents



Starring

SUSAN HAYWARD · ROBERT PRESTON

Pedro ARMENDARIZ with Chill Wills · Lloyd Gough · Edward Begley

Produced by WALTER WANGER · Directed by STUART HEISLER

Associate Producer EDWARD LASKER · Screenplay by FRANK NUGENT and CURTIS KENYON

Suggested by a Story by RICHARD WORMSER · An EAGLE LION FILMS Release

3 Percentage Suits Filed in N. Orleans

NEW ORLEANS, April 11.—S. Edgar Mortimore, Lyall G. Shiell and Mortimore and Shiell, Inc., were named defendants in three separate percentage actions commenced here today in the Civil District Court by 20th Century-Fox, Universal and Loew's. The theatres involved are the Bell and Town in New Orleans. Recovery is sought in each complaint for damages resulting from alleged false returns on percentage pictures.

Chaffe, McCall, Toler and Phillips of New Orleans are the attorneys for each of the distributors.

SPG Takes Contract Deadlock to Mediator

In an attempt to "avoid the ocurrence of a serious labor dispute affecting the industry," the Screen Publicists Guild of New York, Local No. 114, CIO, has called upon the New York State Board of Mediation to intervene immediately in the negotiations deadlock between the union and major film companies, SPG stated yesterday.

In a letter to Arthur S. Meyer, Mediation Board chairman, SPG said that "the impasse is the result of the adamant refusal of the producers to discuss terms of a new agreement unless the union agrees in advance to forego salary increases and accept drastic downward revision of security, arbitration and other clauses gained by the Guild on contracts with the companies since 1942."

Review

"Sorrowful Jones"

(Paramount)

BOB HOPE, playing a Damon Runyon character in the style of Bob Hope, is something new for him and for his audiences. They will like him a great deal in this sentimental comedy based on "Little Miss Marker" which good memories will recall projected Shirley Temple into fame and fortune exactly 15 years ago.

Mary Jane Saunders, a cute and quite adorable newcomer, plays the role originally assigned to Shirley. She is the kind of youngster embroiled in the kind of story make-believe which will have women oo-ing and ah-ing practically all of the way as she twines her charm irresistibly around the Broadway wise guy and bookie played by Hope.

The story deals with Times Square, horses and fixed races and tells how Hope falls unwitting and unwilling heir to Mary Jane whose father is unfortunate enough to run into information about the fix and ends up in the East River as his punishment. The child becomes the problem, faced by Hope and shared by Lucille Ball, night club songbird romantically linked with Bob. The detail conveys how Mary Jane wins and Hope loses as the film fades into a happy finish while Bob and Miss Ball marry because they want to and also because they want to keep Mary Jane out of an orphanage.

"SORROWFUL JONES" finds its star wisecracking and indulging in his established brand of comedy, but there is less of that than is normally associated with a Hope vehicle. His soft side comes in for a more pronounced play and, while it is a switch, audiences undoubtedly will take it neatly in stride.

The climactic episode which makes it required to bring Dreamy Joe, the horse, into the hospital where the child is hovering between life and death is very tall and, actually, quite a ridiculous piece of business. But it is played alternately for laughs and tears and succeeds on both counts.

Performances of a small supporting cast, including William Demarest, Bruce Cabot, Thomas Gomez and Tom Pedi, are competent. William R. Lipman, Sam Hellman and Gladys Lehman wrote one screenplay from the Runyon story. This in turn was whipped into another screenplay, which was filmed, by Melville Shavelson, Edmund Hartmann and Jack Rose. Robert L. Welch produced and Sidney Lanfield directed with an unwavering eye glued to the commercial possibilities.

Running time 88 minutes. General audience classification. Release date, July 4, 1949.

RED KANN

Nat Holt Here for Financing Next Two

Nat Holt, independent producer, is here from the Coast to complete financial arrangements for his next two productions which he will release through 20th Century-Fox, each to be budgeted at $900,000 to $1,000,000.

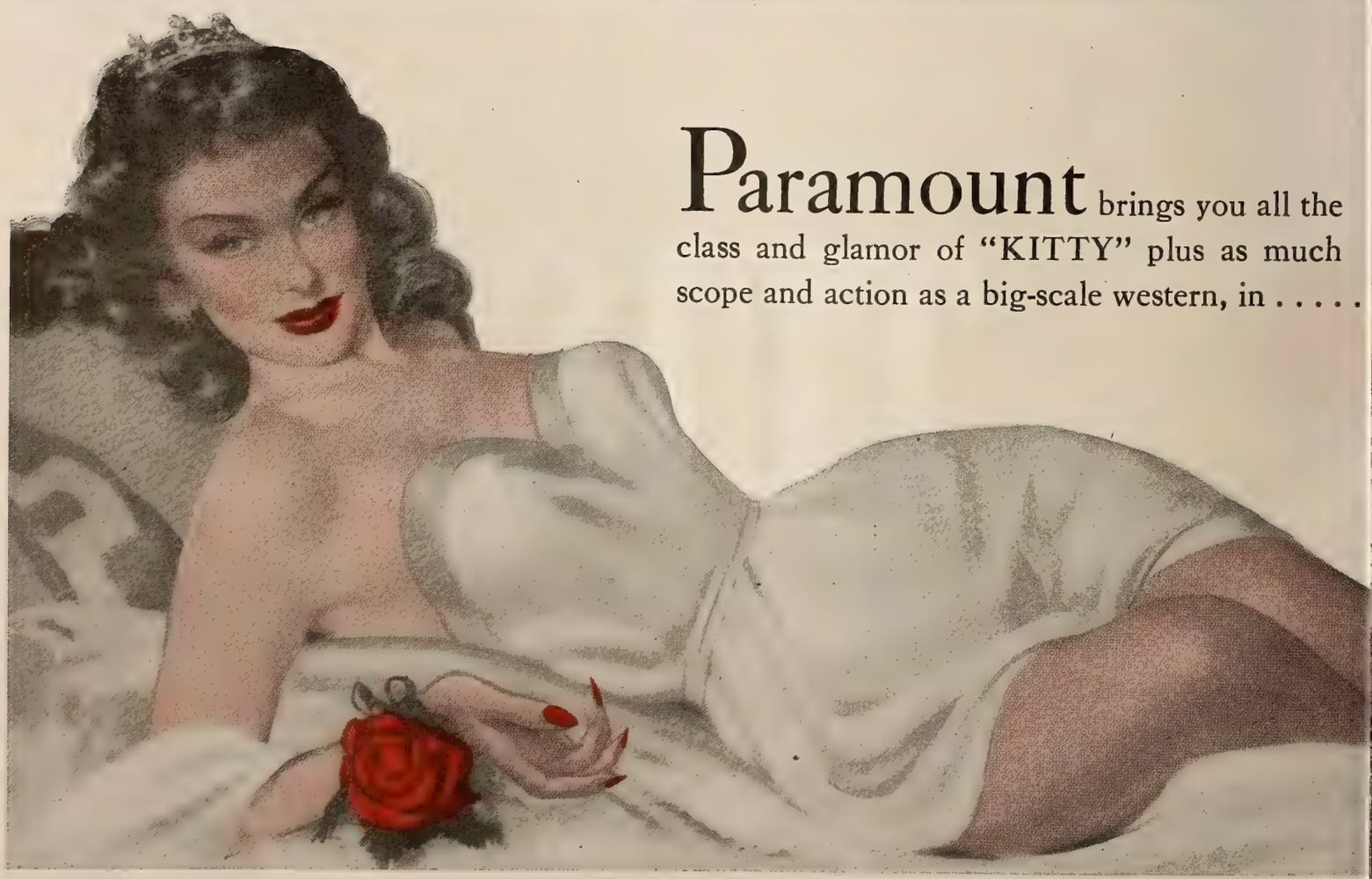
A former exhibitor who recently completed "Canadian Pacific," also for distribution through 20th-Fox, Holt said here yesterday that he intends to start "The Fighting Man" on May 15 and "The Caribou Trail," to be made in British Columbia, probably in July. Like "Pacific," the two new films will be in color and will star Randolph Scott.

Holt reported that next year he will do "Santa Fe" in cooperation with the Santa Fe Railroad. He will return to the Coast at the end of this week.

Taplinger Starting Public Relations Firm

Establishment of a national organization for public relations is announced by Robert S. Taplinger and Associates, from the company's main office in New York. The firm has other offices in Chicago, Washington and Beverly Hills.

Taplinger was formerly with the publicity department of Columbia Broadcasting, which he left to open his publicity offices in New York, Chicago, and Hollywood. He sold his business to become director of publicity for Warner Brothers. Later he held other public relations posts in the film industry.



Arnall

(Continued from page 1)

am very enthused about his attitude."

Arnall said that he had not specifically mentioned any country nor the special problems of the independents but rather had concentrated on the "general proposition that we are not effectively employing one of the best methods we have of selling democracy abroad—American commercially-produced films." Arnall declared that he had stressed American films as a method of implementing the Marshall Plan, the North Atlantic Pact and other elements of our foreign policy. Arnall will see Secretary Acheson again tomorrow on the foreign situation and may stay in town even longer contacting other key figures on the foreign situation. In his meeting with Acheson tomorrow, he will probably concentrate more on the British problem, Arnall declared.

U. K. Quota

(Continued from page 1)

the Motion Picture Association of America, McDonough reviewed the British film quota history and declared that the quota had cut deeply into Hollywood's foreign film market and brought about sizeable unemployment in Hollywood. Members of Parliament and British theatre owners opposed the quota, he said.

Rep. Judd, sponsor of the amendment, warned McDonough that unless the European nations were better unified economically the recovery program would not succeed and "the Marshall Plan countries won't have dollars for American motion pictures or any other American products."

It was then that McDonough said that the British policy especially disturbed him because British actions serve as signals to other countries.

Meanwhile the Senate put off at least until next week debate on extending the Reciprocal Trade Agreements Act. This is the measure to which Senator Knowland has proposed an amendment designed to strike back at discrimination against American films and other products by Britain and other nations.

A committee representing California members of Congress has not yet been able to set up an appointment with Secretary of State Acheson, to discuss with him the quota situation.

MPA Meet Thursday

(Continued from page 1)

hibitor relations which is headed by Ned E. Depinet, president of RKO.

Francis Harmon, vice-president of MPAA, reportedly is slated to take over direction of the new theatre department upon its enlargement. MPAA's work in community and public relations also are likely to be discussed at Thursday's session.

Ginsberg Heads Fund

(Continued from page 1)

300,000 of which was pledged at a single fund-raising dinner.

Ginsberg told major studio executives at a luncheon in the Warner Brothers studio, "This will be a fast campaign and a successful one. It must be both to meet the responsibilities and opportunities of this year."

Film Finance Corp.

(Continued from page 1)

lating Film Finance Corp. reveals that it now is authorized to advance financing directly to producers who can satisfy the corporation that they have an organization qualified to produce a series of pictures and who are equipped with the necessary experts to produce such a program and have access to adequate private financing to supplement that supplied by Film Finance.

The government corporation hitherto had powers to make loans to distributors only.

British Restrictions

(Continued from page 1)

could be made in the United States," but added that instead the British are concentrating on 25 per cent of the market "by artificial restrictions." British films should compete in the American as well as the British market, Lessing said, "and they would not have studios closed."

Declaring that British producers' interests are parallel to American independents, Lessing declared that "the Paramount case and other government cases will eventually bring on free and open markets where pictures can be sold on their merit." Lessing is also chairman of the executive committee of Society of Independent Motion Picture Producers and intends to make a report to that group shortly.

One of Lessing's main purposes overseas was to take care of the legal angles involved in Disney's "Treasure Island." Shooting will start in England around July 15. The film is being made by Disney under the British quota. Lessing also visited France and Switzerland.

Other arrivals yesterday were Sam Eckman, Jr., managing director of M-G-M, Ltd.; Kay Harrison, managing director of Technicolor, Ltd., and Gregory Ratoff, producer.

Drive-in Patent

(Continued from page 1)

of Park-In on the basis of an agreement under which it licensed Loew's Drive-In in return for royalty payments based on a percentage of weekly gross receipts.

The Drive-In appealed the decision to the Circuit Court here, contending that the Park-In patents are invalid and hence agreement was not binding. Circuit Court upheld that contention.

Park-In contends it holds rights to Patent No. 1,909,537 for drive-ins, assigned to it by the inventor, Richard M. Hollingsworth, Jr.

20th - Fox Rentals

(Continued from page 1)

where, on Thursday, an exhibitor luncheon-meeting patterned after the ones held recently in Boston, New Haven, Philadelphia and New York, will be sponsored by 20th-Fox.

Assisting Lichtman and Smith in their survey in the Midwest will be Jack Lorentz, Central division sales manager and the staffs of the latter's six branch offices in Milwaukee, Omaha, Des Moines, Kansas City, St. Louis and Minneapolis.

At the meetings here Lichtman cited the leadership of Spyros P. Skouras and Darryl F. Zanuck.

Paulette Goddard · John Lund · Macdonald Carey

in

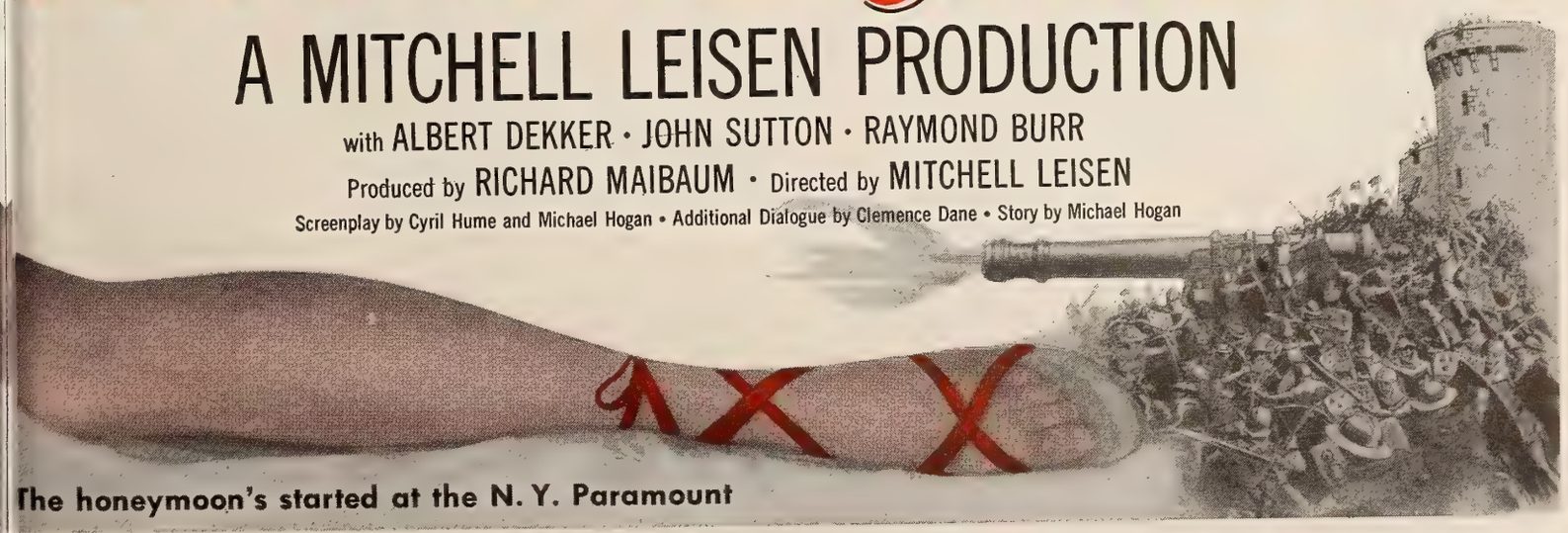
Bride of Vengeance"

A MITCHELL LEISEN PRODUCTION

with ALBERT DEKKER · JOHN SUTTON · RAYMOND BURR

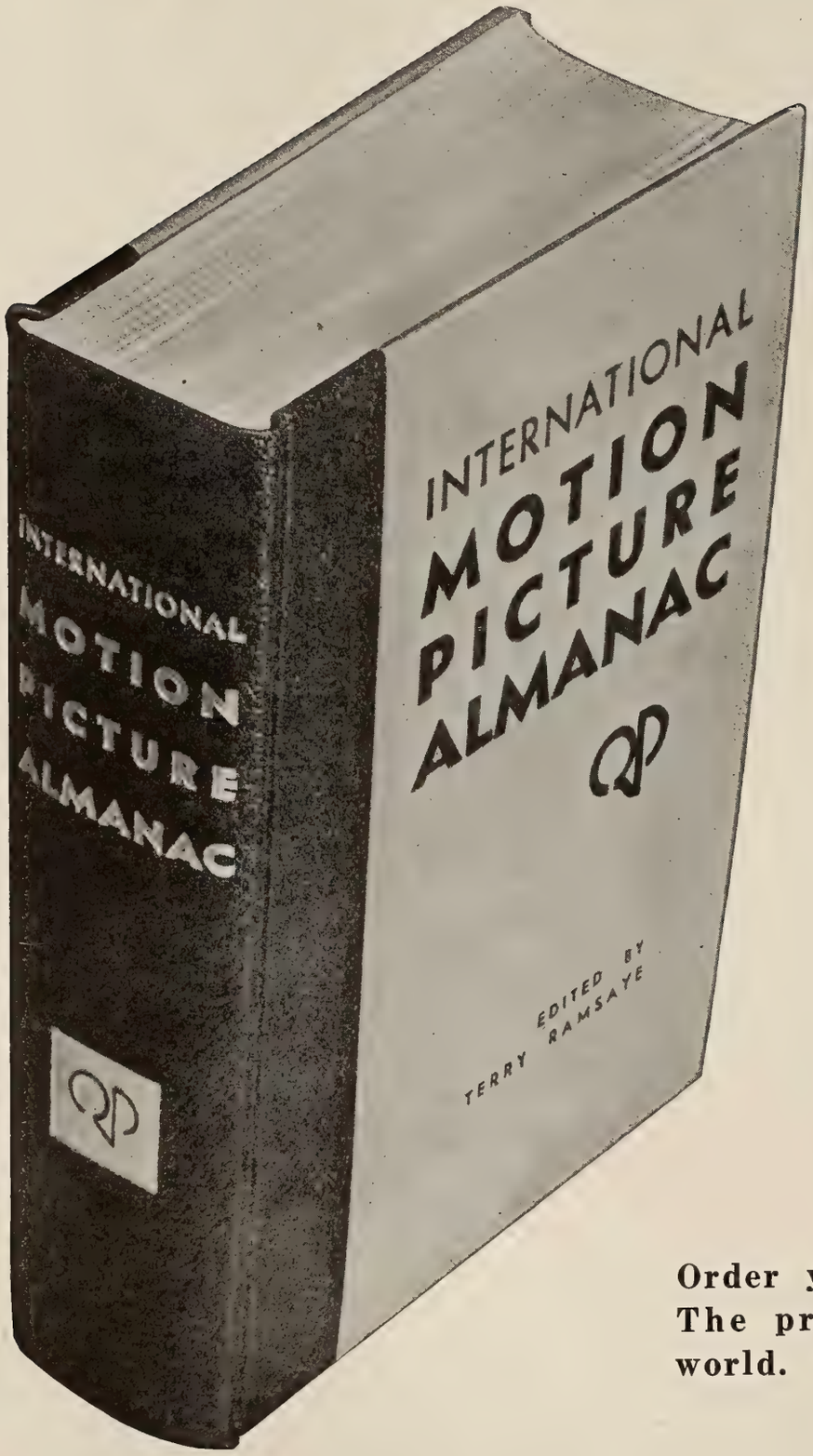
Produced by RICHARD MAIBAUM · Directed by MITCHELL LEISEN

Screenplay by Cyril Hume and Michael Hogan • Additional Dialogue by Clemence Dane • Story by Michael Hogan



The honeymoon's started at the N. Y. Paramount

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VOL. 65. NO. 72 NEW YORK, U. S. A., WEDNESDAY, APRIL 13, 1949 TEN CENTS

State Dept. Aid In Quota Fight Seen by Arnall

Acheson, Others Discuss Foreign Discrimination

WASHINGTON, April 12.—SIMPP president Ellis Arnall spent today at the State Department, calling on officials from Secretary Acheson down, and came away convinced that "The American motion picture industry can count on the full, active and positive support of the State Department in seeing that our industry obtains and maintains fair and non-discriminatory treatment at the hands of foreign governments."

In addition to a 30-minute conference with Acheson, Arnall had lengthy interviews with Under-Secretary of State James Webb, motion picture chief Merrill C. Gay, and other Department officials.

Arnall emphasized that his conferences had not reached the point where the Department promised to enter into negotiations with any particular gov-

(*Continued on page 6*)

Lockwood Calls 20th Plan 'Ill-Advised'

Terming 20th Century-Fox's campaign for increased film rentals "ill-advised," Arthur H. Lockwood, president of the Theatre Owners of America, has advised exhibitors to take into account the increasing number of pictures on the market which, he said, requires "highly selective" buying.

In a bulletin issued yesterday, Lockwood also declared that 20th-Fox's advocacy of reduced clearance "is constructive and should be encouraged."

"Prompt overhauling of all clearances is the order of the day," he said.

Lockwood contends that approxi-

(*Continued on page 6*)

Christy Wilbert Joins Schlaifer's Ad Agency

Charles Schlaifer has appointed Christy Wilbert copy chief and a member of the plans board of the Charles Schlaifer Co. advertising agency, and has appointed Evelyn Ahlstrand media director.

Wilbert formerly was with 20th Century-Fox from 1936 as, successively, copywriter, manager of cooperative advertising and copy chief, and, from

(*Continued on page 7*)

Says UK Financial Aid to Open Studios

LONDON, April 12.—H. G. Lawrie, managing director of the Film Finance Corp., disclosed here that financial aid from that government organization will enable several presently closed studios to reopen. Lawrie made the forthright observation that the government is now in the film business.

Immediately following the appointment yesterday of Lord Reith as chairman of Film Finance, formal announcement was made of financial advancements to four distributors and six producers. A hitherto undisclosed distributor, George Minters of Renown, has already received financial aid.

All of the producers are described as being reputable independents who previously had satisfied the corporation not only of their ability but also that private financing is available to

(*Continued on page 7*)

U. K. Theatres Rebel Over Tax Inactivity

LONDON, April 12.—Exhibitor reaction to Chancellor of the Exchequer Sir Stafford Cripps' rejection in his recent budget of their appeal for admission tax relief is likely to be reconsideration of their agreement with the government under which they give free screen time to government propaganda and information films.

The Exhibitors Association will

(*Continued on page 7*)

House Passes Bill Extending the ECA

Washington, April 12.—The House today passed a bill extending ECA through June 30, 1950, and allowing up to $15,000,000 a year for the information media guaranty program. The measure goes to conference with a similar Senate-approved bill, which allows only $10,000,000 annually for the film and other information media guaranties. A compromise measure is expected to be passed by both Houses and sent to the White House by the end of the week.

To Appeal Ruling On Park-In Patents

Park-In Theatres, Inc., of Camden, N. J., will appeal to the U. S. Supreme Court for a review of the decision by the U. S. Circuit Court of Appeals in Boston, which held that the ramp patent of drive-in theatres, held by Park-In, Inc., is invalid, according to Leonard L. Kalish, attorney for the latter company.

Park-In had filed an infringement action against E. M. Loew's Drive-In Theatres, Inc., on the grounds that the latter had refused to pay royalties for use of the plaintiff's Hollingshead patent. Scores of other houses paying royalties to the Camden firm could be affected by the decision.

Mayer Favors Continuing MPEA's Reich Operation

Arthur Mayer, head of the American Military Government motion picture division in Germany, indicated at a meeting of distribution foreign department chiefs here yesterday that he personally is in favor of continuation of Motion Picture Export Association operations in that occupied country. The occasion of his comments in that connection was a luncheon held in his honor at the Harvard Club by foreign heads of Motion Picture Association of America member companies and presided over by MPAA international division director John McCarthy.

Mayer, who is here from Frankfort to confer with government as well as industry officials, reported that the German industry is geared at present for the production of between 25 and 30 pictures annually. However, he

(*Continued on page 7*)

B'nai B'rith Will Honor H. M. Warner

LOS ANGELES, April 12.—Harry M. Warner, president of Warner Brothers, will be honor guest at a banquet to be given by the Beverly Hills B'nai B'rith Women, No. 245, on Wednesday evening, April 27, at the Beverly Hills Hotel.

Civic, philanthropic and industry leaders will be present at the dinner, which is to be held in recogntion of Warner's work as national chairman of the Friendship Train and the French Gratitude Train. The banquet will also signalize the rounding out of 10 years' work by the women's organization. Mrs. George B. Taussig is president-elect of the group. Mrs. Abe Corenson is general chairman.

Para. Split Is Approved by Stockholders

78.18% of Stock Favors Plan; 1.15% Voted Against

By a vote of 78.18 per cent for and 1.15 per cent against, stockholders of Paramount Pictures, Inc., at a special meeting at the home office yesterday ratified the plan of reorganization of the corporation. An affirmative vote of 66 2/3 was necessary.

Representing close to 80 per cent of the total stock issued and outstanding, 5,202,183 shares were voted in the affirmative as against 76,576 shares in opposition, it was reported at the close of the meeting by Robert O'Brien, corporate secretary.

The negative vote was the lowest cast on any issue ever put before the stockholders, Barney Balaban commented, in expressing his gratitude for the cooperation and support given management by the investors.

Yesterday's anticipated indorsement

(*Continued on page 7*)

Paramount Gets 17 In Partner Splits

Paramount has dissolved partnership operations of two circuits, emerging with full ownership of 14 houses of a 72-theatre company, and taking full ownership of three houses of a 15-theatre company, Leonard Goldenson told stockholders here yesterday.

He said that in both cases Paramount and the partner each had 50 per cent interests and that the theatres which Paramount is to take full possession of had constituted 50 per cent of the earnings of each entire circuit, despite the wide numerical difference.

In the split of the 72-theatre circuit, he said, Paramount additionally col-

(*Continued on page 7*)

1st Industry Short Released on May 13

The Industry Film Series Committee yesterday reported that the first of "The Movies and You" short subjects will be released on May 13. The film, "Let's Go to the Movies," will be distributed by RKO Radio, which produced it. Booking arangements should be made through RKO exchanges.

A total of 12 shorts will be pro-

(*Continued on page 7*)

N.Y. Variety Charter Presented Oct. 27

New York's new Tent No. 35, Variety Clubs International, will be formally inducted at charter presentation ceremonies to be held at the Hotel Astor, here, on October 27, it was announced yesterday by Max A. Cohen, chief barker. International officers of Variety, and representatives of all tents, are expected to attend the induction, and an expected turnout of some 2,000 will include virtually all Eastern industry toppers, as well as many from the Coast.

The tent's clubrooms on the 10th floor of the Astor are expected to be ready for use in mid-May. Fred Block has been engaged as the club's executive manager. Block for many years was identified with the Mutual Wheel enterprises of the late Izzy Hirk.

Cohen planes to the Coast on Friday and from Hollywood will go to San Francisco to attend the International's convention, opening on May 2. He will return here by plane on May 7. Eastern delegates to the convention will press for the selection of New York City for the fall meeting. This would permit the International board to convene coincidental with the induction meeting of Tent 35.

Bronston to Produce 250 Musical Reels

Twenty-one musical films featuring the Santa Cicilia Orchestra, under the direction of Jacques Rachmilovich, have been completed in Rome as the initial step in a production program to establish a television and theatrical-film music library of 250 reels by American and European orchestras, it was announced here yesterday by Samuel Bronston, independent producer formerly associated with United Artists and Columbia. Twenty additional reels will be produced in Rome next month. The films will also be released for theatrical and 16mm. distribution.

Bronston took Rachmilovich and an American production crew to Europe with him to film the first group, at the Cine Citta Studios in Rome. The unit included Ben Berk, production supervisor; Jerome Cappi, director, and Hugo Grimaldi, film editor.

Bronston heads his own film company, Samuel Bronston Productions of California. He is also executive vice-president of Trans-Pacific Film Co., which operates theatres in the Far East, principally in the Philippines.

Freda Linton Surrenders

TORONTO, April 12.—The Royal Canadian Mounted Police has reported that Freda Linton, former secretary to John Grierson prior to his resignation as general manager of the National Film Board at Ottawa, had surrendered to face charges of violating the Official Secrets Act in connection with Soviet spy operations in Ottawa

Personal Mention

EDWARD A. GOLDEN is due here today from Hollywood.

•

LOUIS SCHINE, Schine circuit executive, and MRS. SCHINE, gave a dinner-dance at the Ten Eyck Hotel, Albany, this week in honor of MRS. DONALD SCHINE, recently married to their son, DONALD SCHINE, president of Darnell Co., Buffalo.

•

BETTE DAVIS, her husband, WILLIAM GRANT SHERRY, and their two-year-old daughter, will arrive here Saturday from the Coast, with the party continuing to Boston after a few days, where Sherry will have an art exhibit.

•

WILLIAM DIETERLE, director; DAVID NIVEN and IVOR NOVELLO, actors, and EVERETT CROSBY, sailed yesterday for England aboard the *S. S. Queen Elizabeth.*

•

HAROLD POSTMAN, assistant to ALLAN F. CUMMINGS, in charge of M-G-M exchange operations, will return here tomorrow from an extended Western tour.

•

EDWARD FABIAN, son of S. H. FABIAN, will be working with SAUL J. ULLMAN, Fabian Theatres New York manager, at Albany.

•

ANTHONY MANN, M-G-M director, has returned to the Coast from here, but is due back for location shots within three weeks.

•

JOE WALSH, Paramount sales executive, and ARTHUR DUNNE, head of the home office contract department, are on the Coast from New York.

•

SOL EDWARDS, SRO sales executive, is due to return here Friday from Charlotte and Atlanta.

•

NORMAN ELSON, Trans Lux Theatres executive, is in Boston from New York.

•

WILLIAM HOWARD, RKO Theatre assistant general manager has left here for Los Angeles and San Francisco.

BUDD ROGERS, Realart sales vice-president, is in Philadelphia today from New York.

•

WALTER MIRISCH, Monogram producer and general manager of the newly formed Interstate Television Corp., has returned to Hollywood from New York.

•

GORDON LIGHTSTONE, general manager of Paramount Film Service, Toronto, is touring Eastern provinces of Canada.

•

OSCAR MORGAN, Paramount News and short subjects general sales manager, will return here tomorrow from Cleveland and Chicago.

•

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general sales manager, left here yesterday for Toronto.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak today before the Kiwanis Club at Taunton, Mass.

•

BERNARD J. GATES, Latin-American supervisor for Monogram-International, has left New York for a South American tour.

•

J. E. LAWSON, Odeon Theatres president, was in Ottawa recently from Toronto.

•

ED BARISON, of Cinema Distributors, San Francisco, is due in New York this week from that city.

•

RUDY WEISS, head of Warner's real estate department, will leave here today for Lima, Ohio.

•

ED HINCHY, Warner home office playdate department head, will be in Washington today from New York.

•

ARTHUR HORNBLOW, JR., and JOHN HUSTON are here from the Coast, en route to London.

•

HAROLD D. FIELD, Minneapolis exhibitor, is in New York.

Jack Roper Heads Para. Sales Analysis

A. W. Schwalberg, Paramount general sales manager, has promoted Jack Roper to the position of manager of the box-office analysis department, a newly created unit in the company's home office. Roper, who has been with Paramount since 1921, has been assistant to Hugh Owen, Eastern division manager, for the last four years.

Main purpose of the new department will be to study and recommend changes in box-office statements and other sales forms and records to improve overall efficiency. He will also act as liaison between the field and home office on certain problems originating in the field, and coordinate in the home office the auditing and tabulating of forms and reports relating to sharing engagements.

11 Additional Films Are Rated by Legion

Eleven additional pictures have been classified by the National Legion of Decency. In Class A-I are: Monogram's "Bomba, the Jungle Boy"; Columbia's "Boston Blackie's Chinese Venture," "The Mutineers" and "Singing Spurs"; Siritzky's "Man to Man," and Screen Guild's "Outlaw Country."

In Class A-II are: M-G-M's "Barkleys of Broadway" and "Big Jack"; Republic's "Hideout," and Film Classics' "Daughter of the West" and "Amazon Quest."

"Brave" Follows "Joan"

"Home of the Brave," produced by Stanley Kramer for UA release, is scheduled to follow "Joan of Arc" at the Victoria. Opening date has not yet been set.

Newsreel Parade

THE Kathy Fiscus tragedy and Army Day parades are current newsreel highlights. Other items include the chiefs of staff meeting in Florida, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 30—Army Day parades in New York and Triest, Germany. Kathy Fiscus. Florida: Gen. Eisenhower meets joint chiefs of staff. Greece's King and Queen tour their country. New York: Ringling Brothers circus. Sports: Golf, boxing, swimming.

NEWS OF THE DAY, No. 264—Kathy Fiscus. Israel welcomes U. S. ambassador. Greek monarch hailed on tour. Junior stars in swimming and Annapolis boxing.

PARAMOUNT NEWS, No. 67—Kathy Fiscus. Greek King reopens Corinth Canal. China: tension mounts amid bid for peace. France: motorcycle race and turf opening.

TELENEWS DIGEST, No. 15-A—Costa Rica revolution. Spain's victory parade. Mexico: spring fiestas. N. Y.: Inside Ellis Island. London: Sir Stafford Cripps presents new budget. Eisenhower meets joint chiefs. New York: German exhibition picketed. Bathing suit styles. Rome: U. S.-Italy tennis.

UNIVERSAL NEWSREEL, No. 238—Kathy Fiscus. King and Queen of Greece see Corinth Canal open. Palestine envoy, James MacDonald. Spain: victory parade. Chiefs of staff in Florida. Swimming, boxing, motorcycling.

WARNER PATHE NEWS, No. 69—People in the news: chiefs of staff meet, Harry M. Warner gets award, Ernest Bevin sails, King and Queen of Greece. Kathy Fiscus. Church explosion. Army parade in Germany. Pets. Sports: Golf and kids boxing.

DeTitta Cites Value Of Newsreel Rivalry

PENSACOLA, Fla., April 12.—The competitive spirit among American newsreels have made them popular throughout the world, Arthur DeTitta, assignment editor of 20th-Fox Movietone News, declared this morning in an address before the district public information officers' seminar at the U. S. Naval Air Station here.

DeTitta, who disclosed in detail the operational problems and challenges that newreelers face in both peace and war, told the seminar that "by reason of a bewildering, but perfectly functioning, reciprocal exchange system, it is now possible for us to show any important actuality in practically every country of the world within two days."

Until recently, DeTitta said, Movietone released a television newsreel five times a week, "and hopes to do so again in the near future."

Two M-G-M Premieres

Two M-G-M pictures will have world premieres this month, the first, "The Barkleys of Broadway," will be at Loew's State here, opening April 27, and the second, "The Secret Garden," at the Astor, Boston, on April 30. Both will be indefinite-run engagements.

MOT Reception for 'Atom'

March of Time was host to press and industry representatives at a reception here yesterday for its latest release, "Report on the Atom." Marjorie Harker was in charge.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising. Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



"NIGHT UNTO NIGHT"

STARRING RONALD REAGAN · VIVECA LINDFORS

by DON SIEGEL Screen Play by Kathryn Scola • From the Novel by Philip Wylie • Music by Franz Waxman • Produced by OWEN CRUMP

WARNER BROS. TRADE SHOW APRIL 18

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

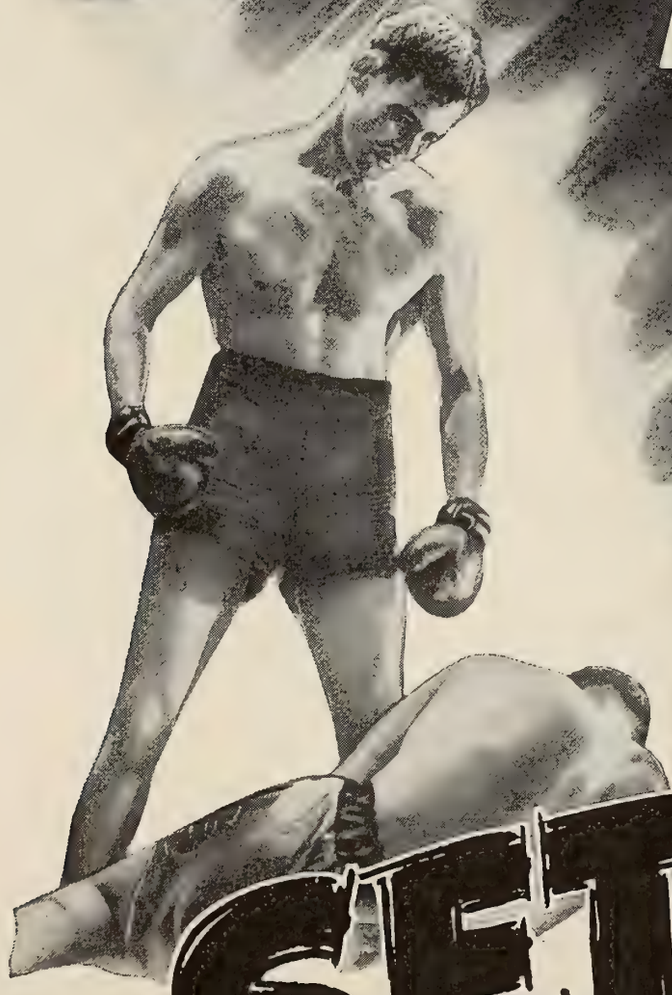
SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

RKO's KNOCKOUT SHOWMEN'S SPECIAL SETS BOXOFFICES ABLAZE ALL OVER THE NATION!

...And Look At The Wonderful Things The Critics Everywhere Are Saying!



"The SET-UP"

starring

ROBERT RYAN · AUDREY TOTTER

with

GEORGE TOBIAS • ALAN BAXTER • WALLACE FORD

Produced by RICHARD GOLDSTONE • Directed by ROBERT WISE

Screen Play by ART COHN

RKO RADIO PICTURES

NEW YORK—

"Sizzling melodrama"—*Times.* "Terrific...a triumph"—*Daily News.* "Powerful... a surprise hit."—*Journal-American.* "Sure-fire...super-duper"—*Post-Home News.*

LOS ANGELES—

"Walloping melodrama... sure-fire hit."—*Examiner.* "Has stark power"—*Herald & Express.* "Ryan scores terrifically"—*Times.*

CHICAGO—

"Should be your meat."—*Tribune.* "Free from hokum... expertly acted."

—*Sun-Times.*

BOSTON—

"80 minutes of dynamite"—*Traveler.* "Dramatic punch"—*Daily Record.* "Vivid, realistic"—*Post.* "Red-blooded, powerful, hard-hitting."

—*Globe.*

SAN FRANCISCO

"Unusual, artistic."—*News.* "Contains no hokum."

—*Chronicle.*

CLEVELAND—

Knockout. How exciting can movie be"—*Press.* "Terri- performances."—*Plain aler.* "Will never forget —*News.*

KANSAS CITY—

"Drastic and breath-taking ... realistically vital."

—*Star.*

DENVER—

"Thoroughly fine film...fast, action-packed"—*Post.* "Punch of realistic drama."

—*Rocky Mt. News.*

WASHINGTON—

"Hair-raising"—*Times-Herald.* "Tells story realistically."—*Post.*

NEW ORLEANS—

"Hard-hitting, slashing... Noteworthy fight scenes."

—*Times-Picayune.*

SALT LAKE CITY—

"One of year's most arresting films"—*Deseret News.* "Has seldom been equaled for realism."—*Tribune.*

BUFFALO—

"Packed the 20th Century Theatre."—*Courier Express.* "Fully as good as ads boast."—*Evening News.*

CINCINNATI—

"Strong atmosphere, sensational climax."—*Inquirer.* "Fast, tough."—*Post.*

OMAHA—

"Pulls no punches. Extremely realistic."—*World-Herald.*

ROCHESTER—

"Suspenseful and exciting."

—*Democrat & Chronicle.*

SYRACUSE—

"New angle ... relief from formula."—*Herald-Journal.* "Real slugging match ... much humor."

—*Post Standard.*

DES MOINES—

"One of most savage bouts Hollywood ever filmed."

—*Tribune.*

COLUMBUS—

"One of the best fight pictures in long time."—*Citizen.* "A dilly."—*Dispatch.*



Hollywood

Hollywood, April 12

REPUBLIC's Walter Colmes is to produce "The Cleveland Story," wherein members of the Cleveland Indians' baseball team re-educate a wayward boy, with George Brent starred. . . . Ralph Dietrich, who produced "My Friend Flicka" and others for 20th Century-Fox, has signed a Universal-International contract as producer. . . . Edward Small will put his long-planned "Valentino" before the cameras on June 10.

Mack Sennett is to collaborate and advise on Paramount's Betty Hutton-John Lund production based on his career. . . . Joseph Kane will product and direct "Southern Pacific," the story of that railroad, for Republic in Trucolor. . . . Ann Blyth will star in U-I's "Abandoned," based on the illegal adoption racket. Jerry Bresler will produce it.

Producer Hal E. Chester of the "Joe Palooka" pictures, has acquired "The Favorite," an original by Henry Blankfort, as the basis of the next film in the series. . . . Republic has acquired "Fair Wind to Java," by the author of "Wake of the Red Witch," as a vehicle for the star of that film, John Wayne. . . . Charles Lamont will direct "Bagdad," a Yvonne DeCarlo number, for U-I. He directed "Salome Where She Danced."

Variety in Court on SWG 'No Ad' Rule

HOLLYWOOD, April 12.—Variety, Inc., and Variety, Ltd., trade publications, filed an application in Federal Court here today for an injunction to restrain the Screen Writers Guild from continuing to prevent writers from advertising, charging that by threatening expulsion of members who advertise their services the SWG has violated anti-trust laws.

SWG president George Seaton, in a statement, welcomed the opportunity to settle the legality of the rule, saying that the Guild "values its good relations with trade papers. Writers feel that opportunities for employment should not depend upon purchase of white space," he added.

Two Producing Units Are Formed in Utah

SALT LAKE CITY, April 12.—Mid-Continent Pictures Corp. and Utah Production and Locations Co. have organized in Salt Lake to make films in Utah. The companies will work together and also furnish locations to Hollywood companies making pictures here.

Mid-Continent plans to make eight outdoor films in Utah, within the next year.

Cinecolor in London Deal

HOLLYWOOD, April 12.—Cinecolor today announced the completion of a long term agreement with Radiant Films, London, which provides Cinecolor with complete laboratory and photographic facilities in England, and will provide a rounded operation, to include release printing facilities with frozen funds utilized for payment.

NY 1st-Run Grosses Generally Show Marked Up-Swing

Business at New York first-runs is better this week with robust grosses especially at those theatres which brought in new shows and with substantial improvement at other runs in sight.

"Connecticut Yankee in King Arthur's Court," with the annual Easter pageant on stage at the Music Hall, had a superb opening gross of $91,000 for Thursday through Sunday and a total of $148,000 apparent for the first week. "The Champion" is giving the Globe its best business in several months, the first week's take being estimated at $45,000 which is a very high figure for that house.

"City Across the River" is proving to be the best attraction which the Capitol has had this year; the film, with Art Mooney's orchestra on stage, is expected to draw a splendid first week's gross of $72,000. "Bride of Vengeance," with Charlie Barnet's orchestra on stage, should provide the Paramount with a good initial week's gross of $65,000.

"Portrait of Jennie" is fairly substantial at the Rivoli where an estimated $32,000 is in sight for a second week. At the Roxy, "The Fan," with Ginny Simms, plus a variety show and an ice revue on stage will wind up a slow second and final week tomorrow night with only $52,000 in the till; it will be replaced on Friday by "Mr. Belvedere Goes to College."

Second week of "The Set-Up," at the Criterion, is good at $24,500. At the Strand, "Kiss in the Dark," with Guy Lombardo's orchestra, is mild with $28,000 apparent for a third week. Fifth week of "Take Me Out to the Ball Game" should gross a modest $22,000 at the State. Only $10,000 is seen for the seventh week of "Knock on Any Door" at the Astor.

"Casablanca," a re-issue, at the Mayfair, probably will get a mediocre third week's gross of $13,500. "Quartet" is doing phenomenal business at the Sutton which looks for $16,000 in a second week. "Hamlet," at the Park, continues close to capacity with over $15,000 grossed in a 28th week. "The Red Shoes," at the Bijou, should do $14,500 in its 25th week, which is excellent business.

Radio City Music Hall Will Open at 7:45 A.M.

To accommodate holiday audiences, Radio City Music Hall has scheduled extra performances of its Easter program with doors opening at 7:45 A.M. tomorrow, Friday and Saturday of this week and Monday through Saturday of next week.

The three-part program includes Bing Crosby in "A Connecticut Yankee in King Arthur's Court" on the screen, and the annual pageant, "Glory of Easter" and a new holiday revue, "Springtidings," on stage.

Benefit Premiere Apr. 20

WASHINGTON, April 12.—Premiere of J. Arthur Rank's "Scott of the Antarctic" will be held here April 20 at the Playhouse Theatre as a benefit for the American Cancer Society. With Mrs. Harry S. Truman heading the list of sponsors, Capital society is expected to support the screening.

Goldwyn Due Today Has Record Schedule

Samuel Goldwyn, accompanied by Mrs. Goldwyn, will arrive in New York by American Airlines this morning, "committed to the most active season of his career," according to a company statement.

With executives of RKO Radio, which releases Goldwyn product, he will discuss plans for the tri-state premiere of "Roseanna McCoy," in Kentucky, West Virginia and Tennessee, in August. Later in the season, Goldwyn and Sir Alexander Korda will release the Archers' production of "The Elusive Pimpernel," starring David Niven. On his return to Hollywood, Goldwyn will conclude plans to film "My Foolish Heart," to be followed by a screen transcription of the Leo Brady novel, "The Edge of Doom." Ben Hecht is doing the screenplay.

Also on his schedule is "Illinois Incident," "The Awakening," and "Commencement," these in addition to the two pictures Goldwyn will release later this year.

Canada Asks Merger Of 'TV' Applications

TORONTO, April 12.—In a further sudden move, the Canadian Broadcasting Corp. has instructed the four Toronto applicants for television licenses to get together for the operation of one cooperative video station here. Before easing out of the responsibility of accepting one application the CBC governors announced yesterday that all bids for private television licenses had again been indefinitely deferred. The government controlling authority had also ruled that only one private station could operate in both Toronto and Montreal after CBC television starts in each place 18 months from now.

The latest edict ruins the plan of Famous Players Canadian for a CBC license for the exclusive transmission of TV programs to its own theatres in Toronto. Local television applicants immediately protested that the CBC ruling is impracticable and the situation is again up in the air.

Col., Manufacturers To Promote Autry

Columbia Pictures was host here recently at a promotion meeting with representatives of distributors of Gene Autry products to coordinate a nationwide campaign for the joint promotion of both the products bearing the cowboy star's name and the six pictures starring him which Columbia releases annually.

Kill Anti-Ascap Bill

BOSTON, April 12.—The joint committee of state administration has killed the bill to establish an anti-monopoly board to further regulate the copyright law and to discourage price-fixing and monopolistic practises. Under it, music copyright owners would be required to file a list of their works and fix a rate for each piece. Among those who testified at hearings was Oscar Hammerstein, second vice-president of ASCAP, who declared that the proposal has proved impractical from the viewpoint of music writers, music users and the public.

State Dept. Aid

(*Continued from page* 1)

ernment or to take any steps besides studying what the Department can legally do to aid the film industry abroad.

"I don't know what approach the Department will ultimately adopt for carrying out its policy," the Georgian said. "We didn't go into that. But the President is interested, the Secretary and Under-Secretary are interested, and I am certain they will do everything they possibly can to help us."

Arnall said that he hit especially hard on the industry's British problems in his talks with State Department officials, but also went into the South African, French and general foreign situation.

The SIMPP official left here tonight for New York, but plans to keep in touch with the State Department and other officials in Congress and Washington agencies.

20th's Rental Plan

(*Continued from page* 1)

mately 50 pictures annually may be classed as "unique and original" because of public demand to see them. He argues that the other 350 annually have doubtful market prospects unless their distributors enjoy the goodwill of exhibitors.

The TOA president contests the argument that producers must get back their investments, with a profit, by asserting that "No one has any 'right' to anything. The producer of a motion picture should take the chance of gain or loss based on public reception of his production, just as the producer of a legitimate play does."

"If the presently existing old-line producing companies are unable to produce enough pictures to supply the market, I for one am not concerned," declared Lockwood. "In spite of the risks involved, and the difficulty in financing production, I am sure that new producers and producing companies will emerge. There is also the strong possibility that exhibitors, if faced with unreasonable demands for higher terms, or a shrinkage in the supply of pictures, will create their own supply of 'A' product either by strengthening some of the smaller companies now in business and encouraging them to make more 'A' product; or by creating a franchise company similar to the old First National. Such a franchise move has been under serious consideration for a long time; and, in the opinion of competent counsel, is legal under the anti-trust decision, since it would deprive no existing theatre of its supply of product, but rather would create additional product for the general market," Lockwood said.

Will Not Film Maltz Tale

Twentieth Century-Fox announced here yesterday that it will not produce the recently-acquired property "The Journey of Simon McKeever" by Albert Maltz, as had previously been reported. Maltz was one of the "unfriendly 10" witnesses who were called to testify last year at hearings of the House Un-American Activities Committee in Washington.

Repeal Blue Laws

ZION, Ill., April 12.—By a vote of 1,597 to 1,305, the people of Zion have voted to permit the operation of entertainment establishments on Sunday.

Paramount Split

(*Continued from page* 1)

of Paramount's settlement of its part in the industry anti-trust suit by the stockholders was the last legal requirement for the division of the corporation into two wholly independent companies. As previously reported, Barney Balaban is slated to be president of the new Paramount Pictures Co., and Leonard Goldenson is expected to become president of United Paramount Theatres with the formation of the two new companies before the end of the year.

Almost Equals RKO Vote

The return of proxies almost equalled, percentage-wise, the vote for the RKO reorganization, despite the fact that RKO had fewer individual holders and its plan of divorcement permits ordinary shareholders to retain stock in both new RKO companies. Under the Paramount plan, 50 per cent of dividends on the stock of the new theatre company are to be withheld until the holders dispose of their stock in that company or until the theatre stock trusteeship is terminated by the court in five years or less.

O'Brien told the meeting that stock in the new companies will be listed on the New York Stock Exchange today, the trading to be on a "when-issued" basis. Over-the-counter trading of the futures has been going on for some time.

Balaban, Goldenson and Edwin Weisl, board member, repeated assurances that agreement to the terms of settlement of the trust suit was the only means of preserving the values of the corporation's theatre assets. Balaban pointed out that Paramount was in the unusual position of having more than two-thirds of its domestic theatres tied up in the partnerships which the U. S. Supreme Court has declared illegal. He commented on this in answer to a question on why the other majors apparently plan to continue the case in court.

Nearly 300 Present

Close to 300 individual holders were in attendance at the meeting, with considerable interest expressed on television's effects on theatre business. Balaban said there has been no experience that video has made any inroads on theatre audiences, and indicated that as television expands Paramount plans to adapt the new medium to its benefit.

Adding to that, Goldenson said that studies of television have been made and he has determined that there is no better medium through which to "sell" motion pictures in homes by televised trailers. Weisl observed that some of the estimated 40,000,000 non-theatre goers conceivably could be attracted to motion pictures than with the televising of trailers.

Balaban told the meeting that Paramount's present intention is to continue ownership of its stock in Du Mont. Company figures these holdings, which have been discussed at length at hearings before the Federal Communications Commission, have a market value of approximately $10,000,000.

Balaban Confident

Balaban acknowledged the "vital interest" in the commercial prospects for the new companies, but said that "in a great measure this involves prophesy." He added: "However, I believe that the new new companies will do as well as Paramount would have done if it had been permitted to continue." He again expressed the opinion that they would be "strong, prosperous enterprises."

He said that theatre earnings from Jan. 1 of this year to date are "very close" to last year's level except for the areas in the Midwest and West which were struck with severe weather over a period of a few weeks. J. J. Fitzgibbons, head of Famous Players Canadian, added to Balaban's remarks with the report that Canadian business is very close to the 1948 revenue.

Film earnings are "suffering" though, Balaban said, because restrictions abroad, particularly in England, are now being felt whereas all earnings in that country for the first half of last year were remittable. He estimated that Paramount funds frozen abroad at present amount to $5,000,000.

In conclusion, Weisl lauded Balaban for having taken "the hardest end of this business, out of his loyalty to stockholders," meaning Balaban's choice to stay at the helm of the new picture company. "He could have taken the theatres and let this young fellow, Mr. Goldenson, take the pictures," Weisl said. Goldenson joined in the tribute to Balaban for his integrity and devotion to duty.

The meeting was smooth-running, lasted only two hours, and was marked by many expressions of confidence in management from the floor. At one point, Balaban was lavish in his praise of Goldenson who, he said, "enjoys an unexcelled reputation in our industry for his capacity as an executive and for his outstanding qualities of personal integrity and character.

Paramount's television system was demonstrated throughout the meeting.

Para. Stockholders' Meeting Is Telecast

Unique feature of the Paramount stockholders meeting at the home office here yesterday was television. Two video cameras scanned the meeting room throughout the session so that the investors could see themselves on receivers which picked up the pictures through a closed circuit.

Paramount Gets 17

(*Continued from page* 1)

lected $2,000,000 in cash and notes.

Goldenson declined to identify the two circuits.

He disclosed that Paramount will announce in trade publications and perhaps in local areas those theatres which it intends to sell, excluding, of course, houses which are to be traded against each other with partners.

Last year, Goldenson said, Paramount's 449 wholly-owned theatres earned $11,000,000. Of these, 69 must be sold. Additionally it will dispose of properties which it may buy from partners for subsequent sale to other parties.

Christy Wilbert

(*Continued from page* 1)

1945 to last April 1, was advertising manager. Previously he had been with Warner Brothers, Skouras and Loew's, in the field.

Miss Ahlstrand was formerly space buyer for Donahue and Coe, Lawrence Fertig and Co., and Foote, Cone and Belding.

Mayer Favors

(*Continued from page* 1)

added, Hollywood pictures still lead in popularity in Germany.

Foreign distribution executives present at the luncheon included: R. K. Hawkinson, Douglas Yates, Walter Gould, Richard Altschuler, John Glynn, Wolfe Cohen, Joseph McConville, Arthur Loew, Joseph Seidelman, Al Daff, George Weltner, William Piper, George Muchnic, Murray and Manuel Silverstone and Sam Berger. Attending from MPAA and MPEA were: Fred DuVal, Joseph Goltz, Herbert Ehrlanger, Ted Smith, Taylor Mills, Addison Durland and Alfred F. Corwin.

MPEA Germany-Austria Status In Hands of MPAA Directors

Decision is expected to be made by the directors of the Motion Picture Association of America at their meeting here tomorrow as to whether or not Motion Picture Export Association operations will be continued in Germany and Austria. Spokesmen for the distribution foreign departments said yesterday that the matter is now out of the hands of the foreign managers and will be taken over by MPAA president Eric A. Johnston and the association's directors.

M-G-M has made preparations to operate independently in Germany and Austria, but other MPEA companies have not. However, it is said that if one company chooses to withdraw from joint operations in those occupied countries, independent operations for all will necessarily follow.

UK Financial Aid

(*Continued from page* 1)

them equalling that which the government will loan.

British Lion Film Corp. is to receive an advance of $2,000,000, having had its accounts and program prospects exhaustively examined. It was originally expected that British Lion would receive $4,000,000. Lawrie emphasized that "these loans are not charity" advances.

Huge Loss Seen for British Lion Films

LONDON, April 12.—An eventual loss of not less than $2,800,000 is anticipated on British Lion Film Corporation's present production program, Harold C. Drayton, chairman, estimates in a statement to stockholders accompanying the annual report. This will prohibit payment of dividends for some time to come, he adds.

A 30 per cent dividend was paid by the corporation on its ordinary stock last October and financial circles are asking whether present conditions were unforseeable by the company's directors six months ago.

The government's Film Finance Corp. made a $4,000,000 loan to British Lion last year on condition that the Sir Alexander Korda nominees vacate their positions on the company's board. Drayton took over thereafter. He is now seeking authority to increase British Lion's borrowing powers from $8,000,000 to $26,000,000.

New RCA Projector

CAMDEN, April 12.—A new single-case addition to the series of RCA 16mm. sound projectors, to be known as the RCA "400 Junior," is announced by RCA Visual Products.

U. K. Theatres

(*Continued from page* 1)

meet tomorrow at which time several provincial delegates propose to denounce the agreement, which runs to the end of this year.

The stock market reacted to the government's failure to grant admission tax relief, with J. Arthur Rank's Odeon circuit ordinary shares being the chief victim.

According to the White Paper on National Income and Expenditure, more was spent on entertainment last year than in 1947, but less than in 1946. Expressed in millions of pounds, expenditure on entertainment, which in 1938 was £64,000,000, had risen in 1946 to £121,000,000 on cinemas and £62,000,000 on all other entertainment; it was £108,000,000 and £66,000,000 respectively in 1947, and £112,000,000 and £68,000,000 respectively in 1948.

Revenue from entertainment tax last year is given as £49,000,000, the same as in 1947, compared with £55,000,000 in 1946 and £8,000,000 in 1938. Estimated receipts from entertainment tax for 1949-50 are £45,000,000.

For the year just ended, the budget estimate was £46,250,000, or considerably less than actual collections proved to be. The Treasury expects to lose £100,000, this from the complete tax relief it granted exhibitors, mainly operating mobile units, in areas whose population density does not exceed 640 to the square mile. That was the only entertainment tax relief granted in the new budget.

First Industry Short

(*Continued from page* 1)

duced to give the American public "an accurate picture of every phase of the motion picture business, from production to distribution and exhibition," reports the Motion Picture Association of America.

The subjects will be released at the rate of one every two months. In addition to "Let's Go to the Movies," three others have been completed. They are: Warner Brothers' "This Theatre and You," Universal's "Movies Are Adventure," and 20th Century-Fox's "The Art Director." Three others are nearing completion: Columbia's "The Sound Man," M-G-M's "The Screen Actor," and Paramount's "History Brought to Life." The other five subjects will go into production immediately; the titles are: "A Film Goes to Market," "Screen Writers," "Screen Directors," "Moments in Music," and "The Stylist."

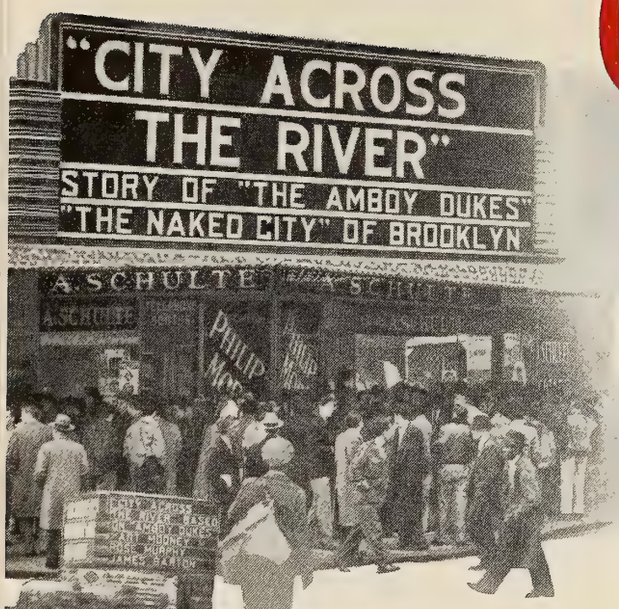
A committee of exhibitors, producers and talent in Hollywood, of which Y. Frank Freeman is chairman, is supervising production of the films.





SAME PLACE-* SAME CROWDS-

from the SAME studio that gave you "The Naked City"



CITY ACROSS THE RIVER

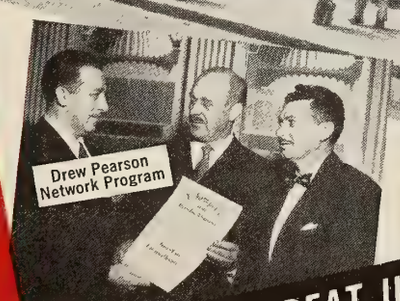
Terrific opening, Capitol,* N.Y.
Terrific week-end!—and now set for an extended run!



CITY ACROSS THE RIVER
with **STEPHEN McNALLY**
SUE ENGLAND • BARBARA WHITING
and introducing "THE DUKES"
Screenplay by Maxwell Shane and Dennis Cooper
Produced and Directed by MAXWELL SHANE
A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Ride high with U-I



ANOTHER GREAT U-I PROMOTION THAT PAID OFF!





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 73 NEW YORK, U.S.A., THURSDAY, APRIL 14, 1949 TEN CENTS

Rep. King Hits British Gov't. On Film Quota

Indicts British Ministry In Congressional Record

WASHINGTON, April 13. — Rep. Cecil R. King, California Democrat, today told the House of Representatives in a speech inserted in the *Congressional Record*, that the British government's policy toward the American film industry since the end of the war "has been one of steady harassment, with the obvious purpose of driving American motion pictures from the British market."

King, a member of the House Ways and Means Committee, announced that he was asking the committee to investigate the situation. The Ways and Means group handles reciprocal trade legislation and will also be assigned the International Trade Organization charter.

King blasted the British government with the strongest language yet put in the House record. He heads a committee of the California House delega-

(*Continued on page 5*)

MPEA's Future May Be Decided Today

Scope of future operations of the Motion Picture Export Association is scheduled to be decided at a meeting here today of film company presidents and Eric A. Johnston, head of both the MPEA and the Motion Picture Association of America. Also on the agenda are continued discussions and possible action on expanding MPAA's work in exhibitor relations, possibly with a new theatre department which

(*Continued on page 5*)

Paramount Theatres 'Futures' At 24½

About 100 shares of United Paramount Theatres futures changed hands in the first day's "big board" trading yesterday with the "when-issued" stock opening at 24½ and remaining unchanged.

Stockholders' ratification of the plan of reorganization on Tuesday had no effect on trading in the parent corporation issue. It opened and closed at 22⅜ with about 3,100 shares traded. Futures in the new Paramount picture company were not traded.

Para. Suit Hearing Is Off to April 21

New proceedings in New York Federal Court in the Paramount-industry anti-trust suit have been postponed from April 19 to April 21 with all parties to the action agreeing to the two-day delay. Reason for the postponement is attributable to the original date conflicting with other work of some of the attorneys.

To Postpone Schine Hearings For Month

WASHINGTON, April 13.—Justice Department officials indicated here today that there would be a further postponement of a month or more in the April 18 date set for further proceedings in the Schine anti-trust case in Buffalo District Court.

Purpose will be to give both the Department and Schine more time to work out details of a consent decree settlement. Justice attorneys and counsel for Schine met yesterday in their first session in two weeks or more. Indications were that progress was slow.

Judge Knight originally set March 18 as the date on which he would rule on introduction of new evidence, with a later postponement to April 18.

Film Costs Up $166-Million In 10 Yrs.: US

WASHINGTON, April 13.—Cost of work on films produced for commercial exhibition jumped from $186,776,000 in 1939 to $352,530,000 in 1947, the U. S. Census Bureau reported today. This includes work on completed films, on positive prints, and also work unfinished at the end of the year.

Industry observers point out that Hollywood production costs have been downward since 1947.

The Census Bureau today released

(*Continued on page 6*)

NSS Albany Plan Ending 60-Day Trial

ALBANY, N. Y., April 13—The 60-day trial of the continuation of National Screen service to theatres in this territory chiefly from New York, but supplemented by its Albany branch operating on a reduced scale, is expiring without a single complaint having been filed by an exhibitor with the Albany Theatre Owners of America, it is understood.

At a February 2 meeting, to which

(*Continued on page 6*)

'Worst Is Over In Hollywood', Says Skouras

Readjustments Have Been Completed, He Adds

"The worst in Hollywood is over and we can now look ahead to the future with positive optimism," 20th Century-Fox president Spyros P. Skouras reported here yesterday on his return from a survey of Hollywood and his company's own studio in particular. Skouras said that a very definite feeling of confidence exists at every studio.



Spyros P. Skouras

"This feeling of enthusiasm," he added, "is the result of the successful job of retooling and readjustment by the com-

(*Continued on page 6*)

TOA Gross Reports Start Before May 1

Three or four Theatre Owners of America members in each of the organization's several regionals are expected to be named soon by TOA president Arthur H. Lockwood to gather and collate theatre gross figures which will be broken down into percentages and ratings for presentation in a weekly bulletin on current box-office performances of pictures, it was reported here yesterday by TOA executive director Gael Sullivan.

Lockwood has received from Sul-

(*Continued on page 6*)

Vote Next Week in Phila. Union Fight

PHILADELPHIA, April 13. — The three-sided union fight here, for jurisdiction over employees of Warner, Paramount and 20th-Fox theatres and the Theatre Cleaning Service will be settled in workers' elections to be held next Tuesday, Wednesday and Thursday by the Pennsylvania Labor Relations Board. Over 1,000 cashiers,

(*Continued on page 6*)

Strike Halts All Rank Production; 2,000 Idle

LONDON, April 13.—All J. Arthur Rank production came to a halt today when Electrical Trades Union members at his Pinewood studio went out on strike.

Denham, Rank's only other active studio, has been closed since Friday by the dispute with the ETU. An estimated Rank studio personnel of 2,000 are idle.

Pinewood workers called a stoppage last Friday when the dispute broke out at Denham over the lay-off of Bert Batchelor, union shop steward, but work was resumed at Pinewood on Monday. Today's strike was called by the union as a result of the refusal of Rank officials to discuss the dispute with a view to reinstating Batchelor. Two pictures were in work at Denham and one at Pinewood, with a new one scheduled to start this week.

Other unions affected by the complete shutdown are endeavoring to

(*Continued on page 5*)

Rydge To Favor UK Product Over US

Sydney, April 9 (By Airmail).—Norman Bede Rydge, managing director of Greater Union Theatres, has told the directors, executives and managers of his organization that he had pledged the circuit to "do everything in our power to advance the cause of British films in Australia." That pledge is believed to be another move in the "cold war" between London and Hollywood.

As a remedy to poor business he suggested extra efforts to win a broader audience and a cut in the entertainment tax which increases admissions by 32.6 per cent.

Personal Mention

AL LICHTMAN and ANDY W. SMITH, JR., 20th Century-Fox executives, will be in Chicago from Hollywood today, while CHARLES EINFELD will return here today directly from the Coast.

•

FRED TELLER, formerly assistant manager of the Orpheum Theatre, Omaha, has been appointed manager of the Omaha Theatre, succeeding BERNARD DUDGEON, who will manage the Omaha Drive-In.

•

MARTIN MOSKOWITZ, 20th Century-Fox Central and Canadian sales supervisor, is in Chicago from New York to attend a company sales meeting.

•

BRUCE HOLDRIDGE, owner of the State Theatre, Shenandoah, Iowa, is recovering from an automobile accident in which both of his arms were broken.

•

WILLIAM K. SAXTON, who recently resigned as Loew's Theatres head in Baltimore, has been placed in charge of publicity for the Baltimore Convention Bureau.

•

JACK SKIRBALL, independent producer, and his bride, the former AUDREY MARX, have moved into their new Beverly Hills home.

•

HAL WALLIS is due in New York today from Hollywood, accompanied by JOSEPH HAZEN, who joined him at Chicago.

•

F. A. BATEMAN, Screen Guild general sales manager, has returned here from a tour of the Midwest and Southwest.

•

MARJORIE LECZER, secretary to WILLIAM F. RODGERS, M-G-M sales vice-president, is due back here Monday from a Florida vacation.

•

EDWARD SCHNITZER, United Artists Eastern sales manager, has returned here from a Florida vacation.

•

WALTER BIBO, Excelsior Pictures president, will leave here Sunday for Europe.

•

WILLIAM MOSS, producer, accompanied by his wife, JANE WITHERS, is in New York from the Coast.

•

ROBERT LYNCH, Philadelphia M-G-M district manager, will be in New York today from that city.

•

MARTIN S. LEVINE, Distinguished Films president, will leave here April 25 for Europe.

•

L. F. GRAM, president of Standard Theatres, Milwaukee, is vacationing in Honolulu.

•

RALPH BARNES has been appointed acting manager of the Strand, Milwaukee.

•

GREGORY RATOFF is in New York en route to Hollywood from Italy.

To Promote British Product in Canada

Ottawa, April 13.—A determined drive to show more British films in Canadian theatres during the remaining months of 1949 is understood to be in the making, spearheaded by the efforts of the J. Arthur Rank Organization of Canada whose Odeon circuit now consists of 116 directly-operated theatres in this country.

Behind the drive is said to be the intention to make the Canadian industry a more dollar-producing factor in U. K.-Canada trade.

Coast Production Up One, Total Is 25

HOLLYWOOD, April 13.—The production total was increased to 25, one above that of last week. Six pictures went into work, and five were completed.

Shooting started on "My Next Husband," "South of Death Valley," Col.; "Annie Get Your Gun," M-G-M; "The Kid Came West," Mono.; "Wyoming Bandit," Republic; "Ringside," Screen Guild (Lippert Productions). Completed were: "Miss Grant Takes Richmond," Col.; "Down Dakota Way," Republic; "Love Is Big Business," "Everybody Does It," 20th-Fox; "Red Light," U.A.

Industry in India Expands: Fazalbhoy

The film industry in India and Pakistan has entered a period of further expansion and greater production, according to M. A. Fazalbhoy, managing director of Photophone Equipments, Ltd., Bombay, associated with RCA, who has arrived here from India for a three months' visit.

"The new national spirit in Pakisan," Fazalbhoy stated, "has given impetus to local production of motion pictures. Activity in India among film producers, who number 300, has substantially increased since the country received dominion status."

Fiesta for 'Laredo' May 16 Premiere

Paramount's world premiere of "Streets of Laredo" at Laredo, Texas, on May 16, will dominate a citywide "Streets of Laredo Founding Week Fiesta," as the result of a deal set by Bill Danziger, Paramount's director of exploitation and George Henger, field representative, and approved by Laredo Mayor Hugh Cluck and the Laredo Chamber of Commerce.

100 Dates for 'Joan'

Some 100 theatres in the Texas-Oklahoma area will begin showing Sierra Pictures' "Joan of Arc" on April 21, with RKO Radio's promotional campaign centering on the openings at Dallas and Houston.

Walter Wanger Is Cited for 'Tulsa'

TULSA, Okla., April 13.—An estimated 100,000 saw the "Tulsa Day Parade," lasting three hours today in the greatest street event in the city's history on the occasion of the premiere, tonight, of Eagle-Lion's production of "Tulsa." It was followed by square-dancing in Western costume on roped-off downtown streets, covered by Life photographers. W. G. Skelly, president of Skelly Oil, was host to 500 at last night's dinner at the Tulsa Club. He praised Walter Wanger for creating a true picture of American industry in the face of Communist influences.

Governor Roy Turner appointed Wanger and the "Tulsa" cast colonels on his staff. He said the picture was a credit to Tulsa and to Oklahoma.

Today the press and radio contingents from Boston, New York, Chicago and Hollywood were guests of the Tulsa Press Club at a reception which was followed by the premiere of the picture tonight at Ralph Talbot's Orpheum and Ritz theatres.

UA Augments Staff For 'Home' Handling

United Artists has augmented its publicity staff here for special concentration on Screen Plays' "Home of the Brave," it was announced here yesterday by Howard Le Sieur, UA director of advertising-publicity. Added to Al Tamarin's home office press staff for assignment on the new Stanley Kramer production are: Joseph Wolhandler, on general coverage; George Nelson and Phil Cowan, on organizational contact, and Neil Scott, on special handling.

This unit will supplement UA's permanent staffers Tess Michaels and Charles Handel. They will work with Screen Plays' own contingent, which includes George Glass and Myer Beck, Eastern advertising-publicity director; also assigned is Joel Preston.

Del Ruth To Make 2 With Frozen Funds

HOLLYWOOD, April 13.—Roy Del Ruth and associate producer Joe Kaufman plan to use frozen funds accrued in the release of their "Babe Ruth Story" and "It Happened on Fifth Avenue" for the financing of two productions to be made in Europe.

They will personally "case" the European production situation by plane in five foreign capitals, planing from here immediately following a preview of their current production for United Artists' release, "Red Light," which is now being scored and edited.

'Treason' Starts in Month

Golden Productions will start on "Guilty of Treason" at the General Service Studio, Hollywood, in about four weeks, Edward A. Golden disclosed here yesterday upon his arrival from the Coast. Emmet Lavery did the script for the film which will be released through United Artists.

Short Subject

"Wonder House"

(*This Is America—RKO Radio*)

An on-the-scene report on the American Museum of Natural History in New York, produced by Jay Bonafield and directed and ably photographed by Larry O'Reilly, is offered in this interesting subject. Not only does the camera explore the Muesum's different departments, which range from a section on hats to the lecture hall of the Planetarium, with its artificial starry sky, but it also gives the audience a chance to meet the men who work and plan to make the different exhibits attractive. The short accompanies some of the Museum's expeditions to show how giant lizards are trapped in the East Indies and how the first dinosaur eggs were discovered, etc. Running time, 17 minutes.

Dieterle, Caramelli Sign Production Deal

William Dieterle has been signed by Feruccio Caramelli to produce and direct for Associated Artists in Italy an original entitled "Stromboli," the two disclosed jointly in an interview here. Renzo Avanzo, writer-director, will assist Dieterle. "Stromboli," they said, will be produced in English.

Caramelli, Italian exhibitor-producer-distributor, said that during his stay here he purchased equipment and closed deals for Selznick reissues and new and forthcoming Selznick, Goldwyn and Edward Small product. He has a standing distribution deal with United Artists.

Soundcraft Acquires Three Video Firms

Tele-Video Corp., manufacturer of "Picturecraft" television sets, which project pictures up to seven by nine feet in size, has been acquired by Reeves Soundcraft Corp., according to H. E. Reeves, president. Tele-Video also makes receivers that are distributed by Telecoin Corp.

Also included in the deal are Bace Television, makers of a 15-inch tube receiver, and Airdesign, Inc., electronic equipment makers. With Reeves Soundcraft already making recording discs for the film and radio industry, the new acquisitions are expected to expand its market.

Most Companies Set Early Closings

Most film company home offices have made arrangements for time off today and tomorrow for employes who wish to observe Passover or Good Friday. Passover, beginning today, will be regarded as a full day of permissible absence from the offices by all companies, while Good Friday, tomorrow, will be regarded generally as a half-holiday for those employes who wish to attend religious services. Warners, however, will close all day tomorrow.

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From FILM BULLETIN, March 14, 1949

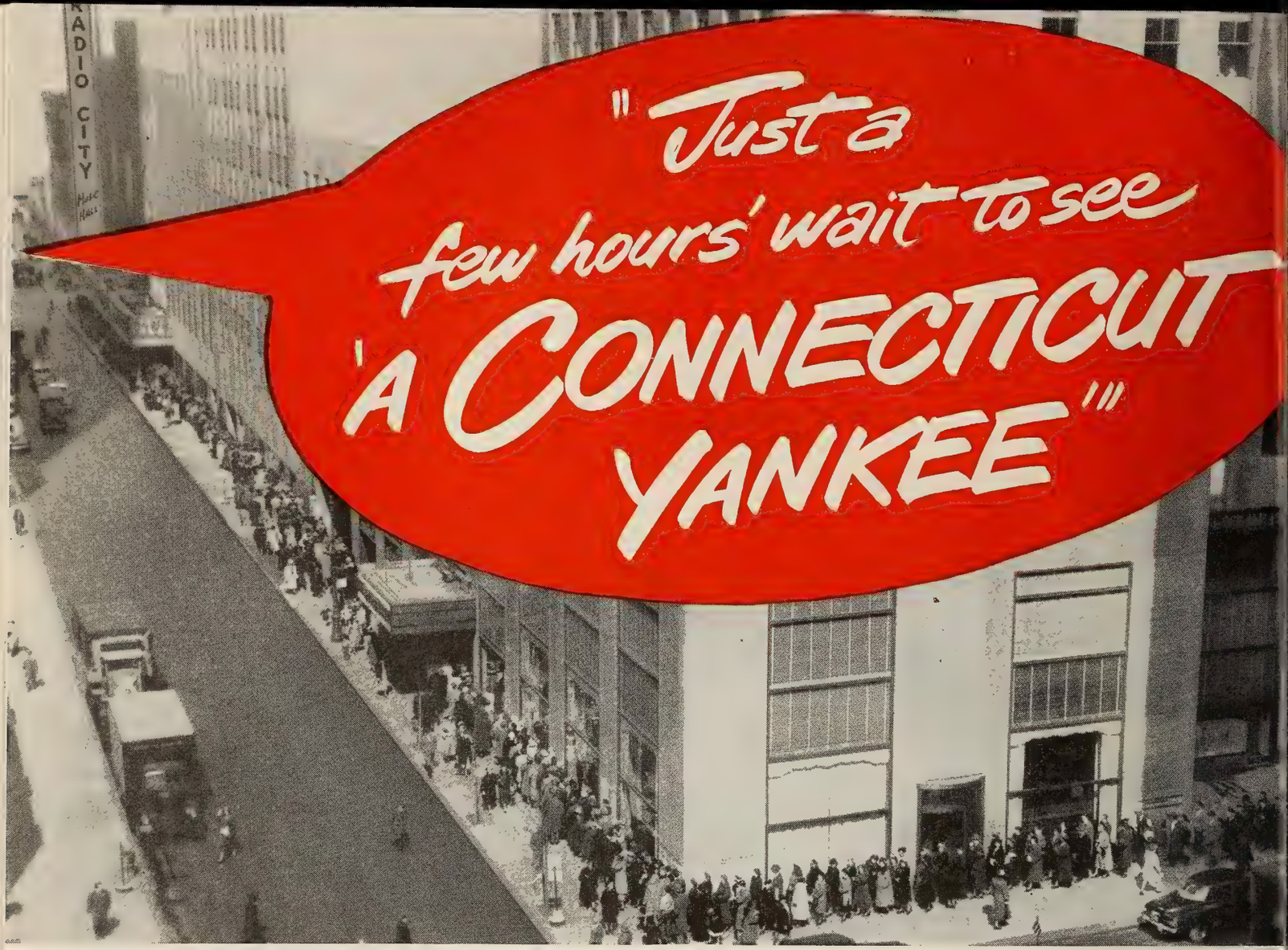
M-G-M BACKLOG NOW ONE OF BIGGEST and STRONGEST

WITH THE WINDING of a trio of features early this month, Metro's backlog of unreleased pictures jumped to 19, making it one of the strongest in the company's long and successful history. In addition, four more features are slated to roll in the immediate weeks ahead, among them the two important musicals, "Annie Get Your Gun" and "On The Town."

The current backlog includes: "The Forsyte Saga," "Madame Bovary," "That Midnight Kiss," "Border Incident," "Scene of the Crime," "Little Women," "Take Me Out To The Ball Game," "Conspirator," "Malaya," "The Barkleys of Broadway," "Big Jack," "The Secret Garden," "The Great Sinner," "The Stratton Story," "In The Good Old Summertime," "Neptune's Daughter," "Any Number Can Play," "Challenge to Lassie" and "Edward, My Son."

It is becoming increasingly evident that Dore Schary and Louis B. Mayer weren't indulging in idle boasts when they told the company salesmen recently that the studio would build up a total of 67 pictures this year. Practically all of the large group of Metro producers have a heavy schedule of work ahead of them.

Of great interest in Hollywood, is an original musical to co-star Ginger Rogers and Fred Astaire. This would seem to confirm reports that Metro biggies are bursting at the seams with pride over "Barkleys of Broadway," the first Astaire-Rogers co-starrer in a decade or more.



"Just a few hours' wait to see 'A CONNECTICUT YANKEE'"

First 4 days topped all previous Easter shows at Radio City Music Hall—thanks to BING and Rhonda FLEMING and Cedric HARDWICK in A CONNECTICUT

FOURTH SENSATIONAL COLOR HIT IN 3 MONTHS IN **Paramount's** GOLD RUSH OF '49 NEXT—"STREETS OF LAREDO"!



And Easter Bouquets to Bing from

The Mirror:
"Bing has a sure thing in 'A Connecticut Yankee'!"

The Times:
"Mr. Crosby's 'Connecticut Yankee' is that 'good time to be had by all'."

The Sun:
"The Music Hall is a merry place this week. Crosby is...excellent...in a jolly film."

The World-Telegram:
"Full of bounce and mirth . . . a very pleasant couple of hours."

The Morning Telegraph:
"To make this year's Easter pageant even bigger and more overpowering, awe-inspiring and overwhelming the Music Hall has booked 'A Connecticut Yankee'."

The Herald Tribune
"Magnificently spangled and velveted Technicolor production...to fill the screen handsomely."



CROSBY
Bill BENDIX
MARK TWAIN'S
CUT YANKEE
IN KING ARTHUR'S COURT"
Color by TECHNICOLOR
Murvyn Vye • Virginia Field • Henry Wilcoxon
duced by Robert Fellows • Directed by TAY GARNETT
Play by Edmund Beloin • Lyrics by Johnny Burke • Music by James Van Heusen

King Hits Quota

(*Continued from page* 1)

tion appointed to meet with Secretary of State Acheson and other government officials on the British quota and has also been in constant touch with Motion Picture Association president Eric Johnston. His address carried the obvious blessings of MPAA.

King declared that the British government has thrown up one barrier after another against American films, and has attempted to excuse these actions because of its need to conserve dollars. "That is an excuse—an alibi—which won't hold water," he said. He pointed out that the agreement limiting the remittances of American firms—"an extremely generous one on the part of the American motion picture industry"—took care of Britain's need to conserve dollars. Thus, he said, this cannot be used as an excuse for the high quota.

King said he would indict the British producers only "mildly," saying "that perhaps they 'misled' the British Ministry into believing they could supply the British home market all by themselves. Let us say that they nudged the British government into drastic acts against American interests with the understandable idea of garnering a greater return for themselves, but as it it turned out, they have simply outslickered themselves, and my primary indictment of the Ministry must stand. The Ministry should have foreseen the result."

King said in his speech that "trade restrictions breed trade restrictions," and that while American films faced problems all over the world, Britain was the "gross offender." "The British Ministry gives beguiling lip service to the theory of reviving world trade," he said, "but reneges on its word. We give our billions and keep our promises."

The California Democrat reminded the House that the American film industry has never asked for protection here from foreign competition but has welcomed British and other pictures. American pictures won their share of the British market because the British people wanted them, he said, and "they still want them." King also stressed the importance of films as part of our foreign policy.

British producers were not able to fill even a 20 per cent quota, King declared, and quoted extensively from speeches by Sir Alexander King and Tom O'Brien to show that British exhibitors and film labor also opposed the high film quota. He reviewed the 75 per cent British tax, the remittance agreement, and the subsequent quota hikes.

Wants Fair Treatment For U. S. Films Abroad: Acheson

WASHINGTON, April 13.—Secretary of State Dean Acheson declared today that it was the State Department's "firm attitude" that the American motion picture industry should "receive fair and non-discriminatory treatment in foreign countries and that the Department should do all it can within the bounds of propriety to insure that."

While Acheson's statement had some significance, coming after considerable agitation on the British quota from the Motion Picture Association of America, the Society of Independent Motion Picture Producers and members of Congress, observers here were quick to point out that the Secretary left himself a very big "out"—his qualification that the Department would only do what can be done "within the bounds of propriety." Exactly *what* can be done within the bounds of propriety is the big question.

California Solons, Acheson Meet Tomorrow on UK Quota

WASHINGTON, April 13.—A special committee of the California members of the House of Representatives will meet with Secretary of State Acheson Friday afternoon to voice the California delegation's concern over the British film quota. The group is headed by Rep. Cecil King, California Democrat.

MPEA's Future

(*Continued from page* 1)

would operate in conjunction with more intensified efforts in public relations.

The indication is that the companies will return to competitive operations in Germany and Austria, this based on steps already taken by M-G-M to break with the MPEA in the two countries. The film company has not as yet served any formal notice on the MPEA of its intentions although it has proceeded with licensing plans to operate independently in Germany. Austria, being operationally linked with Germany, also would be included in M-G-M's apparent plan.

While MPEA could continue without M-G-M it is considered likely that other member companies would consider this infeasible and would follow suit.

Arthur Mayer, head of the American Military Government's motion picture division in Germany, has disclosed that at today's meeting he will recommend continuation of the MPEA there.

There have been reports on some sentiment favoring individual operations in Japan, Korea and Indonesia but no action is known to have been taken by any of the MPEA companies.

Members' contracts with the foreign trade organization will expire during the summer, beginning in June in some countries and in July and August in others. This excludes the Eastern Europe (Iron Curtain) area, MPEA contracts for which had been renewed for another year last March 10 by all members.

Meeting of the Anglo-American Films Council in Washington on April 21-23 is another subject which is expected to be taken up today.

Strike Halts Rank

(*Continued from page* 1)

persuade ETU to adopt a more reasonable attitude.

The situation naturally diminishes the possibility that British producers can furnish enough films to fulfill the new 40 per cent quota.

Batchelor was dismissed as unneeded after he declined a transfer to the closed Shepherd's Bush studio as a maintenance man. Rank officials said Batchelor had been absent 60 per cent of his scheduled working time and should have been dismissed long ago.

New ABC Board Member

Alger B. Chapman, New York attorney, has been elected a director of American Broadcasting, increasing the board to nine. The eight incumbents have been re-elected; they are Edward J. Noble, Mark Woods, Robert Kintner, Earl E. Anderson, Robert H. Hinckley, C. Nicholas Priaulx, Franklin S. Wood and Owen D. Young.

Filming Costs Up

(*Continued from page 1*)

a preliminary report on the survey of film production it carried on as part of the 1947 U. S. census of manufacturers. This survey, conducted in 1948 on 1947 business, was the first comprehensive survey of film production since the 1940 census, based on 1939 business. No profit figures are given, nor any figures on individual companies.

Establishments in film production, including laboratories, firms renting studio facilities, and firms doing other work for production, jumped from 178 in 1939 to 277 in 1947. The number of employes dropped slightly, from 35,345 to 34,799, but the salary and labor bill rose from $142,500,000 to $293,000,000. Expenditures for new plants and equipment rose from $6,000,000 to $15,400,000.

The number of black-and-white features dropped from 493 in 1939 to 348 in 1947, while the number of color features rose from 27 to 68. Cost of the 348 black-and-white films in 1947 was $165,432,000, compared to $117,830,000 for the 493 black-and-white features in 1939. The 68 color films in 1947 cost $43,703,000, compared with $14,356,000 for the 27 color films in 1939.

Cost of work during 1947 on films not finished at the end of the year jumped from $37,758,000 in 1939 to $119,892,000 in 1947, and costs of laboratory work rose from $18,594,000 to $53,329,000.

Rank Accepts Eight Awards at Luncheon

HOLLYWOOD, April 13.—Accepting eight Awards presented by Academy president Jean Hersholt at a luncheon here today, J. Arthur Rank said, "In these days when we are so beset with misinformation about one another, and with the misunderstandings that have resulted, these eight awards are a particularly significant demonstration of true sportsmanship by the Academy membership. It is a great honor for me to act as a messenger in delivering these 'Oscars' to the winners in England."

"These statuettes are visible evidence," Hersholt said, "of Hollywood's fair-minded attitude toward the film industries of other countries. We feel that the Academy has been a strong instrument in the creation of finer films, and has inspired progress in motion picture techniques here and abroad."

Gilda Sues Over 'Gilda'

DENVER, April 13.—Gilda Grey, retired "shimmy" dancer of silent pictures now living in Colorado, has filed suit against Columbia in U. S. District Court here for $1,000,000, claiming events in the Rita Hayworth film, "Gilda," were based on her life.

Want Parking Zones

SALT LAKE CITY, April 13.—Theatre owners here oppose the plan of the local Parking Council to abolish "No Parking" zones in front of downtown theatres, a move to seek space for parking meters.

Exhibitor Renfroe, 60

NEW ORLEANS, April 13.—R. E. Renfroe, 60, operator of the Ren Drive-In, McComb, Miss., and a pioneer exhibitor in this area, died suddenly last Sunday of a heart attack.

Review

"Manhandled"

(*Pine-Thomas—Paramount*)

SWIFT excitement has been conjured up by director Lewis R. Foster in the making of this William H. Pine and William C. Thomas production about a couple of murders, a manhunt, and the manhandling—mental and physical—of a bewildered young woman by as sneaky and treacherous a villain as the screen can offer. The marquee lure of Dorothy Lamour and Dan Duryea, who perform convincingly in these roles, is worth citing, of course, in commercially appraising this film; but the assets of "Manhandled" do not stop there. Add a taut—if somewhat formulary—crime detection screenplay by Foster and Whitman Chambers, some slick and realistic sets, and competent photography, all compounded quite satisfactorily by efficient direction, and there presents itself a picture which should prove reliable in almost all types of situations.

The audience is kept informed as the story unfolds as to who the culpable parties are in the murder and jewel robbery which set the plot to thickening. First of all, it is evident that the shiftless private investigator, whom Duryea portrays, has designs on the jewelry owned by writer Alan Napier's wife. Actually, however, he does not get a chance to slay the lady. A phony psychiatrist, for whom Miss Lamour is an unwitting secretary, kills Napier's wife after making certain that both the husband and the police will think it is a case of wife murder. But Duryea catches on to the quack's scheme, steals the jewels from the killer, and proceeds to plant evidence which would frame Miss Lamour while professing to be in love with her. Into the picture steps handsome insurance investigator Sterling Hayden, who, together with shrewd police detective Art Smith, saves Miss Lamour from the villainy which has been afoot, and sees that Duryea gets his just deserts. Rounding out the cast are Irene Hervey, Harold Vermilyea, Irving Bacon and Philip Reed. The script was based on a story by L. S. Goldsmith.

Running time, 96 minutes. General audience classification. Release date, June 10.

CHARLES L. FRANKE

U. S. Production in Italy on the Increase

OTTAWA, April 13.—Production has increased considerably in Italy in the last two years, a great part of the activity being due to United States companies taking advantage of cheap production costs, states A. P. Bissonnet, Assistant Commercial Secretary for Canada in Rome, reporting to the Foreign Trade Department here.

Seven U. S. film companies were producing 10 feature films in Italy, Bissonnet reports, adding that the number of films produced by Italians has been on the decrease. In 1938 there were produced 65 Italian films and 230 foreign films were imported; in 1948, the figure was 49 Italian films and about 600 foreign imports.

Satellites Use U. S. Films for Propaganda

WASHINGTON, April 13.—Assistant Secretary of State George V. Allen declares that the Department has been trying to assist in preventing American feature films from being frozen out of Russian satellite countries and "from being used to vilify and slander us." He said that satellite countries, if not watched closely, take parts of American films "which fit into a propaganda program against the U. S., cull them out, and present our own material as propaganda against the U. S. So we try to prevent films susceptible of that type of treatment from going into those countries."

Drop Radio Show Plan

DETROIT, April 13. — Plans for a radio giveaway show to be sponsored by local exhibitors have been dropped because of disagreements on which night the show should go on, according to Sam Carver, president of Detroit Consolidated Theatres and originator of the plan, which was announced here some time ago.

TOA Gross Reports

(*Continued from page 1*)

livan a list of names of several TOA members in each regional whom the latter regards as qualified to serve as bulletin "agents," and the TOA president will make selections from that list.

First edition of the bulletin, Sullivan said, will be ready for distribution before May 1. Its reporting of picture performances, percentage-wise, will be on a regional basis. Box-office ratings of "good," "fair" and "poor" will supplement the percentage information, Sullivan said.

NSS Albany Plan

(*Continued from page 1*)

the TOA invited all exhibitors of the district, National Screen vice-president George F. Dembow asked that the plan be continued for a trial. Subsequently, NSS president Herman Robbins asked the TOA to give the service as set up an additional 60-day trial, declaring that if at the end of that period NSS service was not satisfactory, he would accept the decision of the TOA and put the Albany branch back in full operation. Activities were curtailed because the company claimed it was losing $30,000 annually in Albany. Exhibitors had complained that the new plan was costing them extra money.

Projectionists Get Raise

MINNEAPOLIS, April 13.—The local operators' union has signed a three-year contract with Minnesota Amusement and RKO Theatres. It is retroactive to last December and calls for a wage increase of three per cent in the first year and two per cent for each of the succeeding two years.

August Date for Shorts

HOLLYWOOD, April 13.—Grant Leenhouts, coordinating producer of the industry's shorts series, said he expects to complete production of the entire series by August.

'Worst Is Over'

(*Continued from page 1*)

panies, overcoming the odds imposed upon them following the war.

"After making an objective survey of Hollywood, and talking to production chiefs of other companies, I can report that the motion picture industry has now undergone a major reorientation and is confidently prepared to serve the theatre-going public with entertainment on a quality level higher than ever before," he said.

"Like other industries we had to meet wartime conditions, but we have obtained a great measure of stabilization because 20th Century-Fox was among the earliest to start readjustment and has virtually completed the process of retooling inaugurated more than two and one-half years ago. We have overcome the odds imposed following the war because of the restriction of dollars in foreign markets, higher production costs and a return of domestic box-office receipts to normal levels.

"We can look ahead with confidence provided we continue to meet our responsibilities for serving the public with fine entertainment produced without extravagance, but under a forthright and courageous policy of catering to the most exacting requirements of the whole American public of all ages, as well as the people of other countries," Skouras continued.

"There is also a marked feeling throughout our industry that outcries of calamity and disintegration, so often heard from those who make it a pastime to belittle Hollywood, never were justified and will henceforth be met with affirmative action," he said.

New 20th-Fox product which Skouras cited included "Come to the Stable," "Prince of Foxes," "Pinky," "Twelve O'Clock High," "House of Strangers," "Smokey," "It Happens Every Spring," "The Beautiful Blonde from Bashful Bend," "Thieves' Market" and "You're My Everything," most of which Skouras previewed while at the studio.

Phila. Union Fight

(*Continued from page 1*)

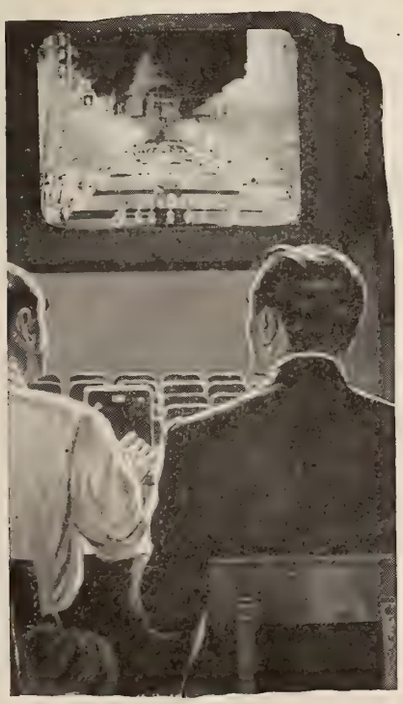
doormen, ushers, matrons, custodians, and other theatre employees are involved.

A few months ago, a group of workers split from AFL's IATSE local No. B-100 and attempted to affiliate with the AFL's building employes local. Recently, however, AFL president William Green ruled that the "IA" has jurisdiction over all film theatre employees here. With that ruling some dissidents went over to District 50 of John L. Lewis' United Mine Workers which opened a recruiting drive, and still others set up an independent union known as the Employees Representation Committee. The PLRB ballot will include the three unions and will also have a provision for the workers to vote for "no union" if they so choose.

Third Video Station Set for Cincinnati

CINCINNATI, April 13.—This city will have its third video station when WCPTO-TV goes into operation on June 14, it was announced by Mortimer C. Watters, vice-president of Scripps-Howard Radio, Inc., Mutual affiliate operated by the *Cincinnati Post*. The station will have ABC kinescope film programs until Oct. 1, following which "live" shows will be televised by coaxial cable.





Thanks to the newsreel editor . . . the world passes in review

ACROSS his "front pages," before the eyes of movie-goers on Main Streets everywhere, the world passes in review. There, North meets South, East meets West through the specialized efforts of the newsreel editor.

He sifts the facts and foibles of the world . . . presents in one short reel the significant, the human, and the odd—news that helps the world to know itself better.

To his objectivity . . . his sense of the newsworthy . . . his feeling for concise and graphic storytelling . . . the newsreel owes its unique place in American journalism.

Yet the newsreel editor would be the first to give due credit to his staff of cameramen . . . and to the family of Eastman motion picture films which help them cover the news—and help him present it so effectively.

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS

FORT LEE • CHICAGO • HOLLYWOOD



Mr. Belvedere Goes to College

The **NEW** Adventures of that "Sitting Pretty" Man!

Belvedere's Back AND HOW!

BALTIMORE'S BIGGEST IN 15 MONTHS!

BEATING "A LETTER TO THREE WIVES" • "DOWN TO THE SEA IN SHIPS" "SITTING PRETTY" • "WHEN MY BABY SMILES AT ME" TECHNICOLOR • "ROAD HOUSE"

AND SET TO TOP THEM ALL . . .

ROXY, N. Y.! PHILADELPHIA! PITTSBURGH! ATLANTIC CITY! HOUSTON!

. . . AND EVERYBODY'S SAYING

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 74 NEW YORK, U.S.A., FRIDAY, APRIL 15, 1949 TEN CENTS

$43-Million in 20th Dividends In Six Years

$15,000,000 Remittances Are Reported for 1948

During the six years, 1943 through 1948, 20th Century-Fox paid in dividends to preferred and common stockholders a total of $43,131,700, company president Spyros P. Skouras discloses in his annual report to stockholders, released yesterday. Some 32,000 individuals own stock in the company.

The report discloses also that the company's dollar remittances from operations abroad in 1948 were $15,000,000. This compares with $18,000,000 in 1947. However, the report states, expenditures of foreign balances for film production, story purchases and the like were equivalent

(*Continued on page 6*)

Allied Urges Use Of Industry Shorts

WASHINGTON, April 14.—Allied States Association today urged all exhibitors to give full support to the industry's short subject series, hailing the shorts as "a great constructive enterprise toward better public relations at the community level."

Allied counsel Abram F. Myers said that from all reports, the shorts have real entertainment value, the rentals will be materially less than the usual short subject price, and therefore the program does not entail

(*Continued on page 6*)

U. S. Hopes to Rest Griffith Case Apr. 25

Washington, April 14.—Justice Department attorney George Wise, in charge of the Griffith case, will leave for Oklahoma City this weekend, and assistant Milton Kallis will leave early next week, to work on some stipulations with Griffith attorneys in the hope that the Government can rest its trust suit on the morning of April 25, soon after proceedings reopen before Judge Vogt. Griffith attorneys estimate that they will spend two weeks or more after that introducing their evidence.

Fabian Heads UJA National Division

S. H. Fabian of Fabian Theatres has accepted the chairmanship of the national motion picture division of the United Jewish Appeal to mobilize the industry on behalf of the UJA's 1949 nationwide campaign for $250,000,000 to support a program of refugee aid, overseas reconstruction and settlement in Israel, it was announced by Henry Morgenthau, Jr., general campaign chairman. Fred Schwartz of Century Circuit was named chairman of the amusement di-



S. H. Fabian

(*Continued on page 6*)

TOA Agrees to NSS 'Local Level' Plan

The Theatre Owners of America executive committee has agreed to National Screen Service's proposal that exhibitor grievances be settled on a local level, Gael Sullivan, executive director, announced here yesterday, with the proviso that the membership will be canvassed after a few months and that the question be taken up again on a national level if problems have not been solved.

"The executive committee is not concerned with the level at which results are obtained," Sullivan said, "but if it appears that the problems

(*Continued on page 6*)

NASSERS AGREE ON PURCHASE OF U. A.

Nemirow and Segal Win QP Awards

Philip Nemirow, manager of the RKO Hamilton Theatre, New York City, has been declared the winner in the first quarter for the Quigley Awards of *Motion Picture Herald's* Managers' Round Table, by the judges sitting to determine both the quarterly winner and the award of the special Quigley citation for "Brotherhood Week." Jerry Segal, manager of the Strand Theatre, Perth Amboy, N. J., was given the "Brotherhood" prize.

Judges were Charles Schlaifer, head of his own advertising agency; Leon Bamberger, head of RKO Radio sales promotion, and Milton Livingston, Universal-International home office trade press liaison.

Theatre Monopoly Charged in Mexico

MEXICO CITY, April 14.—President Miguel Aleman has promised to act in an exhibitors' "war" resulting from charges by independents that a theatre monopoly has developed that threatens to absorb all houses in Mexico, it was announced by Samuel Granat and Federico Longoria after they complained to the chief executive. Gra-

(*Continued on page 6*)

Formal Closing Seen Near As Sears, Schwartz, Kelly Leave for Coast

Agreement on terms for the purchase of United Artists by James and Edward Nasser and their associates has been reached and closing of the deal is officially expected within a matter of days.

Gradwell L. Sears, UA president; Arthur W. Kelly, executive vice-president, and Charles Schwartz, counsel, were called to the Coast yesterday by Charles Chaplin for final consultations prior to consummation of the deal. Kelly left here by plane last night and Sears and Schwartz will leave by plane today.

A ranking United Artists executive said yesterday that the transfer of

(*Continued on page 6*)

MPEA Stays on in Germany—Perhaps

While operation of the Motion Picture Export Association in Germany was discussed at length at an MPEA board meeting here yesterday, to what extent the organization will continue to function in that country remains vague. One participant at the meeting reported that a lengthy and involved resolution was adopted continuing MPEA in Germany on a tentative

(*Continued on page 6*)

Bill In to Free Theatres From Minimum Wage Law

French, Korda Due; Rank Leaving Coast

HOLLYWOOD, April 14.—J. Arthur Rank plans to leave here over the weekend for Washington where he will join Sir Henry French and Sir Alexander Korda for the meeting on April 21-23 of the Anglo-American Films Council. French and Korda are due in New York on Monday from London on the *Queen Mary*. American members of the council are Eric A. Johnston, Barney Balaban and Nicholas M. Schenck.

WASHINGTON, April 14.—Rep. Lucas, Texas Democrat, today introduced a bill to amend the wage-hour law which would, among other things, make virtually all theatres exempt from the minimum wage and overtime provisions of the law.

Lucas's bill will be supported on the House floor by the powerful Southern Democratic-Republican coalition, and stands a good chance of being substituted for the Administration's bill, which would take in theatres or circuits grossing more than $500,000 a year, it is believed in Congressional circles.

Minor Damage to Theatres in Quake

Seattle, April 14.—Physical damage to theatres from the earthquake which struck this area yesterday appeared from early checkups to have been slight. Many neighborhood and small town theatres which do not give matinees were closed when the quake occurred. Minor damage was reported by some larger theatres, mostly to electrical and water systems and from excited crowds rushing for exits.

Attendance is off due to after-effects of the shock.

Personal Mention

SCOTT R. DUNLAP, executive assistant to STEVE BROIDY, Monogram-Allied Artists president, will leave Hollywood on Monday for New York, with stopovers at Chicago and Milwaukee.

•

WALTER WANGER, STUART HEISLER, SUSAN HAYWARD, ROBERT PRESTON, CHILL WILLS and SAM ISRAEL, all members of an Eagle-Lion contingent visiting Tulsa, have returned to Hollywood from there.

•

JOAQUIN RICKARD, Motion Picture Association manager in Latin America, left New York yesterday for Balboa, C. Z., as the first stop on a tour of his territory.

•

JACK YARMOVE, in charge of motion pictures for L. H. Hartman Advertising Agency has been elected a director of American Pacific Industrial Corp.

•

PETER C. VIGNA, Fox West Coast booker at San Francisco, and MRS. VIGNA, are the parents of a daughter born at St. Mary's Help Hospital in that city.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return here today from Boston.

•

BEN GOETZ, board chairman for M-G-M's British Studios, and MRS. GOETZ, are in New York from the Coast, en route to England.

•

WILLIAM J. HEINEMAN, Eagle-Lion distribution vice-president, and MILTON COHEN, Eastern sales manager, have returned here from Tulsa.

•

RUTGERS NEILSON, RKO Radio publicity manager, and MRS. NEILSON, will celebrate their 27th wedding anniversary on Easter Sunday.

•

MILTON YASSENOFF, Academy Circuit general manager at Columbus, Ohio, and MRS. YASSENOFF, are the parents of a second daughter.

•

ALAN W. COOK, Ansco executive, has returned here from a seven month's stay in Europe.

•

IRA MICHAELS, SRO New York sales representative, celebrated his birthday on Wednesday.

•

J. ROBERT RUBIN, M-G-M general counsel, is due to return here Monday from Durham, N. C.

•

ROBERT J. FLAHERTY, documentary producer-director, will speak on April 21 to the New York Film Society.

•

NORMAN EISENSTEIN, Realart secretary-treasurer, has left here with his family for Miami.

•

CHARLES GOETZ of Four Continent Films, will leave New York today for a two-week fishing trip in Florida.

Insider's Outlook

By RED KANN

MORE RUSTLES OF SPRING: "The worst in Hollywood is over, and we can now look ahead to the future with positive optimism. This feeling of enthusiasm is the result of the successful job of re-tooling and readjustment by the companies, overcoming the odds imposed upon them following the war. . . . I can report the motion picture industry has now undergone a major reorientation and is confidently prepared to serve the theatre-going public with entertainment on a quality level higher than ever before." — *Spyros P. Skouras.*

No. 2 RUSTLE: "[Barney Balaban] said [at the Paramount reorganization meeting] theatre earnings from January 1 of this year to date are 'very close' to last year's level except for the areas in the Midwest and West which were struck with severe weather. . . . J. J. Fitzgibbons, head of Famous Players Canadian, added to Balaban's remarks with report that Canadian business is very close to the 1948 revenue."—MOTION PICTURE DAILY.

No. 3 RUSTLE: "Loew's reports net profit of $4,117,117 after taxes for the 28 weeks ended March 17, an increase of $230,372 over the $3,886,745 recorded for the corresponding period last year."—MOTION PICTURE DAILY again.

■ ■

"Quartet," made in Britain and released here by Eagle-Lion, grossed a formidable $17,597 in its opening week at the Sutton, immediately east of 3rd Avenue on 57th Street, and thereby outdistanced a previous opening week's record of $13,359, which went to "I Know Where I'm Going," also British-made. Second week of "Quartet" closed Monday night at an impressive $15,815.

Does J. Arthur Rank, whose companies produced both, continue to think there is a "plot" in America to keep his product off domestic screens?

■ ■

If UA's blood count rose with "Champion," there seems to be no adequate description for the goings-on over "Home of the Brave," New York stage play by Arthur Laurents with a switch in theme from anti-Semitism to Negro discrimination.

The film follows "Joan of Arc" at the Victoria about mid-May and soon after opens in Boston and Chicago. At a negative cost of about $400,000, Grad Sears seems very positive he will recoup the investment out of these three key runs.

Disinterested, but experienced, distributors say it can be done if the runs are long and successful.

■ ■

The Motion Picture Association's planned entry into exhibition relations under Francis Harmon is geared to the prospect of enrolling TOA and Allied adherents as dues-paying members, which is quite a prospect.

Eric Johnston is understood to be somewhat captivated by the idea of getting enough theatremen in MPA ranks to justify the claim that he represents the entire industry.

■ ■

Grigori Alexandrov, Russian director, informed a Bucharest audience the other evening that the Soviet film industry is "very near" to producing smelling pictures. "We want to look through the screen as through a window. We want to hear, to see, but also to smell the breeze of the sea, the perfume of flowers and of green pastures," he is reported as stating.

There are those who maintain the Soviet is very close indeed to that accomplishment. And those who view with dismal eye the whole prospect. Among them our old philosopher-friend, Joe Skeptic, who remarks:

"Yeah, but you're apt to end up smelling things the studios never intended. I'm against."

■ ■

Frank Capra is gloomy about his future prospects, according to the New York *Times,* because "there is an excess of caution and fear at Paramount and everywhere in Hollywood," whereas the producer-director likes to have a free hand for experimentation. Since the studio is said to have informed him $3,000,000 is maximum domestic gross expectancy these days and has rejected five projects as "unsafe," Frank is gloomy.

How are *you* feeling these days?

Wyler Wins Two Awards

William Wyler has received two more international awards for his direction of "The Best Years of Our Lives." The film was cited as the "best" release of 1947 in Great Britain by the British Film Academy, and named winner for "best direction" at the International Film Festival at Marienbad, Czechoslovakia.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

Paramount presents
"Bride of Vengeance"
starring
PAULETTE GODDARD
JOHN LUND
MACDONALD CAREY
A MITCHELL LEISEN production
IN PERSON
CHARLIE BARNET
and his Famous Orchestra
JACK CARTER
MARGARET PHELAN
BUNNY BRIGGS
JERRY COLONNA
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street *West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES
"Portrait of Jennie"
Joseph COTTEN
DOORS OPEN, 9:30 A.M.
POPULAR PRICES
RIVOLI
Broadway at 49th St.

SPECIAL ACADEMY AWARD
to Walter Wanger for Distinguished Service . . . by his production of the picture "JOAN OF ARC"
JOAN of ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play Joan of Lorraine by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
23rd WEEK! VICTORIA BROADWAY & 46th ST.

CLIFTON WEBB - SHIRLEY TEMPLE
"MR. BELVEDERE GOES TO COLLEGE"
A 20th Century-Fox Picture
ON VARIETY STAGE — VIVIAN BLAINE
LEO DE LYON - McCARTHY & FARRELL
On Ice Stage—The ROOKIES - Joan HYLDOFT
ROXY 7th Ave. & 50th St.

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Alger Dismissal Is Under Advisement

CHICAGO, April 14.—Dismissal of the Alger percentage case, which has been sought by eight distributor plaintiffs in U. S. District Court, here, remains under final advisement pending signatures of Master-in-Chancery Joseph W. Elward and the approval of Federal Judge William Campbell.

It is understood that immediately after the dismissal, expected with in a few days, the distributor-plaintiffs will file a new percentage suit in State Court against the Algers.

A hearing scheduled this week for benefit of the distributors in answer to their objections on the attorneys' fees previously approved by Elward went unanswered, virtually closing the case.

The Alger case is significant in distributor-exhibitor relations, because its outcome is earmarked to set a precedent in future cases of similar background throughout the industry.

Elward, in a recent statement, said: "I think it is a fair inference from the record that this alleged reason for dismissal (that the distributors may not be able to prove that the matter involved exceeded ($3,000) was not the only reason or the principal reason for the plaintiffs' decision to dismiss. For some other reason, not apparent of record, and with which the court has no concern, the plaintiffs wish to withdraw."

Elward had recommended approval of fees to Alger attorney Thomas McConnell of $4,061, and to Seymour Simon, representing the L. and P. circuit (an affiliate of Alger) of $1,500, which went uncontested by the plaintiffs. Representing the distributors is Miles Seeley.

Famous Players Net For 1948 Increased

TORONTO, April 14.—Famous Players-Canadian Corp. has net earnings of $3,286,264 in 1948, compared with $3,156,446 in the previous year. Gross receipts were somewhat higher than in 1947 because of the additional number of theatres, but there was a continued rise in operating costs in almost every department, said FP-C president J. J. Fitzgibbons.

Theatre projects involving an outlay of more than $3,200,000 were paid for out of current earnings and working capital, he added.

Fitzgibbons announced that a Paramount television system was to be established in the Imperial Theatre, Toronto. The FP-C president said another year of good business is anticipated.

100 Exhibitors in Protest Against Tax

COLUMBIA, S. C., April 14.—Some 100 exhibitors representing 250 theatres in South Carolina, meeting in Columbia yesterday, voted opposition to a proposed plan in the Assembly for an increased 10 per cent ticket tax. Bob Bryant of Rock Hill, S. C., presided.

Governor Thurmond, addressing the group, said motion pictures are the poor man's principal source of entertainment. Bryant said theatremen are prepared to resist any move to increase admission prices.

Review

"Sleeping Car to Trieste"

(Rank-Eagle-Lion)

GOOD character delineation and some fine bits of isolated comedy combine to make J. Arthur Rank's "Sleeping Car to Trieste" a delightful little film, even though the story runs a familiar mystery-thriller course. Discriminating patrons generally should find it rewarding. In the way of popular cast names, however, the production is shy; handling the acting chores are Jean Kent, Albert Lieven, Derrick De Marney and Paul Dupuis.

Virtually the entire story takes place aboard an Orient express which starts out from Paris. In the focal spot are an adventurer and his attractive companion, both of whom are pursuing a double-crossing accomplice in the theft of a secret political diary. A varied assortment of personalities comes into view aboard the train, including a sight-seeing G.I., a pompous British journalist, a vacationing police inspector, and a romantic young couple. In the course of their individual pursuits they become dramatically entangled over the diary. Following a murder, the film takes on the aspect of a detective story. John Paddy Carstairs' direction provides some excellent touches. George H. Brown produced this Two Cities Film from a screenplay by Allan Mackinnon, based on a story by Clifford Grey.

Running time, 95 minutes. Adult audience classification. For April release.

MANDEL HERBSTMAN

Congress Approves Extension of ECA

WASHINGTON, April 14.—Congress today approved and sent to the White House a bill continuing Economic Cooperation Administration operations through June 30, 1950, and authorizing the ECA to use up to $10,000,000 a year in its information media guaranty program.

The House had earlier approved $15,000,000 but the Senate stuck to $10,000,000, and the House gave way when the bill went to conference. ECA during its first year committed only about $1,000,000 for information media guaranties.

Sharp Drop of U. S. Films in Argentine

WASHINGTON, April 14. — The number of U. S. films released in Argentina dropped from 375 in 1947 to 261 in 1948, U. S. Commerce Department film chief Nathan D. Golden reported today.

The drop in the number of U. S. features was responsible for a drop in the number of features from all nations released in Argentina in 1948 to 453, from 557 in 1947. No Russian pictures were released in 1948, whereas 10 were shown in 1947. Twice as many Italian films were shown in 1948 as the previous year, but French releases fell from 37 to 23. British, Mexican and Argentine releases last year stayed at about 1947 levels.

2 Continue Studio Posts

MEXICO CITY, April 14.—Richard Tomkins will continue to represent American stockholders of the Churubusco studios here for the ensuing year, with Emilio Azcarraga, exhibitor and radio station operator, representing Mexican stockholders. Andres Serra Rojas, director general of Banca Nacional Cinematografico, S. A., has become a member of the studio's board.

Graham, RKO Executive

W. A. Graham, assistant manager of the maintenance department of RKO Theatres, died yesterday at his home in Westfield, N. J., after a long illness. Graham had been with RKO Theatres for 15 years.

Mexicans Must Use 80% Native Casts

MEXICO CITY, April 14.—Producers who depend upon the film trade's own bank, the Banco Nacional Cinematografico, have been ordered by Andres Serra Rojas, the bank's director general, to have at least 80 per cent of Mexican players in all pictures which they make. The banker recently merely requested all producers to give Mexicans preference. Mexican players, through their union, the Picture Production Workers, had complained that foreigners dominate the casts of Mexican films by 80 per cent. When the union again urged Rojas to act, contending that last year more than 200 of its members could not get work because so many foreigners were employed, he decided to issue the 80 per cent Mexican order to producers which his bank practically controls.

The order has given producers a considerable task in rearranging casts of new pictures.

13 Test Openings for "Stratton Story"

With the world premiere for "The Stratton Story" set for April 21 at Loew's Stillman, Cleveland, test engagements with special handling and promotion have been tentatively scheduled for 13 situations, it was announced by M-G-M.

For May, there will be at least seven test openings, to include the Four Star Theatre, Los Angeles; Music Hall, New York; Melba, Dallas; theatres in Denison, Greenville and Sherman, Texas, and Chicago. June openings are set for Pittsburgh, Washington, Boston, Philadelphia and Omaha. No general release date has been set.

Drutman with U. A.

Irving Drutman has been assigned by United Artists to do special publicity on "Home of the Brave," the new Stanley Kramer film, soon to be released. Four others were named for "Home of the Brave" assignments earlier in the week.

New DuMont Video Show

DuMont television dealers will sponsor a new television series, "The Morey Amsterdam Show," on the Du Mont network on Thursday nights, beginning April 21.

Short Subject

"Report on the Atom"

(March of Time—20th-Fox)

The story of the atomic energy development program in the United States to date is told in terms that are comprehensible to the layman in this latest March of Time release. It was produced with the assistance and under the security control of the Atomic Energy Commission. It also has the endorsement of the Motion Picture Association of America, opening with a short commentary by Eric Johnston, MPAA president.

While the subject shows that atomic development is an important factor in modern warfare, it also dwells on the peacetime applications of this great force in industry, agriculture, medicine and biology. It is informative, exciting and deserves extra exploitation attention. Running time, 20 minutes.

New Greek Feature Shown by Helbanco

The recently formed Helbanco Distributing Corp., New York, held a press screening here of its initial release, "The Germans Strike Again," a 90-minute, Greek-made feature, the first of a series from that country which Helbanco will distribute here. President and vice-president of the company are Michael Scolidis and Angelo Petrello, respectively.

Produced by Finos Films, "The Germans Strike Again" is a dramtic fantasy about man's inability to settle his problems without recourse to war. The action takes place in contemporary Athens where the people are engulfed in constant bickerings over politics. One of the focal figures of the drama falls asleep and dreams that the conquering German armies are on the march again, and once held captive by the risen Germans, the Greek people realize with fullest impact the tragedy of their inability to have made most of peace. The best part of the film is its photography and some isolated bits of humor. Generally, however, the action is static and the motivations are not always logical. Directed by Alecos Sakellariou, the film has been provided with adequate English titles by Euthalie V. Starks. Heading the cast are Basil Logothetidi and Costas Tsaganeas. M. H.

Carlos Moore Named To UA Sales Post

Arthur W. Kelly, executive vice-president of United Artists, has appointed Carlos Moore special representative in India to serve as home office liaison with Western Indian Theatres, Ltd., UA distributor in India, Burma, Ceylon and Pakistan.

Moore was the company's general manager in India in 1937-42. He has also held various sales posts in UA's domestic sales organization. Accompanied by his wife, Moore will sail for his Bombay headquarters on Tuesday on the *S.S. Steel Surveyor.*

To Rebuild Ohio Houses

CLEVELAND, April 14.—Two Ohio theatres recently destroyed by fire, the Columbia at Alliance, and the Ohio at Lima, will be rebuilt.

The Biggest Sign on Broadway for a Big Box Office Picture!



starring

WILLIAM ELLIOTT · ADRIAN BOOTH

with

FORREST TUCKER · ANDY DEVINE

and

JACK HOLT • MINNA GOMBELL
GRANT WITHERS

•

Screen Play by Thames Williamson
Story by Luci Ward and Jack Natteford
Associate Producer and Director — JOSEPH KANE

A REPUBLIC PRODUCTION

Movies...

'The Last Bandit'—Great Train Theft at Mayfair

By IRENE THIRER

Out of the bandit ridden Missouri of the '70's, a gal's ma warns her: "if you take up with that Jim Plummer you'll sip sorrow with a spoon."

The gal is a green-eyed redhead (Republic Trucolor at the Mayfair), and she doesn't mind ma; takes up with Jim and promises to be his bride when he has stolen a load of gold to make them rich.

How's he going to get that thar gold? His own brother Frank, (William Elliott), a reformed outlaw, now railroad agent on the Western Central, will be the middle-man. That's how Jim (Forrest Tucker) figures it out. What he doesn't reckon on is the fact that Frank has once-and-for-all turned honest; that he won't be a part of the deal and that he'll save the gold, even if it means his own brother's undoing.

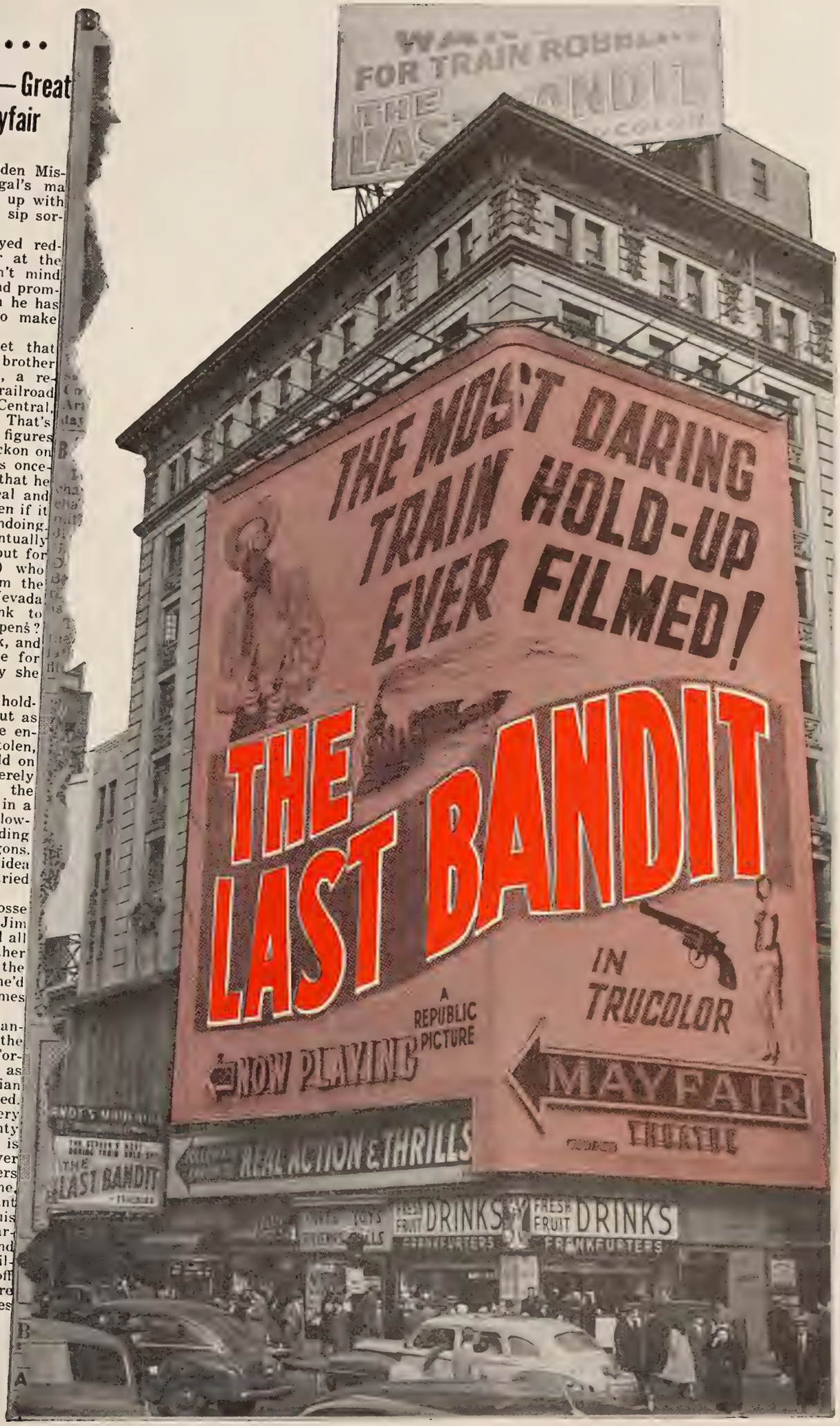
The good brother eventually falls—not for the scheme but for Jim's girl (Adrian Booth) who has come all the way from the Ozarks to Bannock City, Nevada to try and inveigle Frank to change his mind. What happens? She falls for him right back, and she's torn between her love for money and for him. Finally she realizes that ma was right.

Without Frank's aid, the hold-up is planned and carried out as a perfect crime whereby the entire train Local No. 44 is stolen, with a million dollars in gold on board. The outlaws don't merely steal the gold, but derail the train, running it into a cave in a mountain siding, afterwards blowing up the steel safe, and loading the ingots into waiting wagons. It's slick thriller; original idea stuff; not indeed the sorely tried Western formula.

Eventually the sheriff's posse catches up—and by that time Jim Plummer has bit the dust, and all his followers as well. Brother Frank emerges a hero, and the girl is cleared too because she'd switched sides mid-robbery. Comes the happy ending.

The people in "The Last Bandit" are agreeable, down to the last badman. Husky blonde Forrest Tucker steals the show as the terror of Missouri; Adrian Booth is comely and accomplished. Besides turning on some fiery histrionics, she sings a mighty pleasant folk song. Bill Elliott is as true-blue a railroadman as ever quit banditry for the rails. Others in the lineup include Andy Devine, Jack Holt, Minna Gombell, Grant Withers, Virginia Brissac, Louis T. Faust, Stanley Andrews, Martin Garralaga, Joseph Crehan and Charles Middleton. Thames Williamson's screenplay is 'way off the beaten path, and people are far more important than hosses in this bang-up opry.

Reprinted from
New York Post Home News
Monday, March 21, 1949



Nassers-U. A.

(*Continued from page* 1)

ownership is fully expected to occur before Chaplin's option on Mary Pickford's half interest in U. A. expires next Thursday. Thus the closing, presumably, will be entirely in Chaplin's hands and he is known to be less reluctant than Miss Pickford to part with the company with which the two have been associated since its founding. United Artists is just entering upon its 30th anniversary.

The Nasser Brothers, official sources said yesterday, have agreed after a thorough study of United Artists' assets and current position, to meet the Chaplin-Pickford asking price of $2,700,000 for the half interest of each, or a total of $5,400,000. According to reports, the purchase price will be paid in cash.

Several prominent theatre operators, among them Robert McNeil, formerly of the McNeil and Naify circuit, San Francisco, are known to be associated with the Nassers in the purchase.

No Major Changes

It is generally believed that acquisition of UA by the Nassers would not be followed by any major changes in the executive administration of the company.

The Nassers are owners of General Service Studios, Hollywood, and plan to concentrate on obtaining a full schedule of production for their studio from producers releasing through UA. In addition, they own important California theatre operations and will concentrate on handling their West Coast interests, leaving UA administration to the present executive personnel here, it is believed. Nasser Brothers recently concluded a five-year deal for delivery of a total of 25 pictures to UA.

Prepare Credit Facilities

It is reported that the Nassers also are preparing credit arrangements by which independent producers can be attracted to UA by the available financing as well as deferments of studio charges which the Nassers are in a position to offer at General Service.

Agreement on the terms of the deal followed a favorable report on UA's condition brought back to the Nassers by Sam Wiesenthal, their financial representative, following a two weeks' study of the company's books in New York.

While agreement to meet the asking price normally would guarantee closing of such a deal, skeptics pointed out here yesterday that a group headed by Si Fabian, head of Fabian Theatres, actually reached an agreement on terms for the purchase of UA with Mary Pickford two years ago only to have the seller change her mind subsequently.

Fabian Kept Aloof

With that experience in mind, Fabian refused to enter the current bidding for UA, although invited to do so, unless a firm commitment to sell in the event terms could be agreed upon was issued to him in advance of negotiations. Chaplin declined that proposal recently.

It is pointed out, however, that no option was in existence at the time of Fabian's 1947 negotiations and the dealing then was with Miss Pickford who always has been more reluctant than Chaplin to part with her interest in the company. Chaplin and Miss Pickford exchanged options on each other's UA stock last January, Miss Pickford obtaining the option on Chaplin's stock first for a period of 30 days which was extended for another 10 days. No serious negotiations occurred during that period. Thereafter, an option on Miss Pickford's stock passed to Chaplin, with the initial 30-day period having expired last Monday. Chaplin also availed himself of the permitted 10-day extension, which period will expire next Thursday.

Although indications of interest were manifested by several other sources during the period Chaplin has held the option, the Nasser and Fabian groups were the only ones which were regarded as serious contenders. Like Nasser, Fabian too had planned to associate himself with other exhibitors in the bidding for UA if he had entered it.

MPEA in Germany

(*Continued from page* 1)

basis and subject to future considerations of the problems which would confront the companies if they were to operate individually.

A spokesman for M-G-M, which had made some plans to operate competitively in Germany, said yesterday nothing is certain at this time. Arthur Mayer, chief of the film branch of the U. S. Military Government in Germany, offered a review of conditions there and advised a continuance of the MPEA.

The MPEA meeting followed a meeting of the Motion Picture Association of America, both organizations having an interlocking directorate, with an assortment of domestic matters reportedly taken up but with final decisions still yet to be reached. Among these was said to be the MPAA proposal for expanded activities in exhibitor relations.

Maurice Bergman, chairman of the motion picture division of the U. S. Savings Bond campaign, May 16-June 30, appeared before the board to discuss the industry's participation.

Board members who attended were Barney Balaban, Theodore R. Black, Nate J. Blumberg, Jack Cohn, Ned E. Depinet, E. W. Hammons, Eric A. Johnston, Austin C. Keough, W. C. Michel, Norton V. Ritchey, Herman Robbins, Nicholas M. Schenck, Sam Schneider, Spyros P. Skouras and Joseph R. Vogel.

Allied Urges

(*Continued from page* 1)

any sacrifice by exhibitors. "On the contrary," he said, in urging exhibitors to run the reels, "Allied is merely suggesting that they help themselves and the industry in general without sacrifice and without imposing on their patrons."

In two bulletins issued here today, Myers also took another swipe at the 20th Century-Fox campaign for a bigger share of the box-office dollar.

Myers said he regretted to read in the trade press that 20th-Fox vice-presidents Al Lichtman and Andy Smith, Jr., planned to "pursue their 'grass roots' survey to its completion." He pointed out that this did not mean that they will continue to claim that rentals must be raised. "Certainly that misbegotten idea should be quietly buried in the still of the night," he declared. "There will be no mourners."

Suburb Houses Up Prices

LOUISVILLE, April 14.—Reversing the trend toward lower admission prices in some Eastern cities, several suburban houses here have increased ticket prices from 34 to 40 cents.

20th-Fox Report

(*Continued from page* 1)

to an additional $3,000,000 in 1948 and $2,000,000 in 1947.

Theatre receipts in 1948, it was reported, "declined in comparison with 1947 by $9,444,000 and worldwide film rental by $1,535,000. However, income from other sources increased about $2,969,000. This favorable factor resulted in reducing the net decline in income to $8,010,000."

Domestic Rentals Drop

The decline in worldwide film rentals of $1,535,000, it was reported, "is represented by a drop in the U. S. and Canada of $1,669,000, coupled with an increase in the rest of the world by $134,000. Film rentals from foreign operations amounted to $30,044,157 in 1948 compared with $29,909,857 in the preceding year in spite of a further drop of about $2,000,000 in the United Kingdom caused by quota restriction. The UK, Australia and South Africa contributed 48 per cent of foreign film rentals in 1948 and 56.6 per cent in 1947."

Substantiating an estimate released on March 25, consolidated earnings of 20th Century-Fox and voting-controlled subsidiaries for the year ended Dec. 25, 1948, after all charges, including Federal income taxes, totalled $12,509,265, the report disclosed. After deducting dividends paid on the prior preferred and convertible preferred stock of the parent corporation, consolidated earnings amounted to $4.29 per share on 2,769,107 shares of common stock outstanding at the year-end. The corporation reported consolidated earnings for 1947 of $14,003,640 which, after prior preferred and convertible preferred dividends, amounted to $4.81 per share on 2,769,016 shares then outstanding.

Shows Current Assets

The consolidated balance sheet at Dec. 25, 1948, shows current assets of $109,651,760 and current liabilities of $28,689,745, in the ratio of 3.8 to 1. Current assets include cash and government securities of $42,682,375 and inventories of $54,811,284.

During 1948 the corporation expended a total of $1,397,879 for retirement of 6,085 shares of prior preferred stock and 23,400 shares of convertible preferred out of retirement funds. In addition, the company and its subsidiaries expended approximately $5,400,000 during the year for additions to fixed assets.

Twentieth-Fox initially borrowed $5,000,000 in 1947 under the terms of a $25,000,000 credit agreement. No subsequent borrowings have been effected under the agreement and none are currently contemplated, the report states.

Economy Saves Millions

"Economy measures instituted in all phases of our business in 1947," it is reported, "resulted in savings of several millions of dollars in 1948, both in the cost of pictures, which were reduced substantially, and in administration, distribution, and overhead expenses. The drive for further economies is being pursued with vigor."

The company will continue its policy of producing pictures in Britain "as long as the necessity exists and blocked funds can be successfully converted into feature pictures to the advantage of your corporation," the stockholders were informed.

The company, which owns a total of 484 theatres overseas, "recently expended approximately 70,000 pounds of blocked sterling in acquiring a new theatre in South Africa, and a further 96,000 pounds by increasing its investment in the Amalgamated Theatre Circuit in New Zealand from 50 per cent to about 75 per cent," according to the report.

Twentieth-Fox "accelerated its study and development of television during 1948," it is stated, and its video research laboratory "is devoting all of its activities to the development of large-screen television for future use."

Fabian Heads

(*Continued from page* 1)

vision here, last week. Fabian held that post last year.

In accepting the chairmanship of the national division, Fabian called for "devoted support and total mobilization" of the industry to insure the success of the drive which supports the relief, rehabilitation and settlement programs of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans.

Barney Balaban, president of Paramount, and Spyros P. Skouras, president of 20th Century-Fox, are among the 200 entertainment, business and professional leaders sponsoring the Joint Defense Appeal dinner which will cite Fabian for his services to civic and philanthropic causes.

The event, to be held on Wednesday, April 27, at the Waldorf-Astoria here, will climax the efforts of the Joint Defense Appeal to aid the 1949 campaign of the United Jewish Appeal of Greater New York. Others from the industry serving as sponsors for the dinner include: Harry Goldberg, Leonard H. Goldenson, Arthur Israel, Jr., and Louis A. Novins.

Monopoly in Mexico

(*Continued from page* 1)

nat and his brother Oscar operate a large circuit here. They are soon to open what they say its the world's largest theatre, the Cine Florida, which will seat 10,000. Longoria operates a circuit here and in the provinces. They are leaders of the recently organized Independent Exhibitors Association.

They told the President of alleged encroachments by the big circuits operated throughout Mexico by William Oscar Jenkins, wealthy American, and the Mexican syndicates, the Alarcon and the Espinosa Igelias.

'Local Level' Plan

(*Continued from page* 1)

have not been substantially solved, the entire matter will be submitted to the next board of directors' meeting with a recommendation for further and affirmative action."

Holbrook Depositions To Start on April 25

BOSTON, April 14.—Depositions in the anti-trust suit filed by Donald B. Holbrook, operator of the Four Star Theatre, Palmer, Mass., against 16 theatre and film companies, will be taken at the U. S. District Court here during the week of April 25.

Listed as defendants are: Palmer Theatres Corp., Western Massachusetts Theatres, New England Theatres, M. and P. Theatres, Warner Theatres, Warner Circuit Management Corp., Paramount, Loew's, 20th Century-Fox, Warner Distributing Corp., RKO, United Artists, Universal, Columbia, Republic and Monogram.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 75 NEW YORK, U. S. A., MONDAY, APRIL 18, 1949 TEN CENTS

Goldman Plans To Strengthen Phila. Position

Acquires Two from W.B., Will Enlarge Another

PHILADELPHIA, April 17.—Further implementing his plans for a more dominant position in first-run exhibition here, William Goldman has announced his intention of taking over operation of the 3,000-seat State Theatre in West Philadelphia from Warner Brothers next August 27 as a city first-run, of remodelling and enlarging the first-run Keith's and of taking over the Grange, North Philadelphia, from Warners.

Goldman has served notice on all film exchanges here that he will bid for Philadelphia first-runs for the State when he assumes its operation. There are indications that he may have in mind dual first-runs involving the State, along the lines being advocated by Al Lichtman, 20th Cen-

(*Continued on page 7*)

Anniversary Drive Will Honor Kelly

Marking the company's 30th anniversary on April 17, United Artists is launching an international sales drive, dedicated to Arthur W. Kelly, executive vice-president, and highlight an anniversary sales contest, the first in the history of U.A.'s foreign division.

The drive is scheduled to run through March 31, 1950. Participants in the contest will include the company's 22 territorial offices and 10 licensee agencies.

Current edition of *Around the World,* the foreign department's publication, edited by Samuel Cohen, highlights a 30-year history of the company.

Petition to Inspect Producers' Records

DETROIT, April 17.—United Detroit Theatres, co-defendant with Cooperative Theatres of Michigan in the restraint-of-trade action instituted by the Society of Independent Motion Picture Producers, will petition Federal Court here tomorrow for the right to inspect all documents on films made by the independent producers who are party to the suit.

Rockwell Gust, counsel for United,

(*Continued on page 4*)

Nasser, UA Officials Confer; Prepares Alternative Offer

HOLLYWOOD, April 17. — Weekend conferences between the Nasser brothers, bankers, United Artists officials and attorneys representing all factions appeared to be building steadily toward closing a deal for the purchase of the distributing company on or before the expiration of Charles Chaplin's option to sell Thursday.

James Nasser indicated on Friday that he is prepared to present an alternative arrangement, should Chaplin reject his offer to meet the asking price of $5,400,000 for the Chaplin-Pickford stock, which would entail outright purchase of Chaplin's share but would provide for Mary Pickford

(*Continued on page 5*)

Hollywood, April 17.— S. H. Fabian, from New York, and Ted Gamble, from Portland, Ore., arrived here over the weekend. It could not be ascertained immediately if they were preparing a competitive bid for the United Artists deal.

Briant Will Assist U. A.'s Fred Jack

W. A. Briant has been named assistant to Fred Jack, United Artists Southern sales manager, it was disclosed here at the weekend by Paul N. Lazarus, Jr., executive assistant to UA president Gradwell L. Sears.

Briant will have headquarters in the Dallas office, effective today. He recently resigned a salesman's post with 20th-Fox in New Orleans.

BRITISH GET U. S. PROTEST ON QUOTA

Set Central 'Vets' Film Agency May 14

May 14 is the deadline set by the U. S. Veterans Administration for the completion of its program for centralizing of VA motion picture booking and buying operations, it is reported following recent product-buying conferences here between distribution executives and E. J. Kelly, VA chief of motion pictures. Mrs. Adenia Stern, chief of VA's contract section, came with Kelly from Washington to participate in the talks.

Centralization follows the abolishment of the motion picture division's 13 branches. Under it William J. Jones, Jr., will continue as VA previewing and booking director in New York which will be the focal point of operations. Rental payments and procurement will be handled out of Washington.

Bidding by the distributors will begin shortly to establish the prices which the government will pay for the reels which will be shown by the VA in hospitals and homes across the country during 1949-50.

Wechsler to Para. As Hugh Owen Aide

Louis Wechsler, veteran in distribution and formerly associated with Eagle-Lion in branch sales, has joined Paramount as assistant to Hugh Owen, Eastern division sales manager.

State Dept. Told Bevin That U. S. Holds Quota 'Unfair, Arbitrary'

WASHINGTON, April 17. — The State Department has told the British Government that it believes its action on the British film quota was unfair, arbitrary and not in keeping with the Anglo-American policy looking toward free international trade.

This was revealed by a three-man Congressional delegation which went to the State Department Friday to protest the British quota on behalf of all members of the California delegation in the House of Representatives. The three—Representatives King and McKinnon, Democrats, and McDonough, Republican—had a 40-minute session with Secretary of State Dean Acheson, Under-Secretary James Webb, and film chief Merrill C. Gay.

While British Foreign Secretary

(*Continued on page 7*)

'Al Lichtman Speaks Only for 20th-Fox'

Answering Abram Myers' statement that he had a letter from one major company repudiating Al Lichtman as its spokesman, 20th Century-Fox declared at the weekend that its vice-president Al Lichtman at no time undertook to speak for the industry and that he speaks only for his own company.

"However," the 20th-Fox statement said, "it believes that what Mr. Licht-

(*Continued on page 7*)

Disability Benefits Set For NY Theatre Employes

ALBANY, N. Y., April 17. — The Condon-Mailler sickness disability benefits bill, approved by Governor Dewey, will require payments by all theatres with more than four employes and by the employes of such houses, effective Jan. 1, 1950. IATSE gave the State Federation of Labor strong support in the fight for enactment of the legislation, which the CIO opposed on the ground that all costs should be borne by employers.

Paul Shea, Warner Theatres employe in Elmira and director of District No. 10, IATSE, was one of the leaders in the AFL effort, according to Harold Hanover, secretary of the State Federation.

The law becomes effective on July 1, 1950, but from Jan. 1 to June 30, to accumulate funds for the start of payments on the former date, all employes will contribute a maximum of six cents weekly, and employers will pay equal amounts. Beginning July 1 employes will contribute not exceeding 30 cents per week and the employers the remainder of the cost.

Mary H. Donlon, chairman of the State Workmen's Compensation Board, which will administer the program, estimated the annual cost to employes and employers would be $90,000,000 to $100,000,000, divided about equally. Employers will have the choice of using the State Insurance Fund, private insurance carriers or company self-insured plans.

20th Executives Meet In Atlanta Today

Atlanta, April 17.—Twentieth Century-Fox vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld have arrived here from Chicago to meet tomorrow with sales personnel of the company's Southern division for conferences in connection with the trio's nation wide "grass roots" tour designed to bring about upward revisions in 20th-Fox's film rentals. Company's Southern division manager is Harry Ballance.

'Friendship' Meets Will Start Today

First of the series of M-G-M "Friendship Meetings" will get under way today in eight non-exchange cities when screenings in theatres will be held for "The Stratton Story" and "The Secret Garden." One of the pictures will be shown in the morning, followed by luncheon and then the second picture. In all, there will be 64 individual meetings, exclusive of regular trade showings in 32 branches.

M-G-M managers will be hosts at the invitational affairs, the aim being to bring two of the company's latest films to theatre owners unable to attend trade showings in branch areas.

First group of non-exchange towns include Butte, Columbus, Hartford, Houston, Lincoln, Minot, Mobile and Syracuse.

Tomorrow, M-G-M's executive personnel will be hosts to exhibitors in 15 non-exchange cities as well as 30 exchange territories. "The Stratton Story" only will be shown in branch projection rooms. On the following day "The Secret Garden" will be screened.

On April 20, 15 additional non-exchange cities will have the special screenings and luncheons. Fifteen more are scheduled for the following day, as well as the trade-showing in Boston of "The Stratton Story."

On April 22, three towns, Duluth, Newark and Richmond will stage the meetings. Erie will have its meet on April 26, and Columbia, April 27. The last two theatre parties will be held April 28 at Charleston and Raleigh.

Pickman Resigns E-L Ad-Publicity Post

Jerry Pickman has resigned his post of assistant director of advertising-publicity at Eagle-Lion to take another position in the industry, it was announced here on Friday by Max E. Youngstein, E-L's advertising-publicity vice-president. Following the announcement Pickman declined to comment on his new affiliation, but it is understood that he will head a new sales promotion department in one of the major companies.

Pickman has been in the industry since 1944 when he joined 20th Century-Fox to handle a special assignment. Later he was appointed assistant to Hal Horne, 20th-Fox director of advertising-publicity. After leaving that company, in 1946, he was associated with Selznick Productions, later joining E-L as publicity manager.

Dewey Signs Fino Bill

ALBANY, N. Y., April 17.—The Fino bill, which exempts motion picture theatres from a 1948 law which makes discrimination against a blind person accompanied by a "seeing eye" dog a misdemeanor, has been signed by Governor Thomas E. Dewey.

New Astor Franchise

Ace Film Exchange of Indianapolis has acquired the Astor Pictures franchise for Indiana and Kentucky, Robert M. Savini, Astor president, has announced.

Personal Mention

P. E. FURBER, Trans Lux board chairman, and NORMAN ELSON, vice-president, will leave here tomorrow for Washington.

•

GEORGE JESSEL will be presented with a life membership card from National Variety Artists tonight, with the presentation to be made on the Roxy stage by MILTON BERLE.

•

R. E. PECKHAM, former branch manager for Film Classics in Atlanta and Dallas, has been appointed manager of the Kay Exchange at Washington.

•

PERCE PEARCE, producer, and BYRON HASKIN, director, were in New York over the weekend from Hollywood, en route to London.

•

R. H. ROBERTSON, owner of the Majestic Theatre, Springfield, Ky., and MRS. ROBERTSON, have returned there from Florida.

•

MORTON LANE, Paramount home office attorney, will leave New York for Minneapolis today.

•

JOSEPH FAITH, Connecticut exhibitor, has returned to Hartford from a Florida vacation.

•

W. E. CARRELL, head of the Falls City Theatre Equipment Co., has returned to Louisville from New York.

SAMUEL GOLDWYN is at Harkness Pavilion, Medical Center here, where he will undergo a minor operation today. He is expected to return to his New York office in about a week.

•

JOHN S. ALLEN, field assistant to RUDY BERGER, M-G-M Southern sales manager, will return to his Dallas headquarters tomorrow from a tour of New York, Charlotte, Atlanta and Jacksonville.

•

ALBERT MANNHEIMER, Film Classics exchange operations head, who has been hospitalized at St. Clare's here for the past two weeks, is expected to leave there at the end of this week.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, is here from Albany.

•

MARGARET O'BRIEN, accompanied by her mother, is due here today from England, en route to Hollywood.

•

JACK MILLS, president of Mills Music, will leave here today for the Coast, with a stopover at Colorado Springs.

•

SAM ENGEL, producer, and JULES DASSIN, director, will leave Hollywood shortly for London.

•

VINCENT SHERMAN, director, will arrive here tomorrow from Paris.

E-L Establishes 536 Playdates for 'Tulsa'

Playdates already established by Eagle-Lion for "Tulsa," Walter Wanger production, number 536, E-L advertising - publicity vice - president Max E. Youngstein reported at the weekend.

Theatres which have signed for the picture are in the following 22 exchange areas: Albany, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, New Orleans, Oklahoma City, Omaha, Pittsburgh, St. Louis, San Francisco, Seattle, Washington.

Ask 60 - Day Delay For Schine Hearing

BUFFALO, April 17. — Government and Schine attorneys have asked Federal Court here for a 60-day postponement of the hearing in the anti-trust action against Schine which had been scheduled for tomorrow, in order to work out details of a consent decree in the suit. That the extension, which would be to June 20, will be granted is regarded as likely since both parties to the action are agreeable to it. Negotiations of a settlement have been going on for several weeks.

Joins ABC Video Net

WKY-TV, Oklahoma City, will join the ABC television network on about June 1.

Anglo-US Group to 'Scott' Premiere

WASHINGTON, April 17.—Members of the Anglo-American Film Council —J. Arthur Rank, Sir Henry French, Sir Alexander Korda, Eric A. Johnston, Nicholas M. Schenck and Barney Balaban—and an upper-level delegation of government and embassy officials have been invited to attend the American premiere here next Wednesday night of Rank's "Scott of the Antarctic," which is being released in the U. S. by Eagle-Lion.

Premiere will be held at Lopert's Playhouse, where the picture will begin a regular run on Thursday. The American Overseas Press Club is sponsoring the Wednesday performance.

The Anglo-American Council will begin its scheduled meetings on Thursday.

C. France, British Actor

LONDON, April 16.—Charles Vernon France, veteran character actor who appeared in many Hollywood films after a successful London stage career, died at his home in Gerrards Cross last week at the age of 80.

Victor Green Dies

CHICAGO, April 17.—Victor Green, 45, in the Balaban and Katz accounting department for nine years, died suddenly Thursday of a heart attack at his home. He is survived by a sister in Texas. Burial services are to be held here tomorrow morning.

Newsreel Parade

THE Northwest earthquake and the fourth year as President for Harry S. Truman are current newsreel highlights. Other items include the arrival here of Chaim Weizmann, plus fashions and sports. Complete contents follow.

MOVIETONE NEWS, No. 31—Northwest earthquake. Ship collision. Woman Marines. Way of the Cross reenacted. Chaim Weizmann arrives in U.S. Boy scientist. Sports. Acrobatic dog. California rodeo. CARE trailer.

NEWS OF THE DAY, No. 265—Earthquake rocks Northwest. Truman goes a-calling. Israel president on official visit here. In memory of FDR. London's famous "quads" baptized. Cultural treasures returned to India. Cheerful signs of balmier days.

PARAMOUNT NEWS, No. 68—What Price Housing? (entire reel devoted to housing problem).

TELENEWS DIGEST, No. 15-B—Seattle: earthquake. Remembrance to FDR. Fourth year for Harry Truman as President. New York: Passover begins. Chaim Weizmann arrives in U. S. Japan: war mine kills 63. Drought causes new problem for Germany. Berlin: Conflict of currency poses problems. San Marino installs executive leaders. Japan: Kobe vessel finished. India launches freighter. Capt. Joy Hancock visits Portsmouth.

UNIVERSAL NEWSREEL, No. 239—Earthquake in the Northwest. Workshops of Valencia, Spain, make effigies for religious ceremonies. Canadian ice spectacle. Two strikes on DiMaggio. CARE trailer.

WARNER PATHE NEWS No. 70—Quake rocks Northwest. Truman marks four years as President. Israeli president arrives in U.S. Ships burn after collision. Norway launches new liner. French fashions. Blindfolded boxers dance in the dark. Europe's youngsters say thanks for CARE.

MPEA Undecided on Austria, Far East

Member companies of the Motion Picture Export Association have deferred decision on whether to continue the organization in Austria, Japan, Korea and Indonesia pending further study of those markets for competitive operations.

At a meeting here last week, the MPEA board voted to continue operations in Germany until Jan. 1 after which the companies will function individually but with MPEA as a service organization. Under the plan MPEA will handle physical distribution, billing and rental collections and maintain records in Germany, similarly as it has been doing in the Netherlands.

Charles Skouras Will Aid UJA on the Coast

LOS ANGELES, April 17.—Charles P. Skouras, president of National Theatres, has been named special gifts chairman of the theatre and exchange division of the Los Angeles United Jewish Welfare fund campaign, by Hollywood industry chairman Henry Ginsberg, appointed last week by Jack L. Warner, campaign president.

Named to head the theatre division of the drive was Mike Rosenberg, theatre owner. Working with Skouras and Rosenberg will be Sherrill C. Corwin, O. N. Srere and Jack Y. Berman, all identified with exhibition.

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It's a Champion!

LIFE "A SCREEN MASTERPIECE!"

COSMOPOLITAN "AN OUTSTANDING HIT!"

TIME "BRILLIANT!"

Newsweek "FASCINATING TO WATCH!"

Look "A KNOCKOUT OF A MOVIE!"

seventeen "A RARE MOVIE!"

REDBOOK "PICTURE OF THE MONTH!"

parade "TOP BRACKET!"

SCREEN PLAYS CORP. presents

"CHAMPION"

UA's *Boxoffice* "CHAMPION"!

Ho, Hum Department

Telegram received from Reeves Wetherill of Gimbel Brothers, Philadelphia:

"We hope that you will join us at Gimbel Brothers, Philadelphia, Monday, April 18, 1:30 P. M., in the bedding department, sixth floor, to witness the first of a new series of television shows featuring 'Sleep Through the Ages.' This production dramatizes the development made by the bedding industry in producing comfort for our sleeping requirements. The programs are dedicated to 'National Bedding Week.'"

Push FCC Action on WarnerTVPurchase

WASHINGTON, April 17.—In an effort to force action by the Federal Communications Commission on its application to buy a Los Angeles television station, Warner Bros. gave notice that it would advertise its purchase plans in Los Angeles newspapers tomorrow. This step, and an announcement by the FCC in the Federal Register, are necessary prerequisites to approval of the purchase.

Warner has asked FCC approval of its plans to buy a Los Angeles television station, a Los Angeles standard station, and a San Francisco standard station from Dorothy Thackrey, New York publisher. The FCC has been sitting on the "package" application, pending its study of the anti-trust status of film companies.

Warner also pointed out that the commission might be worried that it would control two standard broadcasting stations in Los Angeles—the new one and its present KFWB. It said a contract had already been made with Ralph Atlass, of Chicago, to sell him the new standard station it would acquire under this "package" plan, keeping the television station itself and, for the time being, the San Francisco station. The contract with Atlass expires in August, Warner said, urging this as an additional reason for early FCC action.

3 Drive-Ins to Open Soon in the South

ATLANTA, April 17.—Three new drive-ins are scheduled to open in this territory within the next month, and a charter for a fourth, at Macon, has been granted to Outdoor Theatres.

Newly opened is the Normandy at Jacksonville, owned by Tropical Drive-In Theatres and managed by Spence Pierce, former Southern publicist for 20th Century-Fox; on April 20, the Shy-Way will open at Columbia, S. C.; and on May 1, a new drive is to be opened here by Dixie Drive-In.

WILL SELL WORLD RIGHTS
100 FAMOUS MACK SENNETT COMEDIES
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Review

"The Lawton Story"

(Hallmark)

Hollywood, April 17

A CURIOUSLY constituted and uniquely blended collection of screen materials which do not easily fit into standard theatrical categories is presented in this Hallmark production.

Its major content is an extremely interesting filming in Cinecolor of an Easter pageant, entitled "The Prince of Peace," presented annually in the Wichita Mountains near Lawton, Oklahoma, by the good people of that area and to an attendance that has numbered as high as 250,000 persons. Its secondary and introductory content is a semi-fictional story concerning the late Reverend A. M. Wallock of the First Congregational Church of Lawton, who founded the Easter pageant in 1926, and his family. This introductory story leads up to the beginning of the pageant itself and is cut back to momentarily from time to time thereafter as the latter progresses. Professional players and some of the Lawton pageant players are used in the introductory story, but the Lawton players take over exclusively in the pageant sequences and impart to them the warm impact of inspired amateurism.

Quite clearly the strongest appeal of the attraction is to the religious-minded, and there is a plenitude of warrant for soliciting the interest and cooperation of churches and church groups. The pageant itself corresponds in scope and spirit to the Passion Play at Oberammerergau and is reverently dealt with in the picture.

Probably the purpose of the introductory phase of the film is to broaden the base of exploitation and thus bring to the theatre many who might not pay to witness an outrightly religious subject, and as if in line with this purpose the producers have starred a personable and gifted six-year-old child, Ginger Prince, who acts very well but is given four song numbers to work into a little story that could have stood one without strain. Thus this section of the picture is made to seem somewhat more a showcase for Miss Prince's talents than an integral and homogeneous part of the whole, but this flaw is soon forgotten when the pageant gets under way.

The picture was produced by Kroger Babb, with J. S. Jossey and Neil E. Bogan as associate producers. Harold Daniels directed the pageant portion and William Beaudine the introductory story.

Running time, 111 minutes. General audience classification. For April release.

"Prince of the Plains"

(Republic)

MELVILLE TUCKER produced and Philip Ford directed this smooth-titled Western quite satisfactorily, using a new character of villainy in the person of the town's photographer who sets out to ruin local ranchers by murdering, through his henchmen, the town's banker and securing control of the bank in order to foreclose on the ranchers.

The villain, Rory Mallinson, does not, however, figure on Bat Masterson (Monte Hale), a hard-hitting cow-puncher who arrives on the scene to foil the shenanigans of the photographer. With the help of a kindly sheriff, the hero plays the son of the murdered banker and succeeds in saving $50,000 in insurance money and toppling the villain from a cliff in a nicely-staged battle.

Photography is good and the action has lots of spirit. The plot is slightly more complicated than in the average Western but is not really difficult to follow. Hale is the tall-and-silent type that is especially effective for this type of film. Paul Hurst provides some amusing moments as the sheriff. Shirley Davis is the feminine lead. Also in the cast are Roy Barcroft, Harry Lauter, Lane Bradford.

Running time, 60 minutes. General audience classification. Release date, April 8.

Salt Lake Club Sets 'Roundup' for June 14

SALT LAKE CITY, April 17.—Annual exhibitor-distributor "Roundup" of the Salt Lake Motion Picture Club will be held here June 14-17, it is announced by Harold Chesler, general chairman.

This year's event will be lengthened from three to four days, Chesler said, because of three state conventions of exhibitors to be held during that time. Montana, Idaho and Utah exhibitors are scheduled to meet during the affair.

RMA Launches Video InformationProgram

WASHINGTON, April 17.—Television Information Committee, whose purpose will be to acquaint the public, government and other interests on video developments, has been appointed by the Radio Manufacturers Association, with Paul V. Galvin, past president of the RMA, as chairman.

4 New Theatres To Open in Utah

SALT LAKE CITY, April 17.—Three new theatres and a drive-in are due to open in Utah within the next few weeks. They are the Highland, being built in Salt Lake City by Joseph Lawrence Theatres; a house in Bountiful, to be operated by Davis County Amusement Corp.; a Huish Theatre Enterprises house at Payson, and a drive-in being built between Price and Helper, towns Southeast of Salt Lake City, by Ray Webb.

Promises $100,000 for 'Home of the Brave'

The Victoria Theatre here has guaranteed United Artists $100,000 for the run of the UA-Screen Plays production "Home of the Brave," it was disclosed here at the weekend by UA president Gradwell L. Sears. The picture will have its world premiere at the Victoria in mid-May, following Walter Wanger's "Joan of Arc."

Para. Hits Partmar Move to Intervene

Paramount on Friday moved to block the action by Partmar Corp. which operates the Paramount Theatre, Hollywood, on lease from Paramount, to intervene in the Paramount consent decree in the industry trust suit. Partmar has contended that the settlement contravenes the U. S. Supreme Court decision because it allows Paramount to re-acquire operation of the house.

Paramount on Friday filed opposition papers in New York Federal Court which charge that it is free to evict Partmar under terms of the leasing arrangement. As lessor, Paramount claims that having cancelled its franchise agreement on films for the house, in line with the New York court opinion of 1946, the lease is now cancellable.

Partmar's move to intervene was denied by the New York Court but the right to appeal the denial to the U. S. Supreme Court was given.

Would Probe Loury In Ridge Trust Suit

CHICAGO, Apr. 17.—A motion to compel Ben Loury, Columbia exchange manager, to answer questions relating to his conversations with Harry Lustgarten, Balaban & Katz film buyer, and Abe Montague, Columbia general sales manager, with respect to the Olympic, Empress, Rockne, Harlem and North Avenue outdoor theatres, claiming that the conspiracy of which the Ridge Theatre complained in its Equity anti-trust suit extended to all independently operated theatres in Chicago was made Thursday by attorney Seymour Simon before Federal Judge John Barnes in U. S. District Court. Judge Barnes overruled defendant attorney Miles Seeley's objections to the questions.

A hearing is scheduled tomorrow in the same suit, on another motion made by Simon compelling Balaban and Katz and Great States to make available to the Ridge all of their books and records for inspection, to show admissions and film rentals received and paid by the circuit's "A" outlying houses.

Petition to Inspect

(Continued from page 1)

will ask the court for permission to inspect all records of costs of product, terms of deals with distributors and the grosses of films of the plaintiffs.

Meanwhile, the plaintiff producers still are slow in giving their depositions with only Walt Disney, Hunt Stromberg and Marvin Faris, executive secretary of the SIMPP, having so testified.

Princeton Names Lalley

PRINCETON, N. J., April 17.—John B. Lalley has been appointed public relations director of the Princeton Film Center, independent film studio, by Gordon Knox, executive director.

WANTED — THEATER AUDITOR
Experienced auditor who is capable of handling 6 or 8 theaters in Pacific Northwest. Write Box No. 426, MOTION PICTURE DAILY. Give qualifications, age and references.

Conditions Worse in Mexican Exhibition

MEXICO CITY, April 17.—Though Mexican theatres' general grosses are higher this year over last—some $35,000 more in January than for the same month of 1948—individual exhibitors are complaining of progressively decreasing business, attributing this to the worsening of the economic situation and to too many theatres. They fear the situation will be even worse because 36 theatres are due to open this year and to complicate matters they are all first and second runs. Exhibitors say they cannot afford to hike prices under these circumstances, though their costs are very high. They say that 57 cents (the dollar price based on seven pesos per dollar, the current exchange rate) standard for first-class first-runs is the maximum.

Only the exceptional picture now warrants more than a week in a first-run house here. Previously, the average picture that did well in the first week dropped off only 25 per cent in the second. Now, that type of picture is hardly worth holding over because it drops by 60 to 75 per cent.

4 Managers Win Awards

Winners of four extra days off and $200 cash through a merit rating system devised by Century Theatres are the following managers: Charles Call, Bliss Theatre; Allen Grant, Patio; Jack Dieber, Marine; Murray Greene, Vogue. Mike Rudish, manager of the Rialto, won a special $100 award.

Reviews

"The Lost Tribe"

(Columbia)

SECOND in the new "Jungle Jim" series, "The Lost Tribe" re-introduces Johnny Weismuller in the role of Jim. Although the lead characterization isn't too much of a liability, the inches Weismuller has added to his waistline belie the athletic character which he is called upon to portray here. However, there is excitement aplenty in the story, which was produced by Sam Katzman and directed by William Berke.

The tale is routine: Jungle Jim is asked by the leader of a peace-loving tribe living in a jungle Shangri-La to stop attempts by outside intruders to steal sacred treasures. They are determined, regardless, to get the treasure, but after a few killings and jungle fights involving animals, for which clips of previous documentaries are used with great generosity, the villains are beaten off, and the Shangri-La is restored to its peaceful atmosphere.

Best parts of the film are the trained-animal sequences and the savage struggles in the jungle. Photography is good and direction is par for the type. The story line is easy to take and simple to follow. Myrna Dell is a native girl who befriends Jungle Jim. Joseph Vitale and Ralph Dunn are also in the cast.

Running time, 72 minutes. General audience classification. For May release.

"Frontier Revenge"

(Screen Guild) *Hollywood, April 17*

WITH Lash LaRue and Fuzzy St. John in the leads, this sagebrush saga follows the customary Western pattern. The redoubtable pair, in reality U. S. marshals, set out to break up a gang of outlaws by joining the desperados. In the course of action, Lash finds ample use of his educated whip and Fuzzy has several opportunities for bristling his beard and getting off a few equally whiskered gags.

Gang leader Ray Bennett attempts to double-cross his recruits in a fast chase climaxed by several shootings, rough-and-tumbles and nick-of-time arrival by Peggy Stewart, who, it turns out, is not really a dancehall entertainer but a lady marshal. The film has an exciting music score by Walter Greene. Ray Taylor's direction is understandably attuned to his own screenplay, which receives a photographic lift during the chase scenes from James Brown's camera. The film should comfortably fill any Western bill. J. Francis White, Jr., produced.

Running time, 55 minutes. General audience classification.

Nasser, UA Deal

(Continued from page 1)

to continue holding a substantial minority interest without voting power. Pickford has been reported favorable to such an arrangement, due to the preferred status it would give her as a producer releasing through UA.

Nasser also indicated that purchase is contingent upon assurance that responsibility in legal actions pending against UA shall be retained by the present owners. He also confirmed reports that substantial new working capital is being arranged in connection with financing of the purchase.

WBKB to CBS Network

WBKB, Chicago television station owned and operated by Balaban and Katz, will join the Columbia Broadcasting video network within six months, it is announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. John Balaban and John Mitchell signed for the station and William A. Schudt, Jr., represented CBS.

Forman Buys Two

PORTLAND, Ore., April 17.—Purchase of the Liberty Theatre at Camas and the Roxy Theatre at Washougal, both in Washington, from Melvin Bennett has been announced by Albert J. Forman of Forman Brothers, Portland head of United Theatres. Early construction of a stadium-type theatre at Camas is also planned.

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Send us a postal for our Big Free 1904 Vehicle Catalog

Reprinted from Woman's Home Companion (1904)

You don't have to go back half a century to find how the picture business has changed. Just a year or so ago, all an exhibitor had to do was book any million-plus film and start counting. But today the super-dupers are too often just plain "DUPER"! And many a star's slip is showing... at the boxoffice.

Today's public wants "meat and potatoes" entertainment... solid stuff with belly laughs and thrills that don't need psychologists to explain!

FOR SOME REAL CHANGES READ THE NEXT 2 PAGES!

TIMES HAVE CHANGED...and How

Read These!

Showmen's reports from M. P. Herald and Boxoffice

JIGGS and MAGGIE — When you've had one box office flop after another on the big "supers" and then people you've never seen before start arriving in droves to see this, it is some indication of what people want from Hollywood. They came, saw and advertised by word-of-mouth. Run it.—Bob Walker, Vintah Theatre, Fruita, Colo.

ANGELS' ALLEY: — The Bowery Boys — This is a "B" picture, but it did more business than lots of "A" pictures. — L. Brazil, New Theatre, Bearden, Ark.

JOE PALOOKA in The Knockout — This is an excellent series which is worth Sunday time. Receives only favorable comments. — Rahl and Hanson, Californi Theatre, Kerman, Calif.

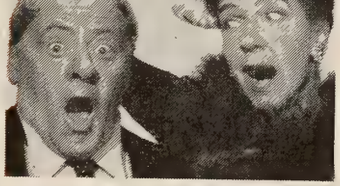
Jiggs and Maggie in Society — There's only one picture in the last year to outgross this.—Jim Davis, Rio Theatre, Collinsville, Tex.

Trouble Makers — Have you ever had a "Bowery Boys" that didn't satisfy? I haven't.—Jim Dunbar, Roxy Theatre, Wichita, Kansas.

Joe Palooka in The Knockout—You can't pass this one up. Monogram has excellent series pictures.—Art Phillips, Haymond Theatre, Cromona, Ky.

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A NATIONAL INSTITUTION FOR 37 YEARS!



JIGGS AND MAGGIE

Based on the newspaper feature by GEORGE McMANUS

JIGGS AND MAGGIE IN COURT • JIGGS AND MAGGIE IN SOCIETY • BRINGING UP FATHER

62 MILLIONS READ HIS ADVENTURES DAILY!



JOE PALOOKA

Based on the comic strip by HAM FISHER

JOE PALOOKA in THE BIG FIGHT • WINNER TAKE ALL
THE KNOCKOUT • FIGHTING MAD

AMERICA'S FAVORITE ROUGHNECKS!



THE BOWERY BOYS

FIGHTING FOOLS • TROUBLE MAKERS • JINX MONEY
SMUGGLERS' COVE • ANGEL'S ALLEY

THE SCREEN'S MOST FAMOUS DETECTIVE!



CHARLIE CHAN

Suggested by the EARL DERR BIGGERS' character

SKY DRAGON • THE FEATHERED SERPENT
THE GOLDEN EYE • THE SHANGHAI CHEST

MONOGRAM'S NEW SERIES BOOKED HOT BY THE TOP CIRCUITS!



HENRY, the Rainmaker

"MAKES THE PLEASED PATRON WONDER WHY HOLLYWOOD DOESN'T TURN OUT A GREAT DEAL MORE LIKE THIS."
—MOTION PICTURE HERALD

State Dept. Protest

(Continued from page 1)

rnest Bevin was here early this ionth, Department officials took up ie film situation with his personal ecretary, R. E. Barclay, and outlined ie Department's stand. The govern- ient stressed that it was not trying o interfere in Britain's internal af- airs or tell the Labor Party Ministry xactly what quota should be set, but iat the British action had created uch resentment here and that the ritish approach should be more con- iliatory in working out the quota ith representatives of the British nd American film industries

Had Tried 'Channels'

It was learned that the Congress- ien had been told earlier, while Bevin as here, that the Department had ried for several months to work out, hrough Embassy channels, some solu- ion of the film situation, and had otten nowhere. Accordingly, they ere told, no attempt would be made o take the matter up with Bevin hile he was here. The Congressmen nsisted, and the matter was taken up ith Barclay just before Bevin left Washington.

Acheson suggested, it was reported riday, that the film quota be high on he agenda of the coming Anglo- American Film Council meeting.

Congressmen Encouraged

The Congressmen declared that they ame away encouraged by a "very atisfactory conference," and that hey were convinced the State De- artment was sympathetic to the in- lustry's needs and is working on the roblem. They said that Acheson in- licated that he realized the quota was creating unemployment and cutting industry earnings here, that the British action was significant in that other countries follow England's lead, and that the film industry is important not only as an employer but as an instrument of U. S. foreign policy abroad.

Goldman Moves

(Continued from page 1)

tury-Fox vice-president, in that company's current drive for exhibition revenue reforms. Goldman is known to be interested in the idea and the State, second largest theatre in the city and heretofore operated as a key neighborhood house by Warners, would fit into such a plan.

Goldman purchased the State about two years ago. The Warner lease on it expires this summer.

Goldman's plans for the Keith's Theatre, which he has been operating on a first-run policy, whereas it formerly was a second-run or move-over house, contemplate its closing around June 1, after which the office building in connection with it will be demolished and the theatre will be completely remodelled, modernized and enlarged from its present 1,700 seating capacity to approximately 2,500 seats. He plans to rename the theatre and reopen it about Thanksgiving Day. "A Connecticut Yankee in King Arthur's Court" is playing the Keith's first Philadelphia run now and is expected to continue there until about June 1.

Goldman's take-over of the Grange from Warners, whose lease on that theatre also is expiring, is scheduled for next September. That house, too, will be closed and remodelled before Goldman begins operating it.

Al Lichtman

(Continued from page 1)

man is trying to accomplish is for the good of the whole industry. If anybody in this industry does not believe that the source of supply is seriously threatened because it is impossible for producers to continue making quality product without a fair return, let the company which wrote the secret letter come out into the open.

"It is time that Myers stopped resorting to smokescreens, wisecracks and innuendos because the issue is very serious and clear and should be faced with business statesmanship and not wily evasions.

"We challenge this anonymous letter-writing company to come out in the open. All that 20th Century-Fox wants is a fair share for its product. It wants what the pictures are worth —no more, no less. It wants to continue to work for the best interests of the exhibitor."

M-G-M Replies to Allied Bulletin

M-G-M revealed on Friday that, to avoid any misunderstanding, William F. Rodgers, general sales manager, had replied to Abram F. Myers, chairman and general counsel of Allied States, who in a recent bulletin suggested that 20th Century-Fox's current rental increase campaign might be an endeavor in behalf of all companies.

Following is the text of Rodgers' letter to Myers:

"Thank you for sending me your bulletin dated March 31, 1949, which I read with interest.

"You know that Mr. Lichtman is no longer associated with us. His new association is with 20th Century-Fox. He does not speak for us.

"Be assured, if and when we have any policy to announce we will announce it directly ourselves."

Rodgers' letter appears in the current issue of *The Distributor*, the company's sales department house organ.

St. Louis MPTO Hits 20th-Fox Policy

St. Louis, April 17.—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois have adopted a resolution protesting the new sales policy projected by 20th Century-Fox. The exhibitors urged a downward revision of rentals to stabilize the industry in what they call a time of reorientation. The resolution was forwarded to Spyros P. Skouras and Andy Smith, respective president and general sales manager of 20th Century-Fox, by Tom Edwards of Farmington, Mo., president of the MPTO unit.

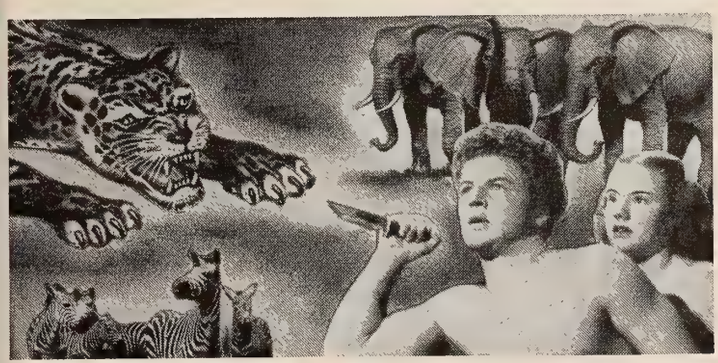
Stamper Heads 'IA' Local

PORTSMOUTH, O., April 17.—Jack Stamper has been elected president of IATSE Local No. B-33, with Elmer Hileman named vice-president. Paul E. Williams was named financial secretary; Goldie Abrams, recording secretary; Woodrow Griffith, business agent and James Atkinson, chairman of the executive board.

READY NOW! MONOGRAM'S 2 BIG FIRST-RUN SPECIALS!

"EXPLOITATION NATURAL! EXCITING, AUTHENTIC!" —FILM DAILY

"EVERY SIGN OF A LONG, MONEY-MAKING CAREER!" —BOXOFFICE



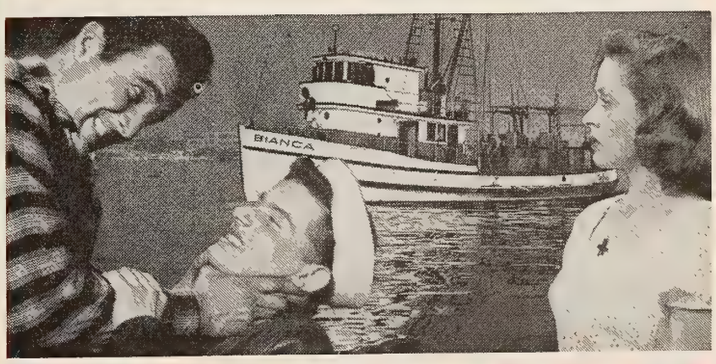
BOMBA THE JUNGLE BOY

In Sepia Tone

starring Johnny SHEFFIELD • Peggy Ann GARNER

"VERY GOOD! NO EXHIBITOR NEED HESITATE TO BOOK AND EXPLOIT IT!" —HARRISON'S REPORTS

"SEA STORY HOLDS ACTION, SUSPENSE, REALISM!" —HOLLYWOOD REPORTER



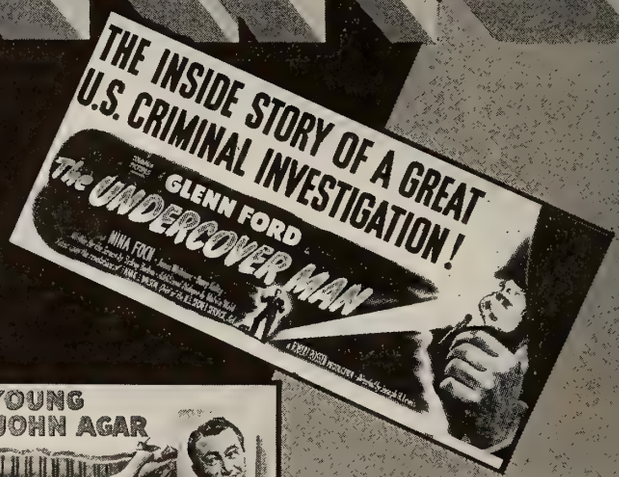
TUNA CLIPPER

Starring RODDY McDOWALL • with ELENA VERDUGO ROLAND WINTERS

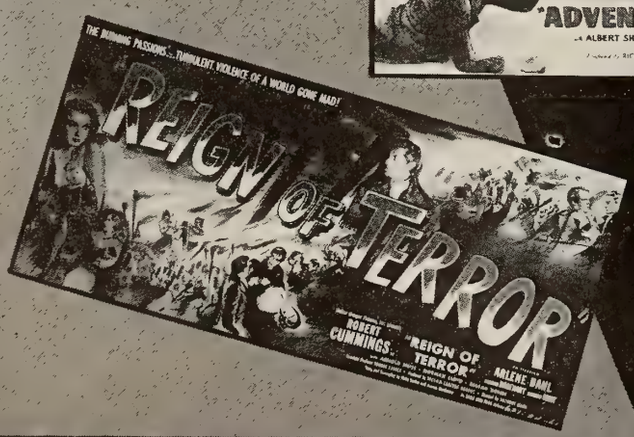
EXHIBITOR ORGANIZATIONS EVERYWHERE ARE GIVING 100% SUPPORT TO STEVE BROIDY'S 25th ANNIVERSARY DRIVE For The JIM MOTE FUND!

KEEP POSTING!











"The motion picture good enough to sell itself has not yet been made"
Martin Quigley



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 76 NEW YORK, U.S.A., TUESDAY, APRIL 19, 1949 TEN CENTS

Korda, French See Solution of U. K. Problem

Criticize Protest of U. S. State Department

By MANDEL HERBSTMAN

Optimism that Anglo-American film industry problems will be worked out at the meetings in Washington of the Anglo-American Film Councils, April 21-23, were expressed by both Sir Alexander Korda and Sir Henry French on their arrival here yesterday on the SS *Queen Mary* from London. Both are members of the British Council, along with J. Arthur Rank.

Declining to comment on the agenda of the meetings, Korda, managing director of London Film Productions, declared that he was "very optimistic" that the problems facing both nations "would be cleared."

Informed that the U. S. State De-

(*Continued on page* 8)

Strike at British Studios Near an End

LONDON, April 18.—Despite the spread of the Denham electricians' strike to Pinewood, indications are that the dispute will be settled immediately after the Easter holidays, this in part being based on the allegation that the strike is an infringement of the law which requires a trade union to give 21 days' notice of a dispute before calling a strike. This statutory notice was not given at either Denham or Pinewood, it is understood.

Comment has also been made that no ballot of the men was taken before the strike was ordered.

The J. Arthur Rank Organization

(*Continued on page* 8)

Wilcox Coming to Set Release of 3

LONDON, April 18.—Sailing for New York on the *S. S. Queen Elizabeth* on Thursday are producer Herbert Wilcox and his wife, Anna Neagle, to resume negotiations which are expected to lead to American distribution of their last three films, "Courtneys of Curzon Street," "Spring in Park Lane" and the just-completed "Maytime in Maryfair."

Also on the *Queen Elizabeth* on the

(*Continued on page* 8)

Theatres in Toronto Increasing Prices

Toronto, April 18.—Admission prices at a number of Toronto theatres of Famous Players and affiliated companies have been raised from three to five cents to meet higher operating costs. Generally, the odd-cent rates of scales were eliminated, the 66 cent night adult admission at large units being raised to a flat 70 cents and the early matinee fee of 36 cents going to 40 cents.

Other circuit companies and independent exhibitors are expected to follow suit.

UA in Deal for 1,000 Television Shorts

Another major distribution agreement for television film programs was concluded here yesterday between United Artists-TV and Ruby Films Corp., which will put well over 1,000 video films on the market within the next few months, it was announced by John H. Mitchell, director of UA-TV. The agreement was signed by the company with Edward Ruby, executive producer, and Val Irving, associate producer.

Under the terms of the distribution arrangement, United Artists Television will release three new program

(*Continued on page* 8)

N. Y. 1st-Runs Are Huge; Record for 'Yankee','Belvedere'

New York first-runs are turning the corner to a new prosperity this week with grosses mounting to record proportions. Superb business of the weekend continued in large part through yesterday and no lag in returns is anticipated by theatremen for the remainder of the week, this on the basis of the school holiday and the large number of out-of-towners in the city. Majority of runs are opening one to two hours earlier this week to allow for an extra performance.

"Connecticut Yankee in King Arthur's Court," with the "Glory of Easter" stage presentation, established a new record at the Music Hall, providing the house with $102,000 on Thursday through Sunday, which is

(*Continued on page* 3)

8 Majors Challenge Momand Review

WASHINGTON, April 18. — Eight major film companies today told the U. S. Supreme Court that the First Circuit Court of Appeals had rightly thrown out an anti-trust suit against them by A. B. Momand. Momand is seeking a high court review of this decision.

The eight companies are: Universal,

(*Continued on page* 8)

Nassers' U. A. Bid Runs into Bankers' Wall

Financing Conditions Stall Bid; Fabian Out

HOLLYWOOD, April 18.—Prospects for consummation of the Nasser Brothers' bid for acquisition of United Artists was lessened today as financing complications apparently remained unsolved after a weekend of conferences, and Si Fabian and Ted R. Gamble, theatre operators, declined invitations to participate in the proposed purchase of Mary Pickford's and Charles Chaplin's UA stock.

The Nassers continued their discussions today with Bank of America and UA officials, but indications were the situation had not changed up to tonight. Meanwhile, Fabian left for New York last night and Gamble for his home at Portland, Ore.

Lack of agreement reportedly stemmed from Bank of America's conditions attached to its part of the financing of the deal. One condition,

(*Continued on page* 8)

KB Moves to Uphold Partnership Deal

WASHINGTON, April 18.—Theatre-owning defendants in the Paramount case cannot choose to dissolve jointly-owned theatre companies which they must dispose of under a court order—even if the court gives them that option—when they have a prior contractual obligation to sell their interest to their partner, the K-B Amusement Co. argued in District Court here today.

K-B is seeking to force Warner Brothers to sell its interest in the jointly-owned MacArthur Theatre to K-B at a price stipulated in a con-

(*Continued on page* 8)

Goodman Is Named Aide to Rosenfield

Abe Goodman, advertising production manager of 20th Century-Fox here, has been promoted to assistant to Jonas Rosenfield, advertising manager, by Charles Einfeld, advertising-publicity vice-president.

Goodman has been with 20th Century-Fox since 1926 and has been production manager since 1932. In addition to his duties as assistant to Rosenfield, Goodman will continue as production manager.

US-German Zone Houses Rise from 16 to 1,450

WASHINGTON, April 18.—The number of motion picture theatres in the American Zone of Germany has increased to 1,450 from a 1945 count of 16, according to the U. S. War Department.

The Department's report also stated that under an agreement between American Military Government film officers and representatives of the German film industry, distributors may help in the financing of German films if their money is counted as an advance payment on the film, rather than as a permanent investment. This is in line with Military Government's policy of keeping distribution, production and exhibition separate.

Effects of the currency reform as outlined in the report indicate that although the immediate effect was to reduce theatre attendance by 75 to 90

(*Continued on page* 8)

TOA's Conciliation Still Available

Speculation as to whether Theatre Owners of America's conciliation machinery is still operative has been forestalled by organization president Arthur H. Lockwood who, in answer to a direct inquiry made by the Albany, N. Y., TOA unit, indicated that disputes between exhibitors and distributors can still be brought before local TOA conciliation boards which, in turn, can make use of the organization's national conciliation panel if settlements are not reached on the local level.

Personal Mention

OSCAR A. DOOB, Loew's general theatre executive, will be in Washington today from New York.

•

BYRON STONER, 20th Century-Fox executive at San Francisco, underwent an emergency appendectomy Sunday night at the Merritt Hospital, Oakland, Cal.

•

LIONEL BARRYMORE will receive an award from the National Council on Rehabilitation at a dinner here Thursday night at the Hotel Astor, for his example of medical rehabilitation.

•

IRVING GREENFIELD, assistant secretary of Loew's, became a father yesterday for the second time. Mother and child, LOIS BARBARA, are at Lenox Hill Hospital here.

•

ALFRED HITCHCOCK will arrive here Monday from the Coast and will leave for England on the following Thursday.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left here last night for Cleveland and Pittsburgh.

•

MACGREGOR SCOTT, Associated British-Pathe Overseas sales manager, has left London for an extended tour of South and Central America.

•

JAMES R. GRAINGER, Republic distribution vice-president, has returned to New York from a national tour of branches.

•

SAM ZIMBALIST, M-G-M producer, and ANTHONY MANN, director, will arrive here tomorrow from the Coast.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here for Cleveland on Thursday.

•

WILLIAM B. ZOELLNER, M-G-M reprint and short subject sales manager, has returned here from a 10-day tour of exchanges.

•

PHILIP GERARD, Universal-International acting Eastern publicity manager, will return here tomorrow from Atlanta.

•

HARRY F. SHAW, division manager at New Haven for Loew's Poli-New England Theatres, and MRS. SHAW, have left there for Florida vacation.

•

HERBERT COPELAN, head of Warner's Latin American theatres, arrived here yesterday from Cuba.

•

E. K. (TED) O'SHEA, Paramount assistant general sales manager, has returned to New York from Chicago.

•

TED TODDY, president of Toddy Pictures, has left Atlanta for the Coast.

•

JOHN MAY, treasurer of Schine Theatres, Gloversville, N. Y., was in Albany yesterday.

Schine Hearing Is Put Off to June 20

Buffalo, April 18.—Hearing in the Schine Theatres anti-trust suit, which had been scheduled for today, has been adjourned to June 20, the postponement of 60 days having been agreed to by plaintiff and Department of Justice attorneys who meanwhile will continue negotiations of a decree settlement.

Para. Opposes 2nd Decree Intervenor

Paramount filed its objections in New York Federal Court yesterday to the petition of Harry Norman Ball, operator of the Penn Theatre at Ambridge, Pa., for the right to take an appeal to the U. S. Supreme Court of the lower court's denial of his motion to intervene in the Paramount consent decree case.

The New York court granted the Ball petition the same as it approved the similar petition of Partmar Corp., Hollywood, which Paramount also has opposed.

Ball charges that the State Theatre, Ambridge, which is a Paramount partnership house, is a "fruit of conspiracy" within the meaning of the Supreme Court's opinion on partnerships and cognizance of this is not taken in the Paramount consent decree.

Sixteen More M-G-M 'Friendship Meetings'

Sixteen more M-G-M "Friendship Meetings" and screenings of "The Secret Garden" and "The Stratton Story" will be held today in as many non-exchange areas. This supplements the eight held yesterday. In addition to these gatherings exhibitors in each of the 32 branch territories today will have witness showings of "The Stratton Story."

Towns where exhibitors today will congregate as luncheon guests of M-G-M are: Altoona, Pa.; Anamosa, Iowa; Cape Girardeau, Mo.; Charleston, Fargo, Louisville, Rochester, Saginaw, San Antonio, Santa Barbara, Shreveport, Sioux City, Springfield, Mass.; Topeka, Wilkes-Barre and Miami Beach.

E. D. Cruea Is Named Monogram Manager

PORTLAND, Ore., April 18.—Howard Stubbins, president of Monogram Pictures of the Northwest, has appointed Edmond D. Cruea manager of the local branch, succeeding Larry C. Bristol.

Goldwyn Recovering

Samuel Goldwyn underwent a successful operation for a minor ailment at Harkness Pavilion, Medical Center, here yesterday and was reported resting comfortably last night. He is expected to leave the hospital within a week.

Heavy Program for Ia.-Neb. Allied Meet

DES MOINES, April 18.—Some 17 exhibition problems have already been definitely designated for discussion at the annual spring convention of Allied Independent Theatre Owners of Iowa and Nebraska, to be held at the Hotel Savery here on Wednesday and Thursday, May 4-5, to which all independent theatre owners have been invited. A special session will be held Thursday morning for subsequent-run exhibitors.

Guest speakers will include William L. Ainsworth, president of national Allied, Trueman T. Rembusch, Allied treasurer, and Kroger Babb, president of Hallmark Productions. Gov. William Beardsley will be guest speaker at an all-industry banquet on Thursday evening.

Topics scheduled for floor discussion follow: division of box-office dollar, forcing pictures, extended playing time, the decree, forcing of local checkers, admission scales, exhibitors rights, forced percentages, P.T.A. children shows, television, legislation, trade practices, auditing suits, film rentals, showmanship, overhead, local licenses.

To Weigh Atlanta Censorship Bans

ATLANTA, April 18.—A new "delayed-action" procedure of censoring motion pictures has been adopted by the Atlanta Carnegie Library Board.

Milton G. Farris, chairman of the board, recommended that board members "wait several days" after seeing a picture banned by the Atlanta censors before deciding whether or not to uphold the ban. He also recommended that representatives of film companies be allowed to submit a brief on the film in question.

"A considered opinion," he said, "is better than a hasty one."

The board adopted Farris' recommendation after two representatives of Columbia Pictures appeared before the board and asked for reversal on an earlier ban against "Knock on Any Door."

Luncheon for Albert

Randal Heymanson, American representative of the Australian Newspaper Service, was host here yesterday at a luncheon at Sardi's for William Albert of the *Sydney Bulletin*, who has been visiting the U. S., and foreign department film executives. Among those present were David Blum, Loew's; Michael Hoffay, Eagle-Lion, and Gerald R. Keyser, Warners.

To Honor Rabbi Birstein

Broadway actors and actresses who have known Rabbi Bernard Birstein during the 25 years he has officiated at Manhattan's Actor's Temple, will honor him at a silver anniversary, bon voyage banquet here on April 25, two days before he sails with his wife for a trip to Israel.

20th Southern Sale Meetings Under Wa

ATLANTA, April 18.—Twentiet Century-Fox representatives fro branches at Charlotte, New Orlean Memphis, Dallas, Oklahoma City an here are meeting with company vice presidents Al Lichtman, Charles Ein feld and Andy W. Smith, Jr., to dis cuss proposed revisions in sales policy.

No meetings with exhibitors ar planned here at this time, it was an nounced. Accompanying the 20th Cen tury-Fox officers are Frank Carrell Sam Shain and Lem Jones. Harry Ballance, Southern division manager is presiding at the meetings and wil be host at a dinner Thursday night at the Capital City Club.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

COLUMBIA PICTURES presents
GLENN FORD in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON DUKE ELLINGTON and his WORLD FAMOUS ORCHESTRA plus HOWELL & BOWSER PECK & PECK and BILLY ECKSTINE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES "Portrait of Jennie" Joseph COTTEN
DOORS OPEN 9:30 A.M.
POPULAR PRICES
RIVOLI Broadway at 49th St.

SPECIAL ACADEMY AWARD to Walter Wanger for Distinguished Service . . . by his production of the picture "JOAN OF ARC"
JOAN of ARC starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
23rd WEEK! VICTORIA BROADWAY & 46th ST.

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Broidy Observing 25th Anniversary

Steve Broidy, president of Allied Artists and Monogram, now here from Hollywood, is observing his 25th anniversary in the film business which he entered when he abandoned the study of law at Boston University to join the old Franklin Film Co. Sixteen years later, following sales posts with Universal, Warner and Monogram's Boston exchange, which he headed when it was set up in 1937, Broidy was elected to the Monogram board. By the end of 1940 he was sales vice-president, with headquarters in Hollywood. In 1945, he was elected president, and with the incorporation two years ago of Allied Artists, Monogram producing affiliate, Broidy became its president also.



Steve Broidy

Review

"Shamrock Hill"

(*Eagle-Lion*) *Hollywood, April* 18

SPRINKLED with Gaelic charm and elfin humor, this tidbid featuring Peggy Ryan and Ray McDonald should prove a pleasing and reliable program picture. Fact and fancy are neatly blended with dance, song and comedy. However, the Irish gaiety and brogue appear a little forced at times, and the little men don't ring quite as true as in an earlier Margaret O'Brien film of similar theme. Particularly good in character roles are Mary Gordon, James Burke and Tim Ryan as Miss Ryan's wise, ever-painting grandmother, inventive father and hair-growing Uncle Dan, respectively.

Peggy is the colleen whose loving care has made an imaginative play-haven for youngsters on Shamrock Hill. When industrialist John Litel decides the location is ideal for his contemplated television station, the two tangle and Peggy, with the aid of a man-aided miracle, convinces the practical business man that another hill will serve his purpose.

A refreshing youthfulness permeates the picture, thanks to Miss Ryan, McDonald, Trudy Marshall and Rick Vallin, the four offering a happily resolved eternal triangle plus one. The nimble Ryan and McDonald feet account for several delightful dance sequences, including an especially beautiful, fairylike production number. And for those who doubt the existence of leprechauns, producer-director Arthur Dreifuss cleverly worked in a quintet by the little fellows.

Running time, 82 minutes. General audience classification. Release date, April 14.

N.Y. 1st-Runs Huge

(*Continued from page* 1)

unprecedented for any like period, and appears on its way to a gross of $170,000 for the week, an all-time high. The show will enter its third week on Thursday.

Business is similarly exciting at the Roxy, which announces that "Mr. Belvedere Goes to College," with Vivian Blaine and McCarthy and Farrell on stage, hit a new Easter weekend (Friday-Sunday) mark of $80,300, indicating a mammoth first week's gross of $160,000.

Also doing an amazing box-office job is "Wizard of Oz" at the Mayfair, where business for the first week of the reissue could reach $55,000. "City Across the River," with Art Mooney's orchestra on stage, figures to give the Capitol a robust second week's gross of $70,000, after ringing up $67,800 in the first week.

"Champion" is climbing to a huge second week's business, estimated at $55,000, at the Globe. "Hamlet" still is giving the Park peak returns, $16,500 being apparent for a 29th week. "Life of Riley" at the Criterion probably will bring an adequate $25,000 in a first week.

At the Strand, "My Dream Is Yours," with Lionel Hampton's orchestra on stage, is likely to do $60,000 in a big first week. "Take Me Out to the Ball Game" is good for $28,000 in a sixth week at the State. "Portrait of Jennie" is holding up well at the Rivoli, where the third week is likely to bring $30,000. "Bride of Vengeance," with Charlie Barnet's orchestra on stage, should give the Paramount $55,000 in a moderate second week.

About $15,500 is apparent for the 26th week of "The Red Shoes" at the Bijou, where there seems to be no let-up in business. "Joan of Arc" is improving at the Victoria, where $18,000 is indicated for a 23rd week. "Knock on Any Door" should give the Astor an estimated $15,000 in a mild ninth week. At the Sutton, "Quartet" still is drawing choice business, estimated at $15,000 for the third week.

Philbrick's Ad Post Awaits His Return

BOSTON, April 18.—Edward S. Canter, executive assistant to Samuel Pinanski of American Theatres Corp., declared here that the circuit status of Herbert A. Philbrick, government witness at the Communist trial in New York, remains the same as before, his position of assistant advertising and exploitation manager being open for him "if he desires to return."

Try to Boost Local Tax

COLUMBUS, O., April 18.—Attempt of the Warren, Ohio, city council to increase the local admission tax to five per cent, if successful, would open the door to similar action by city councils throughout the state, warns P. J. Wood, secretary of the Independent Theatres Owners of Ohio, who is urging Ohio exhibitors to support a bill before the state legislature which would restore the admissions taxing power to the state.

Drive-Ins Delaying New Product Buying

MINNEAPOLIS, April 18.—Drive-in film buyers in the Minneapolis zone are lining up solidly in opposition to increased rentals and improved playing time announced by major film companies and independents alike, it is learned, and the jockeying for lower rentals reportedly will delay some outdoor stands openings.

Film companies have let the drive-ins know that rentals for the coming season will be in line with film prices for the conventional stands, plus a certain amount of percentage and preferred playing time. The independents and smaller majors are not expected to be tough in demanding either percentages or good playing time, but they are holding out for higher rentals up and down the line, declaring drive-ins last year "stole" their films.

Although a number of drive-ins in the Minneapolis zone have already set opening dates for this month and May, film companies report that very few product deals for the outdoor stands have been closed.

Say 20th Aim Is to Block Rental Cuts

MILWAUKEE, April 18. — Board members of the Independent Theatre Owners of Wisconsin at a meeting here expressed the opinion that the 20th Century-Fox plan for adjustments in rentals to benefit the distributor actually is designed to stave off anticipated requests for a reduction in rentals by exhibitors. It is understood that the directorate felt that theatremen are entitled to a slash of film costs of a minimum of 25 per cent because of the decline in box-office.

If and when Andy W. Smith, Jr. and Al Lichtman, 20th-Fox vice-presidents, visit Wisconsin they would be welcomed at a meeting with the theatremen and the latter would present their reasons for cuts in rentals, the board decided. John P. Adler is president of ITO of Wisconsin.

New Date for 'Barkleys'

World premire for M-G-M's "Barkleys of Broadway," scheduled for April 24 at Loew's State here, has been postponed to May 4.

Services for Beery Today on the Coast

HOLLYWOOD, April 18.—Funeral services will be held here tomorrow at Forest Lawn Memorial Park for Wallace Beery, 64, veteran screen star who died Friday night at his Beverly Hills home of a heart ailment. Beery, who held a reserve commission as a U. S. Navy Lieutenant Commander, will be buried in his uniform. He was one of M-G-M's top stars for years.

Louis B. Mayer, M-G-M production chief, and another of that studio's executives, Edward J. Mannix, will be among the funeral pallbearers. Honorary pallbearers include Bing Crosby, Clark Gable, Robert Taylor, Spencer Tracy, Leo Carillo, George Murphy, Frank Capra, Jesse Lasky, Mervyn LeRoy, Joseph Schenck, Nicholas Schenck, Mack Sennett, Sam Wood, Darryl F. Zanuck and Jack Dempsey.

Beery, who had played in more than 250 pictures since 1913, won an Academy Award in 1931 for his performance in "The Champ," and received an Italian award for his characterization in "Viva Villa" in 1934. He was the brother of the late Noah Beery, screen actor, who died in 1946. They were sons of a Kansas City policeman.

Survivors include Carol Ann Beery, the actor's daughter; Mr. and Mrs. William Beery, brother and sister-in-law, and Noah Berry, Jr., nephew.

Some in NCA Would Abandon Smith Plan

MINNEAPOLIS, April 18.—A movement has been started by some members of North Central Allied to abandon the 20th Century-Fox Andy Smith plan of conciliating product and contract disputes, in retaliation for establishment by 20th-Fox of a new selling formula aimed at "equalizing" the split of the box-office dollar.

Smith and Ben Berger, NCA president, last year developed the conciliation plan as a means of halting a number of threatened court suits over alleged forced selling and other trade abuses, with NCA members backing the plan with a resolution.

Out-of-town members are now urging the NCA board to make conciliation a main subject at the unit's annual convention and election of officers May 22-23, and are asking support of a move to "throw out" any form of conciliation of grievances against the film companies.

Officials at 20th Century-Fox's home office declined to comment here yesterday on the Minneapolis development.

Reade's Drive-In Reopens

Walter Reade's Drive-In No. 1, near Woodbridge, N. J., has reopened after re-paving and enlargement. Supplementing the double-bill film fare are dance floor, pony rides, shuffleboard, quoits courts, a children's playground and a nursery.

36th Astor Anniversary

On April 27, City Entertainment Corp. will celebrate with ceremonies in the lobby of the Astor Theatre here what is described as the 36th anniversary of Broadway's first "all-movie show" in April, 1913.

TWA TWA TWA TWA



ONLY TWA
offers 300-mph
CONSTELLATION
SERVICE

Coast-to-coast
and overseas

For reservations, call your TWA office or your travel agent.





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PRODUCT A

WE KNOW AND YOU
HAS DELIVERED OR

MR. BELVEDERE GOES TO COLLEGE • THE SNAKE PIT • A
THE SEA IN SHIPS • YELLOW SKY • ROAD HOUSE • APART
TO BROADWAY • CAPTAIN FROM CASTILE • YOU WERE M
HOO, SCUDDA HAY • GREEN GRASS OF WYOMING • FOX
WORE TIGHTS • MIRACLE ON 34th STREET • W

YESTERDAY...TODAY.
FOR YOU — YOUR TH

BECAUSE *There's No Busine*

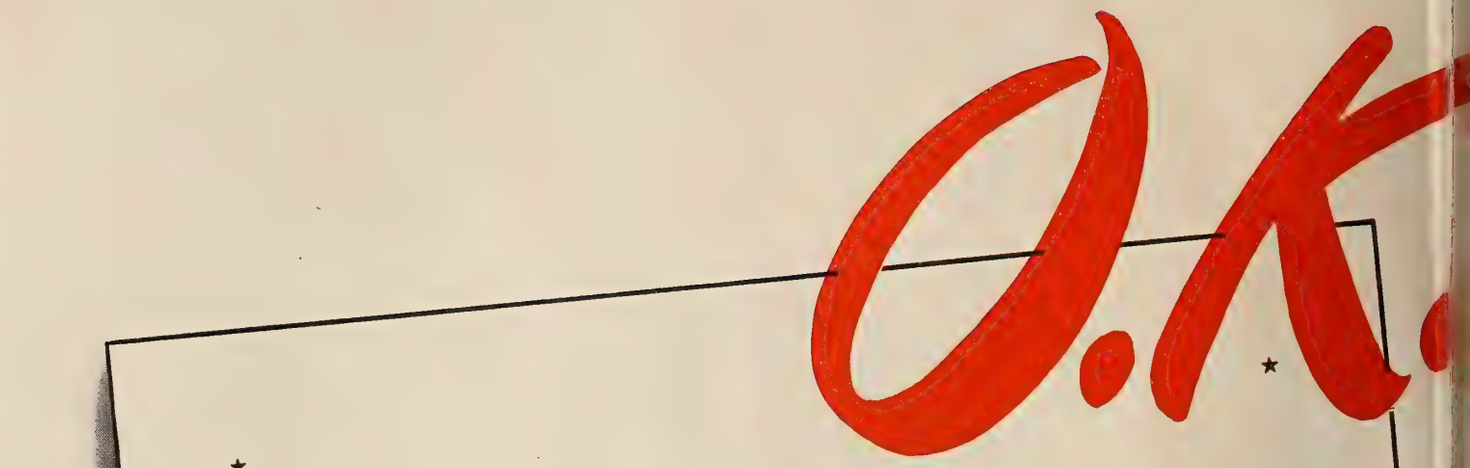
.K FACTS ABOUT
ND MONEY

KNOW THAT NOBODY
N DELIVER LIKE 20th CENTURY-FOX

TO THREE WIVES • MOTHER IS A FRESHMAN • DOWN TO
R PEGGY • STREET WITH NO NAME • GIVE MY REGARDS
ME • CALL NORTHSIDE 777 • SITTING PRETTY • SCUDDA
RROW • I WONDER WHO'S KISSING HER NOW • MOTHER
BABY SMILES AT ME • GENTLEMAN'S AGREEMENT

TOMORROW...IT'S 20th CENTURY-FOX
TRE — YOUR FUTURE

ike 20th CENTURY-FOX Business!!!



TRIGGER is a Dark Horse!

(THE STORY OF AN UPSET AT SIX)

THERE'S a half-hour radio program on one of the networks at 6:00 p.m. Sundays.

It's not an expensive show, but a great one. It hasn't had a million dollars worth of ballyhoo. It has serious competition.

It's a *dark horse*—and it's pulling ahead.

In the Nielsen sweepstakes (December 19-25th), with 124 once-a-week entries, this show rated 18th (Average Audience) and tied for 21st place (Total Audience).

There are less than 6 points difference between this show and Jack Benny.

It's ahead (both total and average audience) of such shows as The Great Gildersleeve, Stop The Music (all 4 quarters), Red Skelton, Burns & Allen, Eddie Cantor, Date with Judy—and many other shows that cost two, three and four times as much.

And it tops its highest competing show by 6 points.

This is really an *upset at 6 o'clock.*

We wish Nielsen would let us publish the name of the show. But you know the name of the network.

What does this mean? For one thing, it means that with a good show, Mutual can deliver ratings. Even more important—Mutual can deliver ratings at a lower cost per rating point—and a lower cost per 1000 homes reached—whichever way you want to figure it.

In these days of hard selling—of efficient and economical selling—can you afford not to look at Mutual?

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

*



*REPRINT FROM RADIO DAILY
FEBRUARY 4, 1949

Mutual!



We know you mean **Roy Rogers**

...the screen's top western star for 7 consecutive years according to every box office poll!

Roy Rogers STARRING IN REPUBLIC'S **Trucolor** PRODUCTIONS

NOW IN RELEASE
"SUSANNA PASS"

•

NOW IN PRODUCTION
"DOWN DAKOTA WAY"

Korda, French

(*Continued from page* 1)

partment had protested the 40 per cent British quota as "unfair," Korda asserted that, "I don't know what is unfair when the American film industry already has two-thirds of the British market." Korda said he was pleased with the 40 per cent quota and that he did not think it was harmful to anybody. He said that the British industry can meet the 40 per cent quota, and even a 50 per cent quota if need be.

Korda dismissed the prospect of nationalization of the industry in England with the assertion that "I don't think it has a chance." He revealed that he has started three films and added that his production schedule for the year would be announced later.

French, director general of the British Film Producers Association, and a director of the Rank organization, sharply parried most of the queries put to him by the ship-news reporters. Relenting somewhat finally, he said that divorcement of the industry in England is under inquiry by the Lord Portal Committee, but added that even if the committee recommended divorcement he did "not know if the government would accept."

Like Korda, French said he is "optimistic" about the Washington meeting this wek. Asked about the British industry being able to meet the quota, he said "we always have filled the quota."

K.-B. Moves

(*Continued from page* 1)

tract outlining conditions under which a partner planning to dispose of its interest must offer its interest first to the other partner. Warners argued 10 days ago that it did not have to sell the K-B under the contract terms, but rather could dissolve the jointly-owned corporation and dispose of its assets at public sale. It said the District Court's judgments and decrees in the Paramount case permitted this.

K-B, in a brief filed today, said that the New York District Court never intended to overrule existing contractual obligations.

Review

"Night Unto Night"

(Warner Brothers)

THE "action" in this adaptation of a novel by Philip Wylie is confined for the most part to the principal characters' grappling with philosophical questions of life and death and speculation as to the destiny of the human soul. This fact is stated here purely to inform exhibitors of the thematic mood of "Night Unto Night," and not to insinuate that the picture is "over the heads" of average audiences. Actually, notwithstanding its pretentions to profundity, the story unfolds on a note of romance and emotion rather than of genuine intellectuality. It is, essentially, a woman's picture. Kathryn Scola's screenplay and Don Siegel's direction both are sharply slanted toward the distaff trade.

Co-starred are Ronald Reagan and Viveca Lindfors, with support furnished by Broderick Crawford, Rosemary DeCamp, Osa Massen, Art Baker, Craig Stevens and several others. The setting is the East Coast of Florida, with the camera divided between a residential community and a lonely beach mansion where a biochemist (Reagan), who is subject to occasional fits of epilepsy, comes for his health and to work in quiet. He rents the home from a war widow (Miss Lindfors) who so sorely mourns the loss of her young husband that she believes she hears his "ghost" speaking to her when she is alone. She comes to visit Reagan occasionally and eventually falls in love with him, and thus no longer hears the "voice." Reagan, unknown to the girl, fears he will not recover from his disease, and therefore attempts to resist his feelings of love for her. During a party at the house, when a hurricane serves to isolate all present from the outside world, Reagan is overcome by a depression over the frequency with which his epilepsy has manifested itself, and retreats from the group to end his life with a bullet. Suspicious, Miss Lindfors follows him and talks him out of suicide with declarations of love and hope. Crawford, a painter with a flair for glib observations about eternity, affords relief occasionally from the generally dolorous atmosphere of a picture that somehow does not register the dramatic intensity it strives for. Owen Crump produced.

Running time, 92 minutes. Adult audience classification. Release date, May 14.

CHARLES L. FRANKE

U.A. in Deal

(*Continued from page* 1)

series, ranging from a 39-week half-hour series to 1,000 four-minute musical subjects for a projected video "disc-jockey" package.

The first program series is entitled "The World Is My Beat." A second program series of "Hints and Tips" will also be ready.

Third programming release will be the 1,000 short musical subjects, featuring full orchestras, choruses and dancing contingents, all of which will be made available to television stations in developing visual disc-jockey shows.

Wilcox Coming

(*Continued from page* 1)

same voyage will be Clifford Dickinson, Monogram's London manager; William Moffat, managing director of Associated British-Pathe, and Robert Clark, Associated British's executive producer, who plan to discuss with Monogram executives Steve Broidy and Norton V. Ritchey, details of an ambitious production program upon which Monogram will shortly embark in Britain in collaboration with ABPC.

U.S. - German Zone

(*Continued from page* 1)

per cent—due to the fact that people had less money to spend on luxury items—within two months near-capacity crowds were again attending the theatres.

The currency reform also eliminated temporarily the hitherto large number of private individuals with film investments, forcing producers to turn to banks for financing.

British Strike

(*Continued from page* 1)

makes no attempt to minimize the potential gravity of the situation in regard to its production output. But John Davis, in charge during Rank's absence in America, regards the matter as one of high principle which cannot be conceded.

Brown Leases 2 Houses

Dr. Henry Brown, New York and New Jersey exhibitor, has leased the Edison Theatre, New York, and the Bell Theatre, Brooklyn, from Samuel Silver, who operated the houses for many years and is now retiring, it was announced by Berk and Krumgold, theatre realty brokers who handled the deal.

Nassers' U.A.

(*Continued from page* 1)

it was reported, was that the new owners of United Artists assume some $3,500,000 of obligations of Enterprise Prod. in return for which the remaining free assets of the latter company would be assigned to it together with a percentage of profits from unliquidated product.

Another proposal said to have been advanced was that the First National Bank of Boston be invited to participate on the basis of a merger of physical properties of UA and Eagle Lion, the new company to assume certain obligations of the latter. The First National of Boston has been associated with E-L financing in the past.

Whatever the reason, the negotiations have failed to make progress since last week when financing of the UA stock purchase deal by the Nassers appeared to be assured. Where all was optimism last week, today no one would predict that a deal would be closed by Thursday, when Chaplin's option on Miss Pickford's half interest in UA expires.

Si Fabian, head of Fabian Theatres, arrived in New York from Hollywood yesterday but declined to comment on the UA situation. It was indicated, however, that he and Ted Gamble, head of Gamble Enterprises, have no plans to participate in the negotiations for UA control now in progress in Hollywood.

8 Majors Attack

(*Continued from page* 1)

Loews', M-G-M, 20th Century-Fox, Vitagraph, RKO, United Artists, and Columbia. The Momand suit alleges injuries from an anti-trust conspiracy against Momand Theatres in Oklahoma.

A brief filed by Jacob J. Kaplan said the issues in the current case were the same as in three earlier cases brought by Momand and that judgment in every case has been in favor of the eight companies involved in this proceeding.

Recovery in this case, the brief said, was barred both by the statute of limitations and by the fact that the issues had already been tried. "The petitioner (Momand) seeks in substance a declaration by this court that the public policy—that there be an end to litigation once fully and fairly tried—should not be applied in anti-trust cases," the eight companies said, "and that plaintiff should have two chances to try his cause of action; and, if two, why not three or more? This proposition is as unsound as it is novel," it was charged.

'Pit' Cuts Ordered by British Censors

LONDON, April 18.—Subject to cuts of approximately 1,000 feet, the British Board of Film Censors has given an "Adults Only" certificate to "The Snake Pit." The cuts are said to affect the most violent scenes.

Considerable pressure had been brought to bear on the Censor Board by representatives of the nursing profession who urged that the film be banned entirely. It was suggested that young girls seeing the film might thereby be deterred from becoming nurses. Anatole Litvak, here for consultation with the censors, replied that girls so deterred are unsuitable for nursing. Litvak now travels to Paris for similar consultations.

"Paramount's
Streets of Laredo
is stocked with the stuff to banish the boxoffice blues," says M.P. Daily

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 77 NEW YORK, U. S. A., WEDNESDAY, APRIL 20, 1949 TEN CENTS

US LIMITS BRITISH FILMS, UK COUNTERS

TOA Blames British for Rental Rise

Restrictions Abroad Hit Theatres Here: Lockwood

U. S. exhibitors are facing increased film rentals by distributors, "principally as a result of discriminatory actions taken by the British government against American films," Arthur H. Lockwood, president of the Theatre Owners of America, asserts in a statement which was released here yesterday on the eve of the Washington meeting of the Anglo-American Films Council, which starts tomorrow.

Lockwood states that it is "highly appropriate" to make the position of American exhibitors clear to the British members of the council and he thereupon points out that U. S. theatremen "carry our full share of the

(*Continued on page 4*)

Myers Calls Rental Drive Unfortunate

WASHINGTON, April 19.—Abram F. Myers, Allied States general counsel, in a bulletin issued today expressed Allied's pleasure "that no other distributor (but 20th-Fox) is implicated in this unfortunate campaign for higher film rentals."

Lauding M-G-M for its "grass-roots" public relations operations, Myers said, "The lion demonstrates that it is smarter than the fox."

Referring to the letter by M-G-M sales manager W. F. Rodgers to Myers disclaiming any policy similar to that voiced by Al Lichtman for 20th-Fox, Myers praised MOTION PIC-

(*Continued on page 4*)

Nassers Still Try For U. A. Purchase

HOLLYWOOD, April 19.—Nasser Brothers continued their negotiations today for purchase of United Artists' control, but numerous conditions injected by banking interests involved in the financing still present a formidable obstacle to consummation of the deal by Thursday midnight, when the option on Mary Pickford's half interest in U. A., held by Charles Chaplin, will expire.

Some of those close to the situation

(*Continued on page 4*)

Exhibitor Bond Chairmen Set in All Territories

WASHINGTON, April 19.—Gael Sullivan, executive director of the Theatre Owners of America and national exhibitor co-chairman of the Treasury's 1949 savings and bond drive, May 16 through June 30, today submitted to Secretary of the Treasury Snyder a complete list of TOA exhibitor co-chairmen in each of the 31 exchange areas who have accepted invitations to direct the drive in their territory. The list follows:

Saul J. Ullman, Albany; E. D. Martin, Columbus; Sam Pinanski,

(*Continued on page 4*)

Truman Dines Film Bond Drive Heads

WASHINGTON, April 19.—President Harry S. Truman this evening was host at a dinner to motion picture industry chairmen of the committee cooperating with the U. S. Treasury's savings bond drive, which was held here in the Presidential Room of the Hotel Statler.

Industry drive chairmen attending included Maurice A. Bergman, Universal-International advertising-publicity director, and chairman in the industry's drive; Jay Emanuel, chairman of the trade paper committee; Edward Lachman, president of Allied of New Jersey, and Gael Sullivan, Theatre Owners of America, national exhibitor co-chairmen; Harry Mandel, RKO Theatres' advertising-publicity director and New York advertising-publicity chairman; Arch Reeve, secretary of the West Coast Advertising-

(*Continued on page 4*)

Overtime Parleys Aim At Schine Agreement

Washington, April 19.—Attorneys Willard McKay and Irving Kaufman, for the Schine interests, and Philip Marcus and Sigmund Timberg for the Government were locked in conference after regular business hours today in an effort to reach a final agreement on a consent decree to end the government's 10-year-old anti-trust case against Schine. At a late hour, there was no indication of their progress thus far.

Van Nomikos Sues B. & K., 4 Majors

CHICAGO, April 19.—Inability to compete for first-run product against the opposition B. and K. Southtown and Warner's Stratford brought about the filing today of an anti-trust suit asking for equitable relief by the Empress Theatre, operated by Van A. Nomikos, and located on the Southside of Chicago.

The Empress several months ago adopted a first-run policy, but the suit charges it is unable to secure product from Paramount, Warner, Columbia and United Artists, all named defendants. Balaban and Katz is also named. Plaintiff's attorney, Seymour Simon, filed the suit in Judge Phillip Sullivan's U. S. District Court.

London 'Hints' That a Dossier 'Indictment' Covers 30-Year Period

LONDON, April 19.—The indignation expressed in America over Britain's 40 per cent film quota has stirred caustic—but as yet unofficial—comment in the Foreign Office here to the effect that since World War I the U. S. film industry has consistently engineered limitations against the showing of British pictures on American screens.

Meanwhile, regarding a reported U. S. State Department protest to the British Embassy in Washington against the "discriminatory" quota, it was said here that Foreign Minister Ernest Bevin has no official knowledge of it.

It was suggested here—again un-

(*Continued on page 4*)

Strike at Two Rank Studios Collapses

LONDON, April 19.—The strike of electricians of J. Arthur Rank's Denham and Pinewood studios collapsed today, as expected, and spokesmen for Rank agreed to meet with officials of the Electrical Trades Union at the Labour Ministry on Thursday on terms of a settlement.

The outcome of the meeting, though officially unpredictable, is considered to be obvious in view of the ETU chiefs having originally put themselves completely in the wrong by infringing the law when they called the strike in defiance of a statutory obligation to give a 21-day notice of the existence of an industrial dispute. It is understood that the Labour Ministry has already talked roughly to ETU officials, warning them of dire consequences for continued misbehavior.

"The Stratton Story"

[*Metro-Goldwyn-Mayer*]—Big League Stuff

THE story of Monty Stratton, the country boy who lost a leg in a hunting accident about 12 years ago at the beginning of what promised to be a spectacular career in major league baseball, is told in an exceptionally fine motion picture. It should be an outstanding attraction in every theatre in the land.

James Stewart, as Stratton, gives what is far and away his best performance in a long time, perhaps the best of his career, and scene for scene, he is matched every step of the way by June Allyson, the girl who becomes his wife.

Sam Wood directed with all the sure touches and overall finesse which he gave to "Pride of the Yankees," with which "The Stratton Story" inevitably will be compared, for there is much in this to recall the other.

Stewart is picked up at a Texas sand-lot game by Frank Morgan, who plays a baseball has-been. After a winter spent in coaching the promising young pitcher, Morgan gets him a tryout with the Chicago White Sox

(*Continued on page 4*)

Quota Impractical, BOT Acknowledges

London, April 19.—The British Board of Trade, acknowledging the impracticability of the 40 per cent film quota, disclosed here today that it has given screen-time relief to an additional 158 theatres and total exemption from adhering to the quota to another 308.

Personal Mention

J. ROBERT RUBIN, M-G-M general counsel, has returned here from Durham, N. C.

•

NORMAN CLARK, film critic and television columnist for the *Baltimore News-Post*, was a patient at the Union Memorial Hospital Monday, suffering from a severely lacerated hand. A bottle of beer burst as he was trying to open it.

•

JANET WARD, daughter of GENE WERNER, of the Warner home office, has been given the star roles Lady MacBeth and Queen Gertrude of Margaret Webster's touring Shakespeare company.

•

BEN GOETZ, head of M-G-M's British producing activities, and HENRY HENIGSON, studio executive, will sail from here today aboard the *S.S. Queen Mary* for London.

•

DR. FRANK STANTON, president of CBS, and MRS. STANTON, are scheduled to leave here today for Europe aboard the *S.S. Queen Mary*.

•

JOE ROBERTS, publicity director of Motion Picture Sales Corp., returned here yesterday from Montreal and Toronto.

•

SAM LEFKOWITZ, United Artists Eastern district manager, will return here tomorrow from Boston.

•

VALLI, Italian screen actress, will arrive here today on the *S.S. America* from London.

•

DR. HERBERT T. KALMUS, Technicolor president, is here from the Coast.

•

BEN THAU, M-G-M studio executive, is here from the Coast.

•

J. CHEEVER COWDIN is due to arrive here Friday from Europe.

Joelson and Frisch To Aid UJA Drive

Independent New York circuit operators Julius Joelson and Manny Frisch have been named co-chairmen of the United Jewish Appeal amusement division in their field, to aid the UJA's 1949 drive for funds. Fred J. Schwartz is chairman of the division.

'Jennie' Capital Premiere

WASHINGTON, April 19.—Mrs. Harry S. Truman headed the list of sponsors of the benefit performance of David O. Selznick's "Portrait of Jennie," which had its Washington premiere at the Trans-Lux Theatre here last night, with proceeds going to the Davis Memorial Goodwill Industries, Washington's workshop for the handicapped. Chairman of the sponsoring committee was Mrs. Fred M. Vinson, wife of the Chief Justice of the U. S. Supreme Court. Other Justices' wives were among the sponsors.

Tennessee Gets an Enabling Measure

Memphis, April 19. — Gov. Browning has signed into law a new Tennessee admission tax. It reduces the state tax from three to two per cent but authorizes cities to pass a two per cent tax on theatres located in their municipalities. Thus if cities take advantage of the act, the total city-state tax will be four per cent instead of three as in the past.

Rogers Hospital to Variety on May 30

Arrangements have been completed for Variety Clubs International to take over operation of the Will Rogers Hospital, Saranac Lake, N. Y., on or about May 30, it was announced yesterday by Robert J. O'Donnell, International chief barker.

The institution will be known as Variety Clubs International—Will Rogers Hospital and patients will be restricted to persons connected with the film industry and allied branches.

O'Donnell expressed Variety's gratitude to the film sales managers committee, "through whose efforts the hospital has been kept open, and also to company presidents who supported the managers in this difficult task and who more recently pledged their further financial support."

Plans for operation of the institution have been mapped out by a New York committee which comprises Max Cohen, Abe Montague, Chick Lewis, Si Fabian and Ted Gamble.

Stars at Dinner For Harry Warner

HOLLYWOOD, April 19. — Dennis Morgan, Gordon MacRae and Eddie Bracken will be among the stars who will entertain at the dinner being given Harry M. Warner, president of Warner Brothers, by Beverly Hills B'nai B'rith Women, No. 245, on April 27 at the Biltmore Bowl.

The dinner, to be attended by more than 1,000, will honor Warner for his efforts as national chairman of the Friendship Train.

Two Days for Para. Suit Oral Arguments

New York Federal Court will allow the government and distributor defendants two days in which to complete their oral arguments in the industry anti-trust suit. The hearings are to begin here tomorrow. Entry of new evidence will not be permitted. The court's opinion is not anticipated for several weeks.

Will Hay, British Comic

LONDON, April 19.—Will Hay, 60, whose comic portrayal of a schoolmaster has been a fixture on the British screen and stage, died here yesterday after a long illness.

Settle $1,000,000 Rank Contract Suit

TORONTO, April 19.—An out-of-court settlement has disposed of the $1,000,000 breach-of-contract actions filed by Empire-Universal Films of Canada in U. S. and Canadian courts against J. Arthur Rank interests, Eagle-Lion, Monogram of Canada, Universal-International and United World, it is understood here. Terms of the settlement, which brings to an end a two-year dispute involving the distribution of some pictures in Canada and Newfoundland, were reached in New York following the recent arrival there from England of Rank who was to testify at a scheduled hearing of the suit in U. S. District Court there.

Empire-Universal alleged in the two actions that a block of films produced in England by Rank was to have been distributed in Canada by U-I's subsidiary, United World Pictures of Canada, in accordance with the terms of a nine-year agreement closed with the Rank Organization. The charge was made that the agreement was not fulfilled and that the product in question had been diverted to Eagle-Lion, Universal-International and Monogram for Canadian distribution.

New York attorneys handling the Empire-Universal-Rank litigation refused to comment yesterday on the report from Toronto that out-of-court settlement had been made.

Plans Set for K. C. Bond Campaign Rally

KANSAS CITY, April 19.—Proposed plans for a show at the Municipal Auditorium here on May 15 that will be broadcast as the "kick-off" feature of the Treasury's savings bond campaign, were made at a weekend meeting of motion picture, Treasury and local bond campaign executives, under the chairmanship of Elmer C. Rhoden, industry representative on the Jackson County-Kansas City bond campaign organization.

The regional industry committee also includes Senn Lawler, M. D. (Babe) Cohn and Bernard Joffee.

Royal Command Show On Armistice Day

LONDON, April 19.—World War I Armistice Day, on November 11, and the Marble Arch Odeon Theatre have been set as the date and place for a Royal Command Performance. That theatre was selected because Britain's ailing King George will have to negotiate only one step from the foyer to the Royal box. He has promised definitely to be present.

Title of the film to be honored on the occasion has not been disclosed.

Cinema Lodge Dinner Set

The Cinema Lodge of B'nai B'rith will hold its "Presidents' Dinner" at the Hotel Astor next Tuesday, Jack H. Levin, committee chairman, reports, with Ed Sullivan, columnist, as master-of-ceremonies.

Newsreel Parade

EASTER services throughout the nation mark a highlight in all current newsreels. Other items include President Truman opening the baseball season and Dr. Ralph Bunche arriving here. Complete contents follow:

MOVIETONE NEWS, No. 32—Easter services: Hollywood Bowl, St. Patrick's Syracuse "Miracle girl," Shirley Ann Martin. U.S. answers Russia's Atlantic Pact blast. UN mediator Bunche returns from Palestine. Mississippi River shortened for flood control. Paris: dancing champs crowned. Aviation. President Truman opens baseball season.

NEWS OF THE DAY, No. 266—Easter Parade. Airmen in new endurance tests. U.S. denounces Soviet attack on defense pact. Parisian dance champs. President Truman opens baseball season. Derby test thriller.

PARAMOUNT NEWS, No. 69—People in the eyes of the world: Ralph Bunche, Stephen T. Early, Burt Lancaster. A Day of Devotion. Baseball gets down to business.

TELENEWS DIGEST, No. 16-A—Miracle in Syracuse? Easter Parade. Warren Austin defends Atlantic Pact. Mississippi River blasted. Russians protest American diplomats' fishing trip. Finland: Spring in the North.

UNIVERSAL NEWS, No. 240—Easter across the nation. Endurance flyers. England: bus tests. Toronto wins Stanley Cup for third year.

WARNER PATHE NEWS, No. 71—Paul Reynaud and Dr. Bunche arrive in the U.S. "Miracle Girl." President Truman throws first ball. Mississippi River blast. Endurance flyers. Easter Parade. Do you remember?

Companies Decline SPG Mediation Bid

An offer by the New York State Board of Mediation to step into the deadlocked contract negotiations between CIO's Screen Publicists Guild and distributors has been turned down by the companies, the union reported here yesterday.

The Guild had written to Arthur S. Mayer, board chairman, asserting that the companies have refused to discuss terms of a new labor agreement unless the union agrees in advance to forego salary demands and security and arbitration clauses gained by the SPG during seven years of contracts with the producers, according to a statement issued by the union here yesterday.

Day Tour as 'Live Trailer'

Doris Day, star of the Warner picture, "My Dream Is Yours," is on a personal appearance tour with the Bob Hope show, which will cover 20 cities and serve as a "live trailer" for the film, according to Mort Blumenstock, Warner advertising-publicity chief. Art Moger is advance agent for Miss Day.

Will Distribute Recorder

American National Distributing, with Edwin Scheuing as president in charge of sales and promotion, has been organized to distribute the Wagner-Nichols recorder in metropolitan New York, Northern New Jersey, Cincinnati, Chicago, Cleveland, Buffalo and Rochester.

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"GOOD NEWS FOR EXHIBITORS"

"FILM ROW OPTIMISM"

EXECS WAX BULLISH"

"PANIC IS OVER"

"INDUSTRY UPSWING"

"WALL STREET LOOKS WITH FAVOR"

Headlines tell the story! As Hollywood Reporter says:

"AS GOES M-G-M, SO GOES THE PICTURE BUSINESS!"



AKE ME OUT TO HE BALL GAME"

(Technicolor)

th walloping week on roadway! Big everywhere! ist what they want for gay pringtime Technicolor usical entertainment.



"LITTLE WOMEN"

(Technicolor)

4 weeks of happy crowds at Radio City Music Hall. Terrific biz in Philly and first 40 dates ditto!



"BARKLEYS OF BROADWAY"

(Technicolor)

"Picture of the Month" in Cosmopolitan. Trade press predicts smash hit. World Premiere Loew's State, N. Y. Another "Easter Parade"!



"THE STRATTON STORY"

Cleveland critics print raves in advance of World Premiere. Every screening sensational! Next attraction at Radio City Music Hall.



"THE SECRET GARDEN"

Picture of the Month" in arents' Magazine is first of any awards to come! Producer of "Yearling" does it gain! World Premiere at stor, Boston, coming!



"EDWARD, MY SON"

Broadway's No. 1 Dramatic Stage Hit. Almost a year of S. R. O. has given it nationwide attention. Another M-G-M Big One!



"THE GREAT SINNER"

Seven top stars! The year's greatest cast in a magnificent production in the M-G-Manner! Destined to be one of 1949's headliners.



"ANY NUMBER CAN PLAY"

Every preview on Coast sends them out raving about "the best Gable picture in years!" It's got everything!

AND ANOTHER BIG M-G-M TECHNICOLOR MUSICAL "NEPTUNE'S DAUGHTER"

(Trade Shows May 11th, except N. Y. May 9th)

U.S. Limits

(*Continued from page* 1)

officially—that an impressive dossier could be made available in connection with the alleged restrictions put on British films not only in America but also in Britain, by Americans. This "evidence," covering a period of 30 years, could serve as a surprising indictment which would ill become the American industry which now is seeking the protection of its State Department's umbrella because Britons have "gotten tough" in their own territory, a spokesman said.

"Why cannot the Americans be content with 60 per cent of our market when our's in America is less than one per cent?" was one unofficial Foreign Office comment.

It is understood that the British Board of Trade is considering the cabled State Department protest, but opinion in official circles is that this is being done only to appease the manifested indignation of California's legislators in Washington.

Britain's independent exhibitors universally hope, of course, that the State Department protest will lead to an abatement of the quota.

Bond Chairmen

(*Continued from page* 1)

Boston; Vincent R. McFaul, Buffalo; Ben L. Strozier, Rock Hill, S. C.; John Balaban, Chicago; Jack R. Keegan, Cincinnati; Ron Gamble, Akron; Robert J. O'Donnell, Dallas; Robert Selig, Denver; Myron N. Blank, Des Moines; Earl J. Hudson, Detroit; Ken Collins, Indianapolis; Elmer Rhoden, Kansas City; Charles P. Skouras, Los Angeles; M. A. Lightman, Jr., Memphis.

Also, Harold Fitzgerald, Milwaukee; Harry French, Minneapolis; Albert Pickus, Stratford, Conn.; N. L. Carter, New Orleans; Walter Reade, Jr., New York; Marce Brazee, Oklahoma City; Robert R. Livingston, Lincoln; Harold Seidenberg, Philadelphia; Moe Silver, Pittsburgh; Jack Matlack, Portland, Ore.; Tom Edwards, Farmington, Mo.; Tracy Barham, Salt Lake City; C. M. Thall, San Francisco; W. Gamble, Chehalis, Wash.; F. Boucher, Washington, D. C.

"The Stratton Story"

(*Continued from page* 1)

at the team's California spring training camp. Stewart meets Miss Allyson on a blind date and the two fall in love.

BETWEEN alternately charming and humorous courtship scenes, Stewart's introduction to the big leagues suffers a reverse and he is sent to the Omaha farm team. While there he marries Miss Allyson. He is recalled by the White Sox and finishes the reason with the best pitching record in the American League, despite at least one particularly bad game the day a son is born to his wife.

Spending the winter on his Texas farm with his mother, played by Agnes Moorehead with her accustomed beguiling taciturnity, the hunting accident which necessitates amputation of a leg occurs. Thereafter, Stewart sinks into a spell of despondency. All efforts of his wife to renew his interest in living fail, but one day watching his infant son's attempts to walk, he recognizes a mutual bond of helplessness. Using an artificial limb, he begins the arduous task, with the child, of learning to walk.

Eventually, his wife succeeds in reawakening his interest in baseball and the time comes when he decides he must have the answer to his question whether he is as good a man as the next. He induces friends to permit him to pitch in a regional all-star game and his belief in himself is restored.

THE Douglas Morrow story is basically and in large part the real life story of Monty Stratton. In its essence it is an inspirational story of courage in overcoming a grievous handicap. But "The Stratton Story" is much more than that. It is the engaging story of a very likeable young man making his way to the top in the game all America loves; and the story of his romance and married life with an equally likeable girl. It is the story of their joys as well as their tragedy, and the rebirth of their hopes after utter dejection. It is appealing and amusing and moving. It is a motion picture for the whole family and many will want to see it more than once.

It boosts an already high batting average for Leo this season and with its release at the beginning of a new baseball year it should still be going strong when the nation is waiting for another World Series results.

Morrow did the screenplay with Guy Trosper, and Jack Cummings is credited with the fine production.

Baseball sequences are numerous and are miniature shows in themselves. Scenes range from spring training camps, through the American League circuit to post-season all-star games. Audience interest and theatre exploitation possibilities are enhanced by glimpses of the home parks of American League teams and of action therein. An able supporting cast is augmented by appearances of Gene Bearden, Bill Dickey, Jimmy Dykes and Mervin Shea as themselves, and by others of the baseball world who will be recognizable to the fans.

Running time, 106 minutes. General audience classification. For May release.

SHERWIN KANE

Nassers - U. A.

(*Continued from page* 1)

say the chances of a deal being made are less than even.

The belief is general that if control of U. A. does not change hands by Thursday the present owners, Miss Pickford and Chaplin, will discontinue all negotiations for some time to come.

Meanwhile, official sources emphasized that the Nassers still are working diligently in an effort to consummate a deal and could upset the dopesters by effecting some last-minute compromises with financial groups tomorrow or Thursday. The odds, however, appear to be against it, largely because of the time element.

There were reports, too, of a British group said to have been interested in the bidding for U.A. by Arthur W. Kelly, executive vice-president of the company, which might come to the fore if and when the Nassers withdraw. Identity of members of the group has been closely guarded, but it has been ascertained that it does not include J. Arthur Rank. According to one report, Teddy Carr, former joint managing director for U. A. in Britain, is included in the group.

Official sources, however, admitting that they knew of the British group's interest, said that no formal offer for the U. A. stock has been made by it, and indications are that it lacks sufficient funds in this country to finance a deal and cannot get British Treasury approval to convert the needed pounds.

Lockwood on Rentals

(*Continued from page* 1)

tax burden which is making possible the flow of vast sums for aid to Britain. We now find that our dollars are being spent to bolster a sick British motion picture industry for the purpose of competing with American films."

Britain's screen-time quotas and currency restrictions "strike at American film producers who are now attempting to transfer the adverse effect of these British moves to American exhibitors," Lockwood continues, adding: "Under the circumstances we can hardly be expected to look with enthusiasm upon the efforts of the British to obtain more playing time for their films in American theatres."

Dines Drive Heads

(*Continued from page* 1)

Publicity Directors Committee and Hollywood bond drive publicity head; A. J. Richard, Paramount Newsreel editor and chairman of the newsreel committee; Dore Schary, M-G-M production vice-president and chairman of the Hollywood committee; A. W. Smith, Jr., 20th Century-Fox distribution vice-president and national distributor chairman; Max E. Youngstein, Eagle-Lion advertising vice-president and chairman of the advertising-publicity committee.

Myers on Rentals

(*Continued from page* 1)

TURE DAILY for publishing the Rodgers letter right along with the 20th-Fox statement challenging Myers to name the company which repudiated the Lichtman policy yesterday. Fox, said Myers, made it plain that it alone was pushing for higher films rentals, adding that "it will not be necessary for them (exhibitors) to paste this information in their hats."

He said that 20th-Fox will survive under its present leadership, but added that "there will be one licked man in the organization."

16 Additional M-G-M 'Friendship Meetings'

Sixteen additional cities today will be the center of M-G-M "Friendship Meetings," at which time M-G-M managers will be host to exhibitors.

Situations where theatre owners will gather today for screenings and luncheon are: Aberdeen, S. D.; Albany, Ore.; Baltimore; Birmingham; Boise; Eldora, Iowa; Evansville; Ft. Wayne; Grand Rapids; Green Bay, Wis.; Harrisburg; Montgomery, Ala.; Phoenix; Springfield, Ill., and Wichita.

Academy Directory Cut to 3 a Year

HOLLYWOOD, April 19.—Publication of the Academy Players Directory, which lists more than 2,000 film, stage, radio and television performers, will be limited to three times a year instead of quarterly, according to a joint announcement by the Screen Actors Guild and the Academy of Motion Picture Arts and Sciences.

Rifkin To Honor Broidy

BOSTON, April 19.—Herman Rifkin, Monogram vice-president and local franchise holder, will give a luncheon for Steve Broidy, Mono-Allied Artists president, at the Copley Plaza on April 25.

IN GOOD COMPANY

"EL PASO"
"THE PALEFACE"
"WHISPERING SMITH"
"CONNECTICUT YANKEE"
AND NOW

"Streets of Laredo"

Climaxes the Sensational Succession of Big COLOR Hits...

FROM THAT GREAT COMPANY—PARAMOUNT

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 78 NEW YORK, U.S.A., THURSDAY, APRIL 21, 1949 TEN CENTS

Reciprocate, Or Else, Myers Tells British

Says State Dept. Should Be Firm on the Quota

WASHINGTON, April 20.—Allied States Association general counsel Abram F. Myers declared today that it was time for the U. S. State Department "to deal very firmly" with the British on the film quota and on other American film restrictions.

He warned that if Great Britain persisted in its overly-protective policies, "we will have to put some limit on imports of British films here."

"We have been opening our markets to other countries to a degree never imagined before," Myers said. "There must be some reciprocity in such relations, or they simply will not stand up. The British government has a splendid record of fair dealing in its international relations, but seems to have slipped very badly in this particular instance.

"It is time Uncle Sam told John Bull that cooperation is not a one-way street," Myers declared.

'Stratton Story' Goes To RKO Loop House

CHICAGO, April 20.—"The Stratton Story" will follow "Joan of Arc" into the RKO Grand, it was learned today, making this the first top M-G-M film to play away from either the Balaban & Katz or Essaness Loop showcase houses. While terms of the bidding were not disclosed, it is understood that M-G-M was seeking a house which could play the film beyond the two-week limit imposed under Jackson Park decree rulings.

The film will probably play the

(*Continued on page* 11)

Eastern Pa. Allied Hits 20th's Plan

PHILADELPHIA, April 20.—Allied Independent Theatre Owners of Eastern Pennsylvania has released to its members a bulletin wherein it, too, takes exception to 20th Century-Fox's plan for increased rentals. The bulletin states, in part:

"The Fox theatre circuit, owned by

(*Continued on page* 11)

New Arguments In Para. Suit Today

Another step toward the ultimate disposition of the industry anti-trust suit will be taken today when attorneys for the government and the six remaining distributor defendants begin two days of oral arguments in New York Federal Court, preliminary to the court's promulgation of its opinion and decree.

Warners, Loew's and 20th Century-Fox are expected to continue their fight against complete divorcement, while the "Little Three" probably will again argue for modification of trade-practice edicts.

Government prosecutor Robert Wright will make his final public appearance in behalf of the Department of Justice at the hearings. As previously reported, he will quit the post on April 29 to enter private practice in Washington.

Para. Stockholder Would 'Upset' Plan

Defying Paramount president Barney Balaban's March 31 declaration that upon two-thirds acceptance of the company's reorganization plan stockholds would not be free to demand cash for their shares, a minority stockholder has applied for a court order

(*Continued on page* 11)

QUOTA PROTESTED 'ORALLY,' UK SAYS

Embassy Got Quota Protest, Acheson Says

WASHINGTON, April 20.—Secretary of State Dean Acheson declared today that the U. S. State Department has protested the British film quota to the British Embassy here.

Acheson said the Department believed the quota made the earlier agreement on remittances unworkable and also was directed at protecting the British film industry.

Asked to comment on the quota at his weekly press conference, Acheson first reviewed the remittance agreement and then the film quota actions. "It seemed to the film industry and to the State Department that the imposition of this quota did several things," he told reporters. "One of them was that it made quite impossible the working out of the agreement previously reached on the earnings of the

(*Continued on page* 15)

Commercial Counsellor Received U. S. State Department's Message

LONDON, April 20.—Secretary of State Acheson's official protest against the 40 per cent British film quota was made orally to British Commercial Counsellor Percival in Washington, and not in the form of a formal note to the Washington Embassy as had been supposed originally, it has been learned here.

That accounts for the British Board of Trade's, and not the Foreign Office's, having taken the matter under advisement here, it was said.

The feeling has grown here that had Acheson been "vitally" concerned over the quota he would have addressed a formal note to the British Embassy in Washington. Opinion here is leaning increasingly to the view that the protest was made firstly to appease California's indignant legis-

(*Continued on page* 15)

Talk Uppermost As UK-US Group Meets

WASHINGTON, April 20.—Three-day meeting of the Anglo-American Films Council will open here tomorrow with general discussion of "mutual problems" regarded as the principal prospect.

American members Eric A. Johnston, Barney Balaban and Nicholas M. Schenck would like to see a large part of the restrictions confronting U. S.

(*Continued on page* 15)

Fight for State, City Ticket Tax Starts Today

Vogel Is Chairman Of Fund Campaign

Joseph R. Vogel, Loew's Inc., vice-president in charge of theatre operations, has been named amusement industry chairman of the Greater New York Fund by John D. Rockefeller, 3rd, campaign chairman.

Vogel's committee for the forthcoming fund-raising campaign, though not yet named, will include leaders in motion picture distribution, theatres, sports, legitimate theatre, music publishing, record companies, radio broadcasting, New York motion picture studios, the manufacture of musical instruments, theatre furnishings and projection equipment.

WASHINGTON, April 20.—State and local governments will make their most determined efforts to date to get the Federal Government to leave the theatre admission tax field to them when their representatives meet with U. S. Treasury officials here tomorrow and Friday.

The two-day conference, called by Secretary of the Treasury Snyder, will deal with the problems of overlapping taxes and inadequate state and local revenue. While Treasury officials emphasize that the meeting is "exploratory," representatives of state and local government associations are "very hopeful" that definite decisions may be made in their favor.

The place of the admission tax and

(*Continued on page* 15)

Warners' Production and Release Program—*See Page 3*

Pickford Enters UA Negotiations

Hollywood, April 20.—Mary Pickford today for the first time joined the conferences between James Nasser and United Artists officers Gradwell Sears and George L. Bagnall which have been proceeding virtually around the clock for the past three days. All principals withheld comment on the progress of negotiations leading to the sale by Charles Chaplin of his own and Pickford's UA interests to the Nassers, under an option that expires tomorrow midnight.

Technicolor Profit Up More Than 50%

Technicolor's Consolidated net profit, after taxes and other charges, for the quarter ended March 31, 1949, is estimated to be $663,750, equivalent to 72 cents, an increase of more than 50 per cent per share, over the $402,750 and 44 cents per share for the corresponding quarter of 1948, company president Dr. Herbert T. Kalmus reported yesterday.

Films Are Without Communism: DAR

WASHINGTON, April 20.—The Daughters of the American Revolution motion picture committee has given the film industry a clean bill-of-health as free from Communist propaganda.

A report given to the national DAR convention by film committee chairman Mrs. Leroy Montgomery of Norwalk, Conn., said the committee had received reports from sub-committees throughout the country on all major films and "in not a single report was Communism reported as having been noted in any picture." Other highlights of the committee's report:

Double features seem to be on the wane in many sections of the country, and many states report that theatre managers are willing to try a single feature, plus good shorts.

Saturday-morning matinees for children are increasing.

"There are many fine, patriotic, educational and altogether entertaining short subjects" which go very nicely with a good single feature.

In many cases where a good film for children is shown, the second feature is not at all appropriate. Theatre managers should be urged to substitute another film more suitable for children with a good first feature.

The MPAA has given "fine cooperation," making many short subjects available for chapter programs and state conferences.

Friday night is becoming more popular as family night in theatres, and managers are making more effort to have films on Friday suitable for the whole family.

Government Claims $336,701 Evasion

CHARLOTTE, April 20.—Ellis Blumenthal, operating the Tryon Theatre here and houses throughout the Carolinas and Georgia, today faced a charge of attempting to defeat and evade the Federal income tax law to the amount of $336,701 for the years 1943 through 1945. The bill of indictment was presented by U. S. District Attorney Bryce R. Holt. It will come up in June at Federal Court in Greensboro, N. C. Investigators claim Blumenthal made returns for less than half of what they really were.

Personal Mention

CHARLES P. SKOURAS, National Theatres president, has arrived here from the Coast.

•

GILBERT SPERTELL, head of Eagle-Lion's advertising accounting department, and MRS. SPERTELL, the former MARTHA KAPLAN of Goldwyn Productions, are the parents of a son, ROBERT BRUCE, born at the Beth Israel Hospital here.

•

DAVID D. HORNE, Film Classics foreign sales manager, is due in New York Monday from an extended trip abroad.

•

MONROE GREENTHAL, head of the Monroe Greenthal Agency, has become a father for the first time with the birth of a son, STANLEY SCOTT.

•

DAN S. TERRELL of Loew's advertising department will return here Saturday from a tour of Loew's theatres.

•

MRS. JOHN JOSEPH, wife of the executive assistant to HOWARD DIETZ, will leave for Europe in June.

•

OSCAR A. DOOB, Loew's Theatre executive, will be in Cleveland today and tomorrow from New York.

HENRY A. (HANK) LINET, Universal-International Eastern advertising manager, will address the spring seminar of the American Theatre Wing tonight on the subject, "The Operation of a Motion Picture Advertising and Publicity Department."

•

NORMAN POLLER of RKO Radio's home office publicity department, and MRS. POLLER, are parents of a daughter, JUDY, born at Bronx Maternity Hospital.

•

SAM SHAIN, head of exhibitor relations for 20th Century-Fox, became the father of a third son, RICHARD MATTHEW, born yesterday at Doctors Hospital here.

•

I. E. LOPERT, Lopert Films president, will leave here Tuesday aboard the *S. S. America* for a four months' trip to Europe.

•

KARL HERZOG, executive vice-president of Cinecolor and Film Classics, left Hollywood by plane last night for New York.

•

CHARLES SIMONELLI, Universal-International Eastern exploitation manager, returned to New York yesterday from the Coast.

SPG to Turn to U. S. Mediation in Impasse

CIO's Screen Publicists Guild here will ask the Federal Mediation and Conciliation Service to take steps to break the deadlock in contract negotiations between the union and distributors, SPG indicated yesterday following the report that the companies have turned down an offer of the New York State Board of Mediation to review the situation.

The Guild charges that the companies have refused to discuss terms of a new labor agreement unless the union agrees in advance to forego salary demands and security and arbitration clauses.

DeLuxe 'Collarites' Vote In Favor of a Union Shop

DeLuxe Laboratory's "white collarites" yesterday voted 100 per cent in favor of a union shop in an election conducted by the National Labor Relations Board here, it is reported by AFL's IATSE Motion Picture Home Office Employes Local No. H-63, which recently won the DeLuxe unit away from CIO's Screen Office and Professional Employes Guild.

Special Para. Sales Post for Pickman

Jerry Pickman, who has resigned as Eagle-Lion's assistant advertising-publicity director to join Paramount, will start with the latter company on Monday in the specially-created post of exhibitor-public relations representative in the sales department, under distribution vice-president Alfred W. Schwalberg.

MGM Sets Final 26 'Friendship Meetings'

Having already held 40 get-togethers for exhibitors, M-G-M today will hold another 19 "Friendship Meetings" in non-exchange areas.

Today's sessions, at which M-G-M managers will be hosts, will take place at Akron; Cheyenne; Frankfort, Ky.; Jackson, Miss.; Jacksonville; Lansing; Little Rock; Lubbock, Tex., Madison, Wis.; Moline; Providence; Reading; Sacramento; San Diego; Sioux City; Spokane; Toledo; Tulsa, and Utica.

Dates and places of the seven final meetings are: Duluth, Newark and Richmond, on April 22; Erie, April 26; Columbia, April 27; Charleston and Raleigh, April 28.

Para. Opposes Brandt Plea for Particulars

Paramount has moved in New York Supreme Court here to vacate a demand by Harry Brandt and the 160-odd other theatre defendants for a bill of particulars in connection with the $573,000 percentage action brought by the company. The motion is due to be argued in court next month. The numerous defendants are corporations and individuals representing 97 Metropolitan New York theatres for which Brandt has booked product.

Brandt Booking Upstate

ALBANY, N. Y., April 20.—Brandt Theatres of New York City will buy and book product, and also manage the new Tyron Theatre at Amsterdam for Robert Zimmerman of that city. Harry Brandt, Joe Ingber and Lou Wolf attended the opening Monday.

Says Consent Decree Bars Video License

WASHINGTON, April 20.—The Federal Communications Commission today, in one of the most bitter tongue-lashings ever given any government agency on the Senate floor, was accused of being a captive of a few large firms in the radio-television field and of helping them "perpetuate their control" of broadcasting and television.

The denunciation came from Senator Ed Johnson, Colorado Democrat and chairman of the powerful Senate Interstate Commerce Committee, which handles all radio legislation.

"Interests who have accepted consent decrees stand at the counter demanding the right to get into television," Johnson said. "The Communications Act makes it quite clear that convicted monopolists should not hold licenses, but strangely enough, the Commission has never promulgated a rule which would settle directly once and for all its own interpretation of the act on the rights of those who run afoul of the anti-trust laws."

Paramount, which entered a consent decree in the government's New York anti-trust suit, has applications pending for television stations and asked the FCC to settle its own interpretation of the act in this connection.

250-Theatre Opening For 'Younger Bros.'

With the backing of an extensive campaign by Mort Blumenstock's advertising-publicity department, Warner Brothers' production of "The Younger Brothers" is set for a Great Plains area premiere in 250 theatres during the first two weeks of May. In addition to the territorial campaign, company stars Wayne Morris, Bruce Bennett, Alan Hale, James Brown and Barbara Bates will take part in the event.

The Great Plains premiere will cover the following areas: Memphis, 27 cities; Omaha, 25 cities; Kansas City, 120; Oklahoma City, 20; Dallas, 56; St. Louis, 25, and Des Moines, 20.

The premiere playdates will tee-off at the Paramount Theatre in Kansas City on May 4. In addition to dispatching three field men to set up the campaign, Hall Walsh, Prairie district manager; Doak Roberts, South Western district manager, and local branch managers will assist in the campaign.

Polio Foundation Gets $400,000 Check

Charles P. Skouras, president of National Theatres, yesterday presented a check for $400,796 to Basil O'Connor for the Infantile Paralysis Foundation in behalf of National Theatres and a number of independent theatres in California. The presentation was made in the New York offices of 20th Century-Fox, and represents polio collections from all National Theatre divisions, including Southern and Northern California, Midwest, Mountain, Wisconsin, Northwest, Detroit and Philadelphia.

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WARNER BROS. ARE

READY!

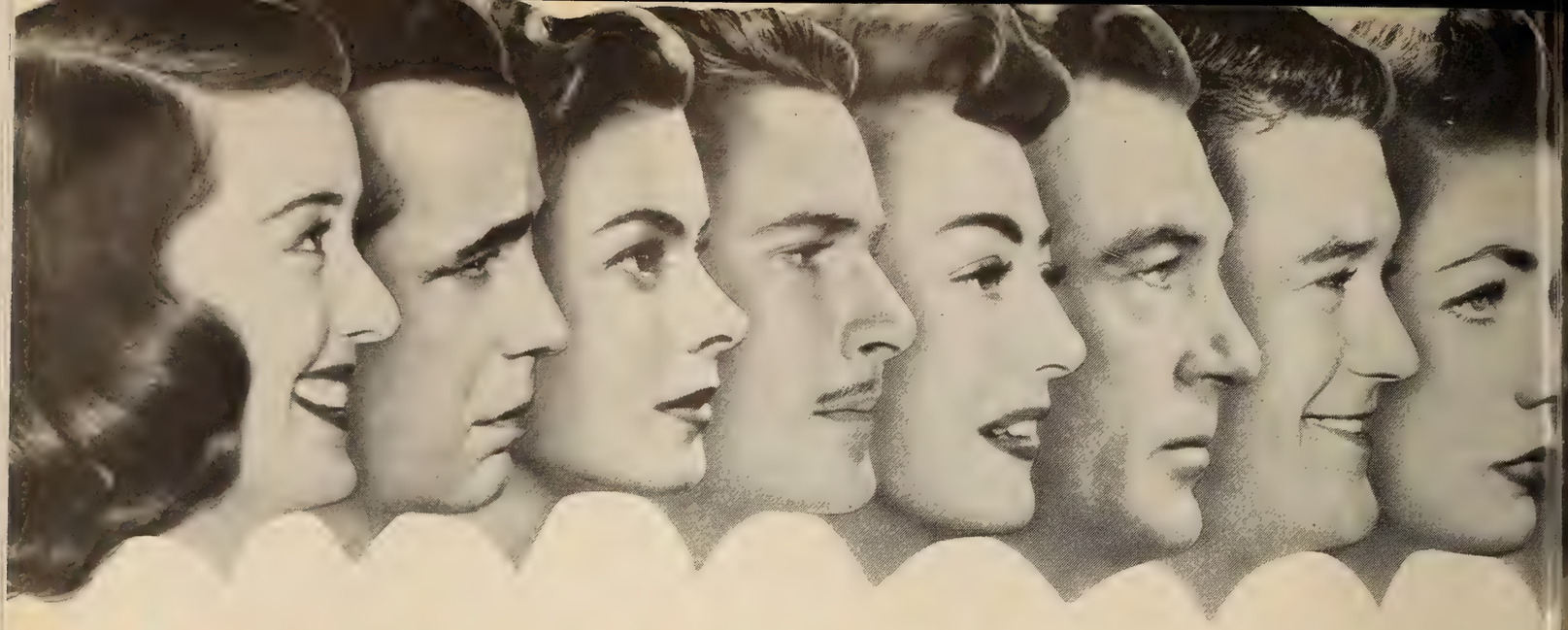
WARNER BROS. ARE

SET!

WATCH WARNER BROS.

GO

AS NEVER BEFORE!



THEIR FUTURE, YOUR

BETTE DAVIS
HUMPHREY BOGART
INGRID BERGMAN
ERROL FLYNN

JOAN CRAWFORD
GARY COOPER
DENNIS MORGAN
LAUREN BACALL
DAVID NIVEN

JANE WYMAN
DANNY KAYE
VIVECA LINDFORS
JACK CARSON
VIRGINIA MAYO

RAY BOLGER
DORIS DAY
RONALD REAGA
ALEXIS SMITH
JOEL McCREA

NEVER MORE E



WARNERS ARE ON TH



UTURE, OUR FUTURE-

EVE ARDEN
JUNE HAVER
GORDON MACRAE
LEW AYRES
ELEANOR PARKER

CLAUDE RAINS
PATRICIA NEAL
SYDNEY GREENSTREET
DANE CLARK
EDDIE BRACKEN

ZACHARY SCOTT
S. Z. SAKALL
RAYMOND MASSEY
MICHAEL WILDING
DAVID BRIAN

RILLIANT!



AND THERE'S A BIG WARM WARNER WELCOME FOR

GO!

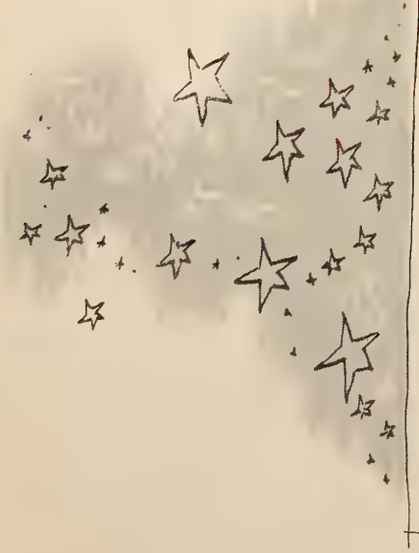


ALL THESE G

JENNIFER JONES ☆ GREGORY PECK ☆ JOSEPH COTTEN ☆ SHIRLE

JAMES CAGNEY ☆ JOHN GARFIELD ☆ MARLENE DIETRICH ☆ RANDOLPH SCO

ADD NEW WARN



"At no period in our Studio's history has so much been accomplished — so much of major importance to the industry.

In the product completed and in the story properties we have assembled for full-speed-ahead production, exhibitors can see that our Studio is prepared to surpass every past record of performance.

Our plans go so far beyond any program we have ever put forward that the addition of more and more stars was required.

WARNERS AR



REAT NAMES

EMPLE ☆ LOUIS JOURDAN ☆ BETSY DRAKE ☆ RORY CALHOUN

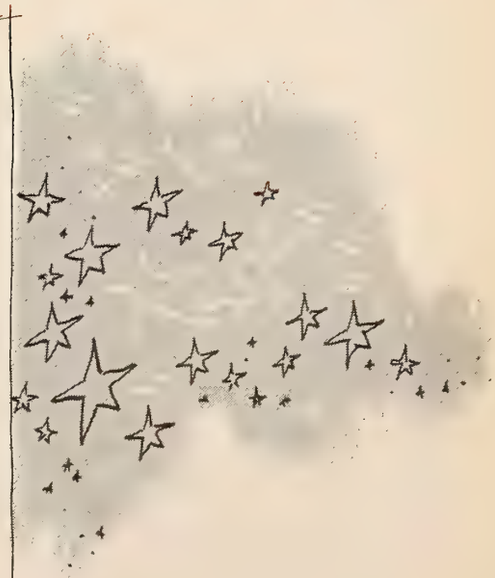
JOHN WAYNE ☆ BURT LANCASTER ☆ KIRK DOUGLAS ☆ GINGER ROGERS

ER GREATNESS!

Through arrangements with David O. Selznick we are happy to welcome many of his important personalities. We are very proud too, to welcome the many other great names who have joined our already impressive star roster.

These people, this program, and the vast resources of our Studio, are positive testimony that Warner Bros. are prepared as never before to bring new levels of success to the motion picture exhibitor."

Jack L. Warner
EXECUTIONE PRODUCER



ON THE GO!

READY!

Every one of these productions is complete and ready for release!

"FLAMINGO ROAD" JOAN CRAWFORD ZACHARY SCOTT • DAVID BRIAN • SYDNEY GREENSTREET

"THE FOUNTAINHEAD" GARY COOPER PATRICIA NEAL RAYMOND MA[SS]EY ROBERT DOUG[LAS]

"UNDER CAPRICORN" TECHNICOLOR Transatlantic Picture INGRID BERGMAN JOSEPH COTTEN MICHAEL WILDING

"MY DREAM IS YOURS" TECHNICOLOR MICHAEL CURTIZ Production DORIS DAY JACK CARSON LEE BOWMAN EVE ARDEN ADOLPHE MEN[JOU] 'Cuddles' SAK[ALL]

"THE HASTY HEART" RONALD REAGAN PATRICIA NEAL RICHARD TODD

"HAPPY TIMES" TECHNICOLOR DANNY KAYE

"GIRL FROM JONES BEACH" RONALD REAGAN VIRGINIA MAYO EDDIE BRACKEN

"LOOK FOR THE SILVER LINING" TECHNICOLOR JUNE HAVER RAY BOLGER GORDON MACRAE

"MONTANA" TECHNICOLOR ERROL FLYNN ALEXIS SMITH 'Cuddles' SAKALL

"NIGHT UNTO NIGHT" RONALD REAGAN VIVECA LINDFORS BRODERICK CRAWFORD

"IT'S A GREAT FEELING" TECHNICOLOR DENNIS MORGAN DORIS DAY JACK CARSON AND SURPRISE APPEARANCE OF ALL STUDIO'S STARS

"COLORADO TERRITORY" UNITED STATES PICTURE JOEL McCREA VIRGINIA MAYO

"BACKFIRE" DANE CLARK VIRGINIA MAYO GORDON MACRAE VIVECA LINDFORS EDMOND O'BRIEN

"THE YOUNGER BROTHERS" TECHNICOLOR WAYNE MORRIS BRUCE BENNETT JANIS PAIGE GERALDINE BROOKS ROBERT HUTTON

"TASK FORCE" GARY COOPER JANE WYATT WALTER BRENNAN

WARNERS ARE

SET!

The most valuable properties ever assembled on our sound stages—preparing and in production at full-speed-ahead!

"CHAIN LIGHTNING" HUMPHREY BOGART ELEANOR PARKER

"BEYOND THE FOREST" BETTE DAVIS JOSEPH COTTEN

"WHITE HEAT" JAMES CAGNEY

"PERFECT STRANGERS" GINGER ROGERS DENNIS MORGAN

"THE MIAMI STORY" BURT LANCASTER

"ETHAN FROME" GREGORY PECK

"DALLAS" TECHNICOLOR ERROL FLYNN PATRICIA NEAL

"BRIGHT LEAF" GARY COOPER

"THE VICTIM" JOAN CRAWFORD DAVID BRIAN

"YOUNG MAN WITH A HORN" LAUREN BACALL KIRK DOUGLAS DORIS DAY

"THE GLASS MENAGERIE" JANE WYMAN KIRK DOUGLAS

"VICTORIA GRANDOLET" TECHNICOLOR JENNIFER JONES LOUIS JOURDAN

"ALWAYS LEAVE THEM LAUGHING" TECHNICOLOR DANNY KAYE

"ALWAYS SWEETHEARTS" TECHNICOLOR SHIRLEY TEMPLE BARRY FITZGERALD LON MCALLISTER SEABISCUIT

"THE TRAVELERS" TECHNICOLOR JOHN WAYNE ELEANOR PARKER

"THE OCTOPUS AND MISS SMITH" JANE WYMAN DENNIS MORGAN EVE ARDEN

"WEST POINT STORY" TECHNICOLOR JAMES CAGNEY JUNE HAVER GORDON MACRAE

"BARRICADE" TECHNICOLOR DANE CLARK VIRGINIA MAYO RAYMOND MASSEY

"COLT 45" TECHNICOLOR RANDOLPH SCOTT ALEXIS SMITH

"STAGEFRIGHT" ALFRED HITCHCOCK PRODUCTION JANE WYMAN MARLENE DIETRICH

ON THE GO!



Warner Bros. Directors

RICHARD BARE
DAVID BUTLER
MICHAEL CURTIZ
PETER GODFREY
STUART HEISLER
ALFRED HITCHCOCK
VINCENT SHERMAN
KING VIDOR
RAOUL WALSH
BRETAIGNE WINDUST

Warner Bros. Producers

HENRY BLANKE
JAY DRATLER
LOU EDELMAN
SAUL ELKINS
EVERETT FREEMAN
WILLIAM JACOBS
HARRY KURNITZ
MILTON SPERLING
ANTHONY VEILLER
JERRY WALD

also producing for Warner Bros.

CAGNEY PRODUCTIONS
BRYAN FOY PRODUCTIONS
NORMA PRODUCTIONS
ROBERTS PRODUCTIONS
TRANSATLANTIC PICTURES
UNITED STATES PICTURES

PRODUCT
AS NEVER BEFORE!

STARS
AS NEVER BEFORE!

WARNER BROS. ARE GEARED TO GO

AS NEVER BEFORE!

Production Is Up, 27 Before Cameras

HOLLYWOOD, April 20.—The production index has moved up to 27, two over last week. Eight pictures were started and six were completed.

Shooting started on "Lawless," Columbia; "Battleground," M-G-M; "Forgotten Women," Monogram; "Copper Canyon" (Technicolor), Paramount; "The Arizona Cowboy," Republic; "Always Sweethearts," "Return of the Frontiersman" (Technicolor), and "Barricade," Warners. Completed were "South of Death Valley," Columbia; "Safety Pins" and "The Kid Came West," Monogram; "My Friend Irma," Paramount; "Wyoming Bandit," Republic; "Ringside," Screen Guild.

Bernard, Thorner To Promote 'Laredo'

Judd Bernard and Everett Thorner, publicists, were engaged by Paramount yesterday for special assignments in the promotion of the world premiere of "Streets of Laredo" at Laredo, Texas, on May 16. With George Henger, Paramount's Southwestern representative, they will do the groundwork for an all-star junket which will tour Texas and Oklahoma following participation in "The Streets of Laredo Founding Week Fiesta" at Laredo.

In a wire from Laredo, Mayor Hugh Cluck announced that Paramount's prexy Barney Balaban has been appointed honorary mayor of Laredo for the premiere and has been made an honorary citizen for life.

CBS Shows 13-Week Net of $855,764

Columbia Broadcasting yesterday reported earnings of $855,764 for the 13 weeks ending April 2, 1949, against $1,553,686 for the corresponding period of last year. The 1949 profit is equivalent to 50 cents per share, compared with 90 cents per share in 1948.

Louis L. Marks, 62, Pioneer in Chicago

CHICAGO, April 20.—Services for Louis L. Marks, 62, former co-owner of the Granada and Marbo theatres, who died Monday in Grant Hospital, will be held tomorrow. With his late brother, Meyer Marks, he built a large circuit of theatres in Chicago, which they sold in 1928, including the Granada and Marbro, to Balaban and Katz.

Surviving are two sons, Jerome and Raymond, and a daughter, Mrs. Reeva Rosenfield.

Joan Blaine, Actress

Joan Blaine, radio, stage and screen actress, who appeared in the film, "The Knife," died Monday at New York Hospital. The widower, William Pitts, a member of Young and Rubicam, two brothers and two sisters survive.

Ross, Windsor Exhibitor

BOSTON, April 20.—Charles Ross, owner of the Windsor Theatre, Windsor, Vt., died here yesterday of a heart attack as he was transacting business on Boston's Film Row.

Reviews

"The Big Sombrero"

(Columbia)

GENE AUTRY heads the cast of this Cinecolor Western which has all the necessary ingredients of action, shooting, guitar-playing and singing. A Gene Autry production, with Armand Schaefer as producer and Frank McDonald as director, it rates well in its category.

This time Autry is somewhere South of the border, down Mexico way, where after being stranded with a show, he becomes the foreman of a ranch on which the "ranchers" are getting the wrong steer and a bum's rush.

Autry spots the villain almost from the opening reel, and could no doubt square things up in 10 seconds flat, but he drags things out nicely enough so that all Autry fans will have a wonderful time watching him gallop his horse Champion through some gorgeously photographed scenery.

The action scenes are all up to par and some of the sequences of the Mexican fiestas and dances are colorful and tuneful. The girl in the case is good-looking Elena Verdugo who is being swindled out of her ranch (until Autry comes along) by the villain, Steve Dunne, whom she has taken into her confidence. Everything ends nicely by the fadeout which again finds Gene singing the finale.

Running time, 78 minutes. General audience classification. A March release.

"Duke of Chicago"

(Republic)

A RETIRED middleweight fighter's return to the ring marks the central theme of this film. An exciting, but standard action drama, it reaches its climax when the former champion meets the current title holder. The leading parts are played by Tom Brown, as the fighter; Audrey Long, as a newspaper reporter, and Grant Withers, the leader of a betting syndicate.

Brown is forced to return to the ring after his book publishing business gets in debt. He challenges the present champion. A racketeer planning to make a fortune on the deal builds up good publicity stories so the public will bet on Brown. When it is realized that Brown will probably beat his opponent, the gamblers threaten to kill him unless he throws the fight. In the contest, Brown is slow in the first rounds but, finally, in the 15th, knocks out his rival. The gamblers make an attempt to kill Brown but police intervene. Stephen Auer was associate producer, and George Blair directed. Albert DeMond's screenplay is based on a novel by Lucian Cary.

Running time, 59 minutes. General audience classification. A March release.

Seasonal Dip at Key Houses

A marked drop-off was registered last month in first-run key-city grosses, but, in view of the Lenten season, it was not unexpected. According to reports on some 180 key theatres received from MOTION PICTURE DAILY field correspondents, other factors also played a part in impairing business at box-offices, namely, inclement weather and the March 15 Federal income-tax deadline.

Average weekly income for March fell to $13,633 from February's $14,632. Weekly average per theatre for March last year was $15,201.

Gaining impetus from the fast pace at which it started in late February, "Command Decision" moved up to first place grossing position last month. "Whispering Smith" emerged a fairly close second, while "Joan of Arc," the February leader, ran a strong third in March.

Pictures which also registered strongly last month but in fewer situations, were: "The Life of Riley," "A Letter to Three Wives," "Enchantment," "The Red Shoes," "The Boy with the Green Hair," "Chicken Every Sunday," "Family Honeymoon," "The Wake of the Red Witch," "Bribe," "So Dear to My Heart," "South of St. Louis," and "Knock on Any Door."

Coming through with better-than-average grosses from time to time were: "The Kissing Bandit," "John Loves Mary," "Paisan," "The Fighting O'Flynn," "Yellow Sky," "The Snake Pit," "My Dear Secretary," "He Walked by Night," "The Man from Colorado," "The Sun Comes Up," "The Countess of Monte Cristo," "The Dark Past," "Act of Violence," "Symphonie Pastorale," "Siren of Atlantis," "Alaska Patrol," "I Shot Jesse James."

Also, "The Girl from Manhattan," "Every Girl Should Be Married," "Portrait of Jennie," "Down to the Sea in Ships," "Canadian Pacific," "The Red Pony," "The Undercover Man," "Three Godfathers," "Bad Boy," "Take Me Out to the Ball Game," "The Walking Hills," "Ma and Pa Kettle," and "A Kiss in the Dark."

Composite key city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1- 2	164	$2,855,800	$17,413
Jan. 6- 7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4- 5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4- 5	179	2,545,800	14,222
Mar. 11-12	185	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1- 2	181	2,426,000	13,403

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2- 3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-21	166	2,341,900	14,108
Feb. 6- 7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5- 6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2- 3	171	2,953,500	17,272

Eastern Pa. Allied

(Continued from page 1)

the film company, paid approximately 32 per cent for film. But, the 32 per cent covered a double feature policy generally used by the circuit, with such programs as: 'Yellow Sky' and 'Paleface', 'Wake of the Red Witch' and 'Yellow Sky', 'Snake Pit' and 'Every Girl Should Be Married', 'Wake of the Red Witch' and 'Mexican Hayride'.

"What percentage of the gross would it have cost you, Mr. Independent Exhibitor, to play these double feature combinations? Compare your cost with the Fox circuit cost of 32 per cent of the gross.

"Before coming to exhibitors for higher film rental, particularly at a time when exhibitor costs have increased and box-office grosses have fallen, the producer-distributors should institute still greater economies in production and distribution. Figures were cited comparing the executive salaries in the motion picture industry with those of a great business enterprise such as the Union Pacific R.R.

"Hand in hand with the economy program by the distributors, there should be an equalization of film rentals to be paid by the heretofore 'favored' exhibitors. Such a double-barrelled campaign for economy and equalization would give the film companies all the money they need to properly operate their business, and yield them a fair profit."

Para. Stockholder

(Continued from page 1)

to secure an appraisal of his 300 common shares and to force Paramount to purchase them.

If the order is granted, the way would be open for holders of 76,576 shares to follow suit, that being the number voted in opposition to the reorganization as against 5,202,183 in favor.

The "test" move was made yesterday in New York Supreme Court here by minority holder Sol Kokol.

In making his assertion in his March 31 letter to stockholders that they would not be free to demand cash for their holdings once the plan was accepted, Balaban reported that some stockholders had inquired on their right of appraisal and were informed by the company that in the opinion of "our counsel" no such right exists. Balaban warned, moreover, that the company would "vigorously resist" court action which might be taken in opposition to that opinion.

On April 12, close to 80 per cent of the total stock issued and outstanding was voted in favor of the reorganization plan which calls for the formation of two new companies, one a theatre company and one a production-distribution company, before the end of the year.

'Stratton Story'

(Continued from page 1)

Grand under a pact similar to that which allowed "Joan" to play indefinitely. Under its terms, the RKO Palace would play double-features so as not to block the flow of product to neighborhood houses. "Stratton Story" will play at regular admissions with no date yet set for its opening.

New Video Firm

HARTFORD, April 20. — Federated Television Productions, Stamford, has filed a certificate of incorporation.

WARNERS BOOST SCHEDULE, ADD TO STUDIO STAR POWER

COMPANY HAS 15 PICTURES COMPLETED AND SET FOR RELEASE; 20 OTHERS PREPARING OR IN WORK; RECORD LIST OF 43 TOP STARS

A PROGRAM of expansion of Warner Bros. production resources, in work for the past several months, has been completed by Harry M. Warner, Jack L. Warner and Albert Warner.

The program is designed to meet what the company perceives as "a buyer's market in entertainment."

"We know," said Jack Warner, "the motion picture market is what the public markes it. We know we cannot meet the public's demand by reducing our resources. So we increased them."

The Warner studio, as a result, has:

15 pictures completed and ready for release
20 pictures in preparation or shooting
38 stars under contract, supplemented by at least 15 others made available through special arrangements
10 active producers and a like number of directors
Six individual producing companies whose pictures will be distributed by Warners.

The greatest possible star value will be given to the largest possible number of films, Harry Warner promised. The studio's goal, he said, is "quality pictures produced in quantity" to meet what he sees as "a greater market than ever before for good pictures. "In this period that demands better pictures than ever before," he added, "we have used the past several months to anticipate the demands."

PICTURES COMPLETED AND READY FOR RELEASE

"FLAMINGO ROAD," starring Joan Crawford, Zachary Scott and Sydney Greenstreet, and introducing David Brian. This is a Michael Curtiz production, produced by Jerry Wald and directed by Michael Curtiz from a screenplay by Robert Wilder and based on a play by Robert and Sally Wilder. Release date, April 30.

"The Fountainhead," starring Gary Cooper, Patricia Neal, Raymond Massey and Robert Douglas. This was produced by Henry Blanke, directed by King Vidor from a screenplay and the novel by Ayn Rand.

"Under Capricorn," starring Ingrid Bergman and Joseph Cotten with Michael Wilding. This is a Transatlantic Pictures production directed by Alfred Hitchcock in Technicolor from a screenplay by James Bridie. Release date, Sept. 24.

"My Dream Is Yours," starring Doris Day, Jack Carson, Lee Bowman, Adolphe Menjou, Eve Arden and S. Z. Sakall. This is a Michael Curtiz Technicolor production, directed by Michael Curtiz from a screenplay by Harry Kurnitz and Dane Lussier. Release date, April 16.

"The Hasty Heart," starring Ronald Reagan, Patricia Neal and Richard Todd. Directed by Vincent Sherman from a screenplay by Ranald MacDougall, based on the Broadway play by John Patrick.

"Happy Times," starring Danny Kaye. Produced in Technicolor by Jerry Wald, directed by Henry Koster from a screenplay by Philip Rapp and Harry Kurnitz. Release date, Dec. 31.

"The Girl From Jones Beach," starring Ronald Reagan, Virginia Mayo and Eddie Bracken. Produced by Alex Gottlieb, directed by Peter Godfrey from a screenplay by I. A. L. Diamond, based on a story by Allen Boretz. Release date, July 16.

"Look for the Silver Lining," starring June Haver, Ray Bolger, Gordon MacRae. Produced in Technicolor by William Jacobs, directed by David Butler from a screenplay by Phoebe and Henry Ephron and Marian Spitzer, based on a story by Bert Kalmar and Harry Ruby. Release date, July 30.

"Montana," starring Errol Flynn, Alexis Smith and S. Z. Sakall, produced in Technicolor by William Jacobs, directed by Ray Enright from a screenplay by James R. Webb, Borden Chase and Charles O'Neal, based on a story by Ernest Haycox.

"Night Unto Night," starring Ronald Reagan, Viveca Lindfors and Broderick Crawford, and produced by Owen Crump, directed by Don Siegel from a screenplay by Kathryn Scola, based on the novel by Philip Wylie. Release date, May 14.

"It's a Great Feeling," starring Dennis Morgan, Doris Day, and Jack Carsor and with appearances of all studio's stars. Produced in Technicolor by Alex Gottlieb, directed by David Butler from a screenplay by Jack Rose and Mel Shavelson, based on a story by I. A. L. Diamond. Release date, Oct. 8.

"Colorado Territory," starring Joel McCrea, Virginia Mayo. A United States Pictures production produced by Anthony Veiller, directed by Raoul Walsh and written by John Twist and Edmund H. North. Release date, Sept. 3.

"Backfire," starring Dane Clark, Virginia Mayo, Gordon MacRae, Viveca Lindfors and Edmond O'Brien. Produced by Anthony Veiller, directed by Vincent Sherman from a screenplay by Larry Marcus, Ivan Goff and Ben Roberts, based on a story by Larry Marcus.

"The Younger Brothers," starring Wayne Morris, Bruce Bennett, Janis Paige, Geraldine Brooks and Robert Hutton. Produced in Technicolor by Saul Elkins, directed by Edwin L. Marin from a screenplay by Edna Anhalt, story by Morton Grant. Release date, May 28.

"Task Force," starring Gary Cooper, Jane Wyatt and Walter Brennan. Jerry Wald, producer; Delmar Daves, author and director.



JACK L. WARNER HARRY M. WARNER ALBERT WARNER

WARNER PICTURES IN PREPARATION OR SHOOTING

TWENTY of Warners' most important properties are among those now in various stages of preparation or before the cameras. They are:

"Chain Lightning," starring Humphrey Bogart and Eleanor Parker. Produced by Anthony Veiller, directed by Stuart Heisler, from a screenplay by Liam O'Brien and Vincent Evans, based on a story by J. Redmond Prior.

"Rose Moline," starring Bette Davis and Joseph Cotten. Produced by Henry Blanke, directed by King Vidor from a screenplay by Lenore Coffee, based on the novel "Beyond the Forest," by Stuart Engstrand.



THE FOUNTAINHEAD



THE HAPPY TIMES (Color)



MY DREAM IS YOURS (Color)



MONTANA (Color)

"White Heat," starring James Cagney. Produced by Lou Edelman, from a screenplay by Ivan Goff and Ben Roberts, based on a story by Virginia Kellogg.

"Perfect Strangers," starring Ginger Rogers and Dennis Morgan. Produced by Jerry Wald, from a screenplay by Edith Sommer.

"The Miami Story," starring Burt Lancaster. Produced by Jay Dratler, from a screenplay by Dratler.

"Ethan Frome," starring Gregory Peck. Produced by Henry Blanke, based on a novel by Edith Wharton.

"Dallas," starring Errol Flynn and Patricia Neal. Produced in Technicolor by Anthony Veiller, from a screenplay by John Twist.

"Bright Leaf," starring Gary Cooper.

"The Victim," starring Joan Crawford and David Brian. Produced by Jerry Wald, from an original screenplay by Gertrude Walker.

"Young Man With a Horn," starring Lauren Bacall, Kirk Douglas and Doris Day. Produced by Jerry Wald, directed by Bretaigne Windust, from a screenplay by Carl Foreman, based on a novel by Dorothy Baker.

"The Glass Menagerie," starring Jane Wyman and Kirk Douglas. Produced by Jerry Wald, based on a play by Tennessee Williams.

"Victoria Grandolet," starring Jennifer Jones and Louis Jourdan, produced in Technicolor.

"Always Leave Them Laughing," starring Danny Kaye.

"The Travelers," starring John Wayne and Eleanor Parker. Produced in Technicolor by Anthony Veiller, from a screenplay by Walter Doniger, based on Doniger's original story.

"The Octopus & Miss Smith," starring Jane Wyman, Dennis Morgan. Produced and written by Harry Kurnitz, directed by Michael Curtiz.

"The West Point Story," starring James Cagney, June Haver and Gordon MacRae. Produced in Technicolor by Lou Edelman, from a screenplay by Charles Hoffman and Irving Wallace.

"Barricade," starring Dane Clark, Virginia Mayo, Raymond Massey. Produced in Technicolor by Saul Elkins, directed by Peter Godfrey from an original screenplay by William Sackheim.

"Colt 45," starring Randolph Scott, Alexis Smith. Technicolor.

"Stagefright," starring Jane Wyman. Alfred Hitchcock producer.

"Return of the Frontiersman," starring Randolph Scott, produced by Saul Elkins, in Technicolor, directed by Ray Enright, from a screenplay by Edna Anhalt.

"Always Sweethearts," starring Shirley Temple and Barry Fitzgerald.

STAR POWER GREATEST IN WARNER HISTORY

THE star roster at the Warner studio, always impressive, has been enhanced by several important arrangements recently completed which make available to it additional names of box office potency.

Under the Warner banner for sometime are such stars as: Lew Ayres, Lauren Bacall, Humphrey Bogart, Jack Carson, Dane Clark, Gary Cooper, Joan Crawford, Bette Davis, Erroll Flynn, Danny Kaye, Viveca Lindfors, Gordon MacRae, Virginia Mayo, Dennis Morgan, Wayne Morris, Patricia Neal, Edmond O'Brien, Eleanor Parker, Claude Rains, Ronald Reagan, Zachary Scott, Alexis Smith and Jane Wyman.

Through arrangements with David O. Selznick, the following players will be seen in Warner's forthcoming release schedule: Jennifer Jones, Gregory Peck, Joseph Cotten, Shirley Temple, Betsy Drake, Louis Jourdan and Rory Calhoun.

In addition, James Cagney returns to Warner Bros. to star in three pictures, plus several pictures for Cagney Productions, under William Cagney, for distribution by Warner Bros.

Other stars who have been signed to appear under the Warner banner are: John Garfield, Burt Lancaster, John Wayne, Randolph Scott, Kirk Douglas, Marlene Dietrich and Ginger Rogers.



NIGHT UNTO NIGHT



COLORADO TERRITORY

WARNERS TO DISTRIBUTE FOR SIX PRODUCING COMPANIES

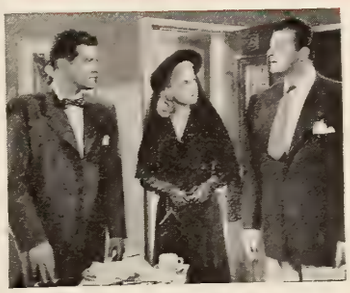
JOINING Transatlantic Pictures, which has Alfred Hitchcock producing and directing several films for Warner Bros.' distribution and United States Pictures, under Milton Sperling are four new production units which will release through that company. These are: Cagney Productions, which will star James Cagney in a series of films under the guidance of William Cagney; Bryan Foy Productions; Norma Productions, which will star Burt Lancaster, and Roberts Productions, which will star John Garfield.

"Murder, Inc.," "The Hoodlum" and "Marked Children" are the next three pictures scheduled by Sperling's United States Pictures,

"WITH these stars and story properties, we believe our production clock is fully wound and the hands set in perfect timing to public taste," say the Brothers Warner, announcing one of the most ambitious production programs in the history of their company.



FLAMINGO ROAD



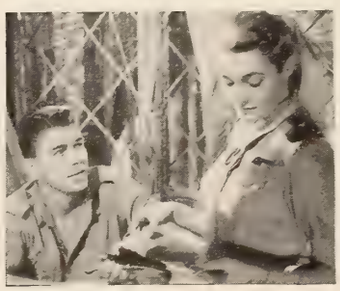
IT'S A GREAT FEELING (Color)



LOOK FOR SILVER LINING (Color)



THE GIRL FROM JONES BEACH



HASTY HEART



TASK FORCE



BACKFIRE



THE YOUNGER BROTHERS (Color)



UNDER CAPRICORN (Color)

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Mar. 27	(Mar. Releases) BIG SOMBRERO (Color) Gene Autry O—78 min. WALKING HILLS Randolph Scott Ella Raines D—78 min. (Rev. 3/4/49)		(Enterprise) FORCE OF EVIL John Garfield Beatrice Pearson D—76 min. (Rev. 12/28/48)		EL PASO (Color) John Payne Gail Russell O—101 min. (4815) (Rev. 3/2/49)	THE RED PONY (Color) Robert Mitchum Myrna Loy D—89 min. (Rev. 2/3/49) (Reissue) RANGER AND THE LADY Roy Rogers O—59 min.		(Mar. Releases) MOTHER IS A FRESHMAN (Color) Loretta Young Van Johnson CD—81 min. (911) (Rev. 2/25/49) MISS MINK OF 1949 Jimmy Lydon Lois Collier D—64 min. (912) DOWN TO THE SEA IN SHIPS Richard Widmark Lionel Barrymore D—120 min. (910) (Rev. 2/16/49)	IMPACT Ella Raines Brian Donlevy D—109 min. (Rev. 3/16/49)		HOMICIDE Robert Douglas Helen Westcott D—77 min.
April 3	BOSTON BLACKIE'S CHINESE VENTURE Chester Morris D—59 min. (Rev. 2/3/49)	BROKEN JOURNEY Phyllis Calvert Margot Grahame D—89 min. (916)	TAKE ME OUT TO THE BALL GAME (Color) Frank Sinatra Esther Williams M—93 min. (Rev. 3/8/49)	(Allied Artists) MASSACRE RIVER Guy Madison O—78 min. (Rev. 4/7/49)						(Mar. Releases) FAMILY HONEYMOON Claudette Colbert Fred MacMurray D—90 min. (689) (Rev. 12/8/48/)	(Reissue) SERGEANT YORK Gary Cooper D-134 min. (Rev. 7/3/41)
April 10	BLONDIE'S BIG DEAL Penny Singleton C	TULSA (Color) Susan Hayward Robert Preston D—88 min. (927) (Rev. 3/21/49)	CAUGHT James Mason Barbara Bel Geddes D—88 min. (Rev. 2/18/49)	TUNA CLIPPER Roddy McDowall D—77 min. (4804) (Rev. 3/16/49)	A CONNECTICUT YANKEE IN KING ARTHUR'S COURT (Color) Bing Crosby Rhonda Fleming CD-107 min. (4814) (Rev. 2/21/48)	PRINCE OF THE PLAINS Monty Hale Shirley Davis O-60 min. (Rev. 4/18/49)	THE SET-UP Robert Ryan Audrey Totter D—72 min. (Rev. 3/23/49)			LIFE OF RILEY William Bendix James Gleason Rosemary DeCamp C—87 min. (Rev. 1/27/49)	(Reissue) CASTLE ON THE HUDSON John Garfield D—77 min. (Rev. 4/27/40)
April 17	MANHATTAN ANGEL Gloria Jean D—68 min. (Rev. 12/14/48)	THE BIG CAT (Color) Lon McCallister Peggy Ann Garner D	LITTLE WOMEN June Allyson Margaret O'Brien Janet Leigh D—122 min. (Rev. 2/23/49)	FIGHTING FOOLS Leo Gorcey D—69 min.		THE LAST BANDIT (Color) William Elliott O—80 min. (Rev. 3/9/49)	(Reissue) PRIDE OF THE YANKEES Gary Cooper Teresa Wright D—128 min. (914) (Rev. 7/16/42)	(April Releases) CANADIAN PACIFIC (Color) Randolph Scott Jane Wyatt D—95 min. (908) (Rev. 3/9/49)	THE CROOKED WAY John Payne Ellen Drew D-		MY DREAM IS YOURS (Color) Jack Carson Doris Day C—101 min. (Rev. 3/16/49)
April 24	(Apr. Releases) KNOCK ON ANY DOOR Humphrey Bogart John Derek D—100 min. (Rev. 2/21/48) THE UNDERCOVER MAN Glenn Ford Nina Foch D—85 min. (Rev. 3/23/49)	SCOTT OF THE ANTARCTIC (Color) John Mills D—101 min. (Rev. 4/8/49)	BIG JACK Wallace Beery Richard Conte D—85 min. (Rev. 4/8/49)			SUSANNA PASS Roy Rogers Dale Evans O (Reissue) COLORADO Roy Rogers O-58 min. (Rev. 9/3/40) FRONTIER INVESTIGATOR Alan Rocky Lane O—60 min.	ADVENTURE IN BALTIMORE Shirley Temple Robert Young John Agar D—90 min. (Rev. 3/22/49)	IMPULSE Dana Andrews Maureen O'Hara D		(April Releases) RED CANYON (Color) Ann Blyth Howard Duff D—82 min. (Rev. 2/2/49)	
May 1	RUSTY SAVES A LIFE Ted Donaldson D	ROLL, THUNDER, ROLL (Color) Jim Bannon D		(Allied Artists) STAMPEDE Rod Cameron Gale Storm D—78 min. SKY DRAGON Roland Winters D-64 min.	BRIDE OF VENGEANCE John Lund Paulette Goddard D—91 min. (4816) (Rev. 3/29/49)			I CHEATED THE LAW Tom Conway Steve Brodie D—64 min. (905) (Rev. 1/19/49)	OUTPOST IN MOROCCO George Raft Marie Windsor D—92 min. (Rev. 3/25/49)	MA AND PA KETTLE Marjorie Main Percy Kilbride C-75 min. (Rev. 3/29/49)	FLAMINGO ROAD Joan Crawford Zachary Scott D—94 min. (Rev. 4/15/49)
May 8	THE MUTINEERS Jon Hall Adele Jergens D HOME IN SAN ANTONE Roy Acuff O—61 min.		THE BARKLEYS OF BROADWAY (Color) Fred Astaire Ginger Rogers M-109 min. (Rev. 4/11/49)			LAW OF THE GOLDEN WEST Monte Hale O	THE WINDOW Bobby Driscoll Barbara Hale D	(May Release) MR. BELVEDERE GOES TO COLLEGE Clifton Webb Shirley Temple DC—83 min. (Rev. 4/1/49)	CHAMPION Kirk Douglas Marilyn Maxwell D—99 min. (4537) (Rev. 3/19/49)		NIGHT UNTO NIGHT Viveca Lindfors Ronald Reagan D—84 min. (822) (Rev. 4/19/49)
May 15	DESERT VIGILANTE Charles Starrett O	SLEEPING CAR TO TRIESTE Jean Kent D-95 min. (Rev. 4/15/49)		FRONTIER FEAR Jimmy Wakely O			THE RUSTLERS Tim Holt O—61 min. (Rev. 4/8/49)	THE FAN Jeanne Crain George Sanders D—79 min. (914) (Rev. 3/31/49)		(May Releases) CITY ACROSS THE RIVER Stephen McNally Sue England D—91 min. (4523) (Rev. 2/24/49)	
May 22	(May Release) WE WERE STRANGERS John Garfield Jennifer Jones D—106 min. THE LOST TRIBE Johnny Weismuller D—72 min. (Rev. 4/18/49)		THE GREAT SINNER Gregory Peck Ava Gardner D	MISSISSIPPI RHYTHM Jimmy Davis M—68 min.	STREETS OF LAREDO (Color) Macdonald Carey William Holden D—92 min. (4813) (Rev. 2/8/49)			TUCSON Jimmy Lydon Penny Edwards D—65 min. (915)	AFRICA SCREAMS Abbott & Costello Max Baer C	ARCTIC MANHUNT Mikel Conrad Carol Thurston D—69 min.	
May 29	RIDERS OF THE WHISTLING PINES Gene Autry O-70 min. MAKE BELIEVE BALLROOM M-76 min.		EDWARD, MY SON Spencer Tracy Deborah Kerr D-112 NEPTUNE'S DAUGHTER (Color) Esther Williams Red Skelton C	WEST OF EL DORADO Johnny Mack Brown O				(June Release) BEAUTIFUL BLONDE FROM BASHFUL BEND (Color) Betty Grable Cesar Romero D IT HAPPENS EVERY SPRING Ray Milland Paul Douglas D		(June Release) THE LADY GAMBLES Barbara Stanwyck Robert Preston Stephen McNally D—99 min.	THE YOUNGER BROTHERS (Color) Wayne Morris Janis Paige D—77 min.
June 5	LARAMIE Charles Starrett O				MANHANDLED Dorothy Lamour Dan Duryea D—96 min. (4573) (Rev. 4/14/49)		THE JUDGE STEPS OUT Ann Sothern Alexander Knox C				

SRO

PORTRAIT OF JENNIE
Jennifer Jones
Joseph Cotten
D—94 min.
(Rev. 12/24/48)
(Release: March)

FALLEN IDOL
Ralph Richardson
D
(Release: May)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D
(Release: May)

FILM CLASSICS

ALASKA PATROL
Richard Travis
D
(Release: 3/27)

LOVABLE CHEAT
Chas. Ruggles
C—74 min.
(Rev. 3/29/49)
(Release: 4/15)

"C" MAN
Dean Jagger
D—75 min.
(Release: May)

NOT WANTED
Sally Forrest
D
(Release: May)

LOST BOUNDARIES
Beatrice Pearson
D
(Release: June)

SCREEN GUILD

SON OF BILLY THE KID
"Lash" LaRue
O
(Release: 4/2/49)

RIMFIRE
Henry Hull
D
(Release: 3/49)

OOMO
Ronda Randell
D
(Release: 3/19)

SON OF A BAD MAN
"Lash" LaRue
O
(Release: 4/16/49)

THERE IS NO ESCAPE
Stanley Thurston
D
(Release: 4/49)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

George Opposes Tax Cut as 'Oleo Rider'

Washington, April 20.—Sen. George, chairman of the Senate Finance Committee and generally in favor of excise tax cuts, said he opposed reduction of the admission tax and other excises when offered as a rider to a bill to repeal Federal Taxes and licenses for oleomargarine.

Sen. Johnson has offered the excise reduction as an amendment to the oleo bill in hopes of killing the oleo tax repealer. The Senate Committee will probably vote on the measure tomorrow.

State, City Tax

(*Continued from page* 1)

other excises in the Federal-state-local tax scheme is one of five points on the agenda for the two-day conference. Another item is whether states and cities should be given the right to tax Federally-owned property in their jurisdiction. If this power were given, some of the steam might be removed from the state-local campaign for the admission tax.

Among the groups meeting with Snyder and other Treasury officials are the American Municipal Association, Council of State Governors, U. S. Conference of Mayors, National Association of County Officials, and the Federation of Tax Administrators. At least the first three organizations are on record as favoring Federal Government repeal of the 20 per cent admission tax so that state and local governments may step in.

Government, Film Leaders See 'Scott'

WASHINGTON, April 20.—Top levels of the film industry and of Washington officialdom turned out tonight for the premiere of J. Arthur Rank's "Scott of the Antarctic," at the Playhouse Theatre here.

Mrs. Harry S. Truman led the guest list at the premiere, a benefit for the American Cancer Society. Other Washington notables included Vice-President Barkley, Justices Reed, Rutledge and Burton and their wives, Secretary of the Treasury and Mrs. Snyder, Secretary of Agriculture and Mrs. Brannan, British Ambassador and Mrs. Franks, and other Ambassadors, members of Congress, military leaders, and other government officials.

Film leaders included MPAA president Eric A. Johnston, M-G-M president Nicholas M. Schenck, Paramount president Barney Balaban, Rank, Sir Henry French, Sir Alexander Korda—all on hand for tomorrow's Anglo-American Film Council meeting, and Robert S. Benjamin and Jock Lawrence, president and vice-president of the U. S. J. Arthur Rank Organization; Kay Harrison, head of British Technicolor, William Heinemann, vice-president of Eagle-Lion Films, and I. E. Lopert, president of Lopert Films and owner of the Playhouse.

Acheson Says

(*Continued from page* 1)

industry and the withdrawal of dollars because it greatly cut down the time American films can be shown. It also seemed to us more directed to the protection of the British film industry than to an exchange restriction because the exchange difficulties had been taken care of in the previous agreement."

Acheson continued that "the film industry has protested and we have made our views known through the British Embassy here." He said he hoped that "an adjustment will be made more equitable than the existing situation."

One reporter asked, just to be sure, was the Department passing on the views of the government or the film industry.

"We were passing on the views of the U. S. Government," Acheson declared firmly.

Meanwhile, California Congressmen will file a formal brief tomorrow.

UK-US Group Meets

(*Continued from page* 1)

films in England removed, while J. Arthur Rank, Sir Henry French and Sir Alexander Korda, representing the British industry, would be delighted to obtain additional playing time for British films here. Neither side has the power to make either objectives a reality.

Fayette Allport, British representative of the Motion Picture Association of America, and John Davis, Rank's executive assistant, are expected to participate in the sessions.

Quota Protest

(*Continued from page* 1)

lators in Washington and, secondly, to augment the ammunition of Motion Picture Association of America president Eric A. Johnston in his talks with the British delegation which has arrived in the U. S.

It is understood that BOT president Harold Wilson, now vacationing in France, agrees in substance with unofficial Foreign Office opinion to the effect that since World War I the U. S. film industry has consistently engineered limitations against the showing of British pictures on American screens, and it is expected that Percival will be instructed to convey this contention orally to the State Department.

Remittances from AustraliaUnchanged

WASHINGTON, April 20.—It is "unlikely" that Australia in 1949 will liberalize 'to any appreciable extent" its restrictions on remittances by U.S. film companies, Commerce Department film chief Nathan D. Golden declared here today.

Golden pointed out that in 1948 remittances equal to 50 per cent of 1946 remittances were allowed to be sent to the U.S.

Some progress is being made in unifying film censorship laws in Australian states, Golden reports. Queensland, Western Australia and Tasmania have all transferred censoring authority to the Commonwealth Censor.




Thirteenth Annual Convention
VARIETY CLUBS
INTERNATIONAL
San Francisco
MAY 2·3·4·5·6 1949
AH'M HEADIN' FOR FRISCO! ARE YOU?
MAY 3
LADIES FASHION SHOW
VARIETY MOVIE BALL
MAY 4
HUMANITARIAN AWARD DINNER
LADIES TAHITIAN NITE
AND AQUACADE
MAY 5
VARIETY ROUND-UP
MAY 6
GOLF - RACES
TRIP AROUND S.F. BAY
VARIETY FROLICS
Pischoff S.F.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 79 NEW YORK, U. S. A., FRIDAY, APRIL 22, 1949 TEN CENTS

UK-US Council Meets All Day, Bars Comment

Only Six Top Men Attend Session; Details Secret

WASHINGTON, April 21.—The three British and three American members of the Anglo-American Film Council met all morning and afternoon behind closed doors at the headquarters of the Motion Picture Association here today, but clamped a tight "iron curtain" over the results of their deliberations.

At the conclusion of the afternoon session, members Eric Johnston, Barney Balaban, Nicholas Schenck, J. Arthur Rank, Sir Alexander Korda and Sir Henry French approved a brief statement declaring that there had been "a frank exchange of views in regard to the difficulties encountered by both the British and American film industries during the last two years." The Council members said they hope to issue a "more complete statement" tomorrow, when they are scheduled to

(*Continued on page 4*)

TOA Gross Report Plan Starts Today

Theatre Owners of America headquarters here will begin mailing today to its theatre members the forms on which picture grossing information is to be submitted in connection with the organization's plan to publicize the box-office performances of current pictures through a weekly bulletin, it was reported here yesterday by TOA president Arthur H. Lockwood. First edition of the bulletin is due to be released to members around May 1.

It is understood that the TOA here has been delayed in getting its gross-

(*Continued on page 4*)

Govt. to Arbitrate UK Studio Strike

London, April 21.—Following discussions today under the chairmanship of Labor Ministry officials, representatives of the British Film Producers Association and the Electrical Trades Union agreed to refer to governmental arbitration the Denham-Pinewood strike question.

Big Three Cite Competition; Fight Renewed

Final phase of the government anti-trust suit was opened in U. S. District Court here yesterday with 20th Century-Fox and Loew's attorneys re-asserting their argument against divorcement, holding the government has offered no evidence to support its proposal of such a remedy and, in hitting charges of market control, declaring that three of the remaining defendants in the suit operate only six per cent of the theatres in the U. S.

James F. Byrnes, counsel for 20th-Fox, informed the court that that company offered a divest itself of one

(*Continued on page 4*)

Make Firm Demand For Local Tax Right

WASHINGTON, April 21.—State and local governments today formally pressed on the Treasury their demands that the admissions tax be turned over to them.

This was the last item to come up at the opening day session of the two-day conference here between top Treasury officials and representatives of state and local government associations on the problem of overlapping taxes and inadequate state and local revenue. Secretary of the Treasury Snyder presided, with organizations present including the American Muni-

(*Continued on page 4*)

Nassers—UA Deal Is Off

HOLLYWOOD, April 21.—A brief statement by George Nasser at 10:30 P. M. dashed the widespread expectations of the sale of United Artists by Charles Chaplin to the Nasser interests under terms of an option that expired at midnight.

"We have been and still are interested in acquiring United Artists," Nasser said. "However, due to circumstances beyond our control, we are unable to meet the April 21 deadline."

With negotiations continuing up to the last minute, the deal under which Chaplin and Mary Pickford would receive $5,400,000 for their interests in UA was considered virtually complete. Checks for that amount were deposited at the Bank of America this afternoon, with only a formal statement that

(*Continued on page 4*)

Legislatures in 4 More States Adjourn

WASHINGTON, April 21.—Legislatures in Tennessee, Oregon, Iowa and Colorado quit within the last 48 hours. So far this year, 23 state legislatures have adjourned, while 21 are still in session. Four did not meet.

In Colorado, a censorship bill and general sales tax were killed in committee. In Oregon, a 10 per cent admission tax died in committee, in Iowa a $1 reel tax was killed, while in Tennessee the legislature passed a bill permitting municapilities to levy an admission tax up to any amount by which the Federal ticket levy may be

(*Continued on page 4*)

Distributors May Use TOA Conciliation

TOA Panels Can Accept Complaints vs. Owners

ALBANY, N. Y., April 21.—Distributors are at liberty to file with Theatre Owners of America's local conciliation panels in the field complaints against exhibitors, just as the latter have been invited to name distributors in complaints.

This was revealed today as being TOA policy. An inquiry as to whether distributors may set before TOA conciliation boards complaints against exhibitors in connection with selling of pictures, etc., was sent to TOA president Arthur H. Lockwood by the Albany unit. Lockwood replied in the affirmative.

The panel here has held two meetings to consider complaints against distributors brought by an unnamed exhibitor. The three-man board was able to achieve some, though not complete, relief for the exhibitor, it is said. Twentieth Century-Fox was said to have agreed to "go all the

(*Continued on page 4*)

Holiday Gives B'way Boom-Town Look

New York's showcase theatremen are hosts this week to as huge and avid a throng of ticket buyers as ever was here to send receipts soaring to peak levels.

Out-of-towners are here by the hundreds of thousands, forming lines at box-offices in a manner reminiscent of the lush war years.

Times Square is jammed as students on vacation and visitors merge with the normally heavy pedestrian traffic in the area.

Biggest attraction in town is, of

(*Continued on page 4*)

Congressmen Push Fight Against 40% U. K. Quota

Postpone Vote on Tax Cut Proposal

WASHINGTON, April 21.—Final vote on a proposal to cut back the U. S. admission tax and other excises to pre-war levels has been postponed by the Senate Finance Committee until next week, because too many committee members were out of town to vote today, as scheduled.

The proposal, offered by Senator Johnson, Colorado Democrat, is an amendment to a bill repealing Federal taxes and license fees for oleomargarine and has instigated considerable debate on the Senate floor.

WASHINGTON, April 21.—California members of the House of Representatives today continued their pressure on the U. S. State Department for strong U. S. government action against the British film quota.

In a brief filed with Secretary of State Acheson, the California House delegation charged that the quota's purpose is to drive American films from the British market, "through the medium of an arbitrary and discriminatory protective device which violates the spirit and intent, if not the letter, of the Gatt and ITO charter."

The brief was filed by Rep. Cecil

(*Continued on page 4*)

Grosses Soar at Many Key Runs

Easter school holidays, the end of Lent and good weather generally combined this week to send key theatre box-office grosses soaring in many parts of the country, establishing records or near records in places, including New York, Los Angeles, Toronto, Baltimore, Cincinnati, Buffalo.

Personal Mention

SIDNEY SCHREIBER, MPAA general counsel, will leave here tomorrow for Rio de Janeiro on industry business.

•

FRANCES and SAMUEL GOLDWYN will celebrate their 24th wedding anniversary tomorrow with a quiet dinner at Harkness Memorial Pavilion here where Goldwyn is recovering from a minor operation.

•

FLOYD STONE, writer-photographer for *Motion Picture Herald,* and MRS. STONE, are parents of a son, GEOFFREY MAELY, born Wednesday at Westchester Hospital, Mount Kisco.

•

SPENCE LEVE, Fox West Coast manager at San Francisco, will leave there today for a weekend at Los Angeles.

•

F. M. BILLINGSLEY, IATSE international vice-president, will return to his San Francisco office today from Hollywood.

•

S. SYLVAN SIMON, Columbia producer-director, is in New York from the Coast.

B.&K. Earnings Off 8½-10% for Quarter

CHICAGO, April 21.—Earnings of Balaban and Katz for the first quarter of this year are running from eight and a half to 10 per cent lower than a year ago, according to unaudited figures reported by company secretary-treasurer John Balaban to stockholders at the annual meeting here. He ascribed most of this loss to the Jackson Park decree which limited runs at B. and K. theatres to two weeks.

At the same time, Barney Balaban, president, revealed that B. and K. earned $3,455,071, equal to $13.07 a share on B. and K. stock, for the year ended Jan. 1, 1949. This compared with $5,043,228, equal to $19.09 a share last year. Current assets as of Jan. 1 were $4,626,477 and current liabilities, $2,537,464 compared with $4,545,279 and $1,912,910, respectively, a year earlier.

New Opportunities For Showmen: Linet

With the resurgence of showmanship in motion picture theatres, there are numerous opportunities for new people who can combine theatre managership with advertising, publicity and exploitation abilities, Henry A. Linet, Universal-International Eastern advertising manager declared here last night at the spring seminar of the American Theatre Wing's training program.

Linet attributed the resurgence to developing competition from other forms of entertainment, including television and sports. He also sees theatre divorcement creating new opportunities for "showman" managers.

Insider's Outlook

By RED KANN

ORGANIZED exhibition now stands alongside major production and distribution on the British situation. This is the first time these interests have joined in a united stand and a common front on a problem from which no sector, however small, of the American industry can hope to escape.

The Anglo-American agreement on remittances, and the recently enacted 40 per cent British quota, in combination, confront American production with an ever-increasing burden, threaten Hollywood's qualitative standards and compel American distribution to ponder if, and how, it can bridge the economic gap by persuading American exhibition to pay more for American product.

Exhibition rises most reluctantly to the occasion and believes it is being caught in the middle.

■

Arthur H. Lockwood, president of TOA, on Tuesday said so in language which removed any doubts. Abram F. Myers, chairman of Allied's board, on Wednesday took the same position by a different approach.

"The British producers must realize that the enactment of arbitrary restrictions upon those who are our principal source of supply is a matter of unavoidable interest to us. Discrimination against them reacts against us. . . . The problem besetting the British industry can never be solved by penalizing the American industry. That can only lead to recrimination and retaliation."—*Lockwood.*

"We have been opening our markets to other countries to a degree never imagined before. There must be some reciprocity in such relations, or they simply will not stand up. . . . It is time Uncle Sam told John Bull that cooperation is not a one-way street."—*Myers.*

■

There should be no misunderstanding over Britain, her national pride and her ambitions for a firm place in the international production sun. No one, reasonably, can criticize such an objective. Nor should it be difficult to appreciate her demonstrated need to place severe brakes on the flight of dollars out of London. Many months ago, Eric Johnston, on behalf of the major companies, made it clear the American industry was sympathetic.

But prime-pumping British production through legislated trade barriers submits itself to all kinds of attack. More severely than before the quota restricts the market in which American, and any other product imported by Britain, may function. It throws into the laps of the majority of British exhibitors an impractical and unwanted something over which they have made vigorous protest without avail. Like its predecessor, the new quota puts a premium on mediocre and incompetent British production because it guarantees playing time regardless of how empty British theatres may get. It seems to us this is hardly the way to encourage a young industry to become strong, reliant and independent.

■

The British make almost a fetish of their obeisance to fair play. But there is a convenient forgetting in this case.

Their films enter this market at will and take their chances under the competitive conditions which prevail. When they deliver the goods and their price is held to be right by the customer, those goods are bought. They may complain they don't make enough sales, and they don't. But let them look their films squarely in an unprejudiced eye for the answer.

Everyone here knows it, if the British do not. Everyone here knows their product preponderantly has remained stubbornly British—so provincial in approach and treatment that the American audiences in wholesale simply refuse to buy it.

It's a free market for the British here and a controlled market for us there. Someone somehow may be able to square this with the precepts of fair play. Somehow it escapes us.

One for, One Against

ATLANTA, April 21.—Two Georgia towns have voted on Sunday screenings, with Monroe approving by a three-to-one margin, and Lafayette banning both films and athletic events by a two-to-one vote.

Selig Takes Over Acme

Selig Theatres has closed a long-term lease for the Acme Theatre, Glendale, Queens, N. Y., with Fran-Lynn Amusement Corp., according to Berk and Krumgold, theatre realty firm which handled the deal.

Heads Fund Drive For Film Industry

Malcolm Kingsberg, RKO Theatres president, has been named chairman of the motion picture industry division for the Greater New York Fund Drive. Joseph R. Vogel, Loew's vice-president in charge of theatre operations, heads the overall amusement industry committee.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

COLUMBIA PICTURES presents
GLENN FORD in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON DUKE ELLINGTON and His WORLD FAMOUS ORCHESTRA plus HOWELL & BOWSER PECK & PECK Guest BILLY ECKSTINE
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES Joseph COTTEN
"Portrait of Jennie"
DOORS OPEN 9:30 A.M. POPULAR PRICES
RIVOLI Broadway at 49th St.

SPECIAL ACADEMY AWARD to Walter Wanger for Distinguished Service . . . by his production of the picture "JOAN OF ARC"
JOAN of ARC starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR · CAST OF THOUSANDS
with JOSE FERRER · FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART · JOHN EMERY GEORGE COULOURIS · JOHN IRELAND and CECIL KELLAWAY
based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT · art direction by RICHARD DAY · director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. · released by RKO RADIO PICTURES
24th WEEK! VICTORIA BROADWAY & 46th ST.

CLIFTON WEBB - SHIRLEY TEMPLE
"MR. BELVEDERE GOES TO COLLEGE"
A 20th Century-Fox Picture
ON VARIETY STAGE — VIVIAN BLAINE
LEO DE LYON - McCARTHY & FARRELL
On Ice Stage—The ROOKIES - Joan HYLDOFT
ROXY 7th Ave. & 50th St.

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NEWS.....OF ANOTHER GREAT MOVIE AND ANOTHER GREAT SONG HIT



From Paramount

You know what happened with "Buttons and Bows" and "The Paleface." Now history is repeating itself! Leading disk and radio artists are already singing out the news of Paramount's Technicolor

"Streets of Laredo"

with a new song sensation by Oscar-winning Livingston and Evans—a hit already so popular that it's bound to do for this picture what "Buttons and Bows" did for "The Paleface"! On best-selling records, on juke boxes, on the air, stars like Dick Haymes, Ray Noble, Dennis Day and Patti Page are singing

"The Streets of Laredo"

5 WEEKS BEFORE RELEASE—AND ALREADY IT'S THIS POPULAR—

Listed on Peatman Survey Sheet of Most Played Songs on the Air.

• • •

Listed on "Top Record Talent" as polled by leading "request" disk jockeys.

• • •

Listed on Biggest Retail Disk Sellers survey.



WILLIAM HOLDEN
WILLIAM BENDIX
MACDONALD CAREY
MONA FREEMAN
in
"Streets of Laredo"

Color by TECHNICOLOR
Produced by ROBERT FELLOWS
Directed by LESLIE FENTON
Screenplay by Charles Marquis Warren
Based on a Story by Louis Stevens and Elizabeth Hill

Anglo-U.S. Meet

(*Continued from page* 1)

wind up their two-day session here.

Nothing could be learned beyond the approved statement. Only the six members of the Council attended the sessions, and they were pledged to silence. Their assistants—even top aides like MPAA's Joyce O'Hara, Fay Allport, and John McCarthy—cooled their heels outside the MPAA board room, where the meeting took place.

The meeting got under way at 11 A.M. and continued, with a short break for lunch, until shortly before six P.M. After the session tomorrow, Johnston will be host at a cocktail party at MPAA headquarters in honor of the British producers.

Push Quota Fight

(*Continued from page* 1)

King, who heads a special committee of the California delegation on the film situation. King was one of three representatives who personally protested the quota in a 40-minute interview with Acheson last Friday.

Reviewing the 75 per cent U. K. import tax, the March, 1948, remittance agreement, and the subsequent boost in the quota from 20 per cent to 45 per cent, the brief said that the high quota did not conserve dollars, since the remittance agreement already did that, nor did it give any reasonable protection to British film producers, since they had already proved they were unable to fill even the lower 20 per cent quota.

Local Tax Right

(*Continued from page* 1)

cipal Association, the U. S. Conference of Mayors, and the Council of State Governments—all on record as favoring the Federal government withdrawal in their favor from the admissions tax field.

The state and local groups barely had time to outline their position on the admissions tax when the meeting broke up. It will be the first item on the agenda tomorrow.

TOA Gross Report

(*Continued from page* 1)

ing information machinery operating, because of problems which arose in connection with drafting of the forms which are to be filled in by exhibitors in the field. It was felt that if the forms were too involved and would demand too much time to fill in, the whole plan to compile and release accurate box-office performance percentages might be jeopardized. However, the form which will be mailed out today, it has been indicated, will require about two hours to prepare.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"The Secret Gardens"

(*Metro-Goldwyn-Mayer*)

TRANSCRIBING this well-known Frances Hodgson Burnett children's story to the screen, M-G-M delivers an unusual motion picture. It has many dramatic merits, due largely to its fine cast, headed by Margaret O'Brien, Herbert Marshall, Dean Stockwell, Gladys Cooper, Elsa Lanchester and the new and able juvenile import from Britain, Brian Roper.

Clarence Brown has provided a finely atmospheric production, including a pictorially interesting switch from black-and-white to Technicolor in scenes enacted within the secret garden. The story's background of mystery and suspense is well staged but the unusual nature of the plot and some peculiar quirks of personality of the juvenile stars and male lead give the film a make-believe stamp that detracts from its value as adult fare. But most of it should be a delight to children and not too hard for most adults to take.

It is not a run-of-the-mill picture and for that reason it may prove to be a pleasant surprise in numerous neighborhood and small town theatres and to all exhibitors resourceful enough to devise and execute campaigns which will spotlight its many unusual features and possibilities.

Margaret O'Brien, an imperious, willful child, is orphaned in a cholera epidemic in India and sent to England to live with her wealthy uncle, played by Marshall. The huge, gloomy manor home and its nearby walled and sealed garden hide the secret of the tragic death, 10 years before, of Marshall's wife and mother of his invalid son, played by Dean Stockwell, a child as willful and demanding as Miss O'Brien.

Since his wife's death, Marshall has been on the verge of mental collapse and has vowed that human eyes will not rest upon the garden enclosure where she met her death. Miss O'Brien's curiosity is aroused by servants' tales. She finds the key to the forbidden garden's door and with the help of a servant's boy, played by Roper, they enter and transform the wasted enclosure to its original beauty by tending the neglected plants and flowers for a season. It becomes a wonderful, secret land for the three children, the invalid, Stockwell, being taken there in his wheel chair by the other two, although theretofore most of his 10 years of life had been spent in bed. In the out-of-doors he grows stronger and his health improves.

There comes the time when Marshall discovers his sealed garden has been invaded. In a rage, he storms in to punish the intruders. In the tense moment in which he discovers the children, his son rises from the wheel chair and takes his first steps. In the father's joy over the recovery of his son from what he had believed to be an incurable ailment there is the promise of normal living in the great house in the future.

Fred M. Wilcox directed. The screenplay is by Robert Ardrey.

Running time, 92 minutes. General classification. Release, not set.

SHERWIN KANE

B'way Boom Town

(*Continued from page* 1)

course, Radio City Music Hall, traditionally a "must" for tourists at this time of the year, where a special detail of police is regimenting the crowds into some semblance of order. Here the customers are almost continually lined around a large portion of Rockefeller Center apparently undeterred by the prospect of waiting perhaps four house to see the theatre's annual Easter pageant on stage and "Connecticut Yankee" on the screen.

Showmen say their barometer on the extent of the influx is the number of persons entering their theatres and on this basis they figure that the population in the Times Square district this week probably is just a little short of 2,000,000.

Houses in the first-run belt are doing brisk business, almost without exception, led by the Music Hall, which is bearing out earlier estimates that the week will bring a record gross of $170,000.

The Paramount came in for its share of the big money with the debut of "The Undercover Man" with Duke Ellington's orchestra on stage. An estimated 6,800 admissions were registered by 11 A.M. on its first day.

Another outstanding success is "Mr. Belvedere," at the Roxy, where a first week's take has reached $162,335, an Easter week high. "Champion" is going at a record-breaking pace at the Globe. A pair of reissues, too, is up with the big ones. "Pride of the Yankees" is giving the Palace its most vigorous business in many months, the timeliness of the film evidently being partly responsible.

Para. Suit Hearing

(*Continued from page* 1)

theatre in cities where it operates two or more, and to allow the entry of independent competition where it and other majors operate the only theatres, as the basis for a settlement with the government. The latter refused, he said, and negotiations of a consent judgment collapsed six months ago.

Justice Department attorney Robert Wright answered that 20th-Fox had insisted on "expanding" in other cities and for that reason an agreement could not be reached. Byrnes' rejoinder was that Wright had not participated in the decree meetings and inferred that Wright had no knowledge on which to base the answer he offered.

Yesterday's hearing opened with the presentation to the bench of an affidavit signed by Paramount secretary Robert O'Brien reporting on the stockholders' approval given that company's reorganization, thus severing Paramount from the case.

Wright made repeated references to the majors' "exclusionary power" and "abuse of power" in countering all argument for a court decree that would not order total divestiture. In New York's metropolitan area, he said, Loew's Theatres has prior run as a result of "exclusionary conspiracy."

John Caskey, also for 20th-Fox, and John W. Davis, for Loew's, cited the Paramount and RKO settlements as adding considerably to independent competition in exhibition and further rendering unwarranted any extensive divestiture order. Adding to that, Caskey said that 20th-Fox is willing to create independent competition i 10 cities where it has two theatres b the "sale or conveyance" of one o them. Also, he said, in six othe towns where 20th and another majo have theatres an agreement will b sought for one of the companies to sel to an independent.

John W. Davis, counsel for Loew's declared he "can't understand why th government opposed" the propose system of arbitration and asked th court to reinstate it in the decree.

Conciliation

(*Continued from page* 1)

way" to provide the relief sought while two other companies offere their own individual plans for relieving the exhibitor's condition.

The complaining exhibitor was notified a month ago that the conciliation board had done all it could under present circumstances, and that he could take further action on his own or wait to see if TOA could accomplish more later. The board has not heard from him since.

Trade opinion here is that extensive use of conciliation is unlikely while there continues the present uncertainty over establishing a national arbitration system for the industry.

Deal Is Off

(*Continued from page* 1)

Chaplin had exercised his option expected to be issued tonight.

Pickford had made an arrangement with the Nassers, should the purchase go through, to buy back into the company at the rate of $54,000 for each per cent of ownership acquired, up to a possible 40 per cent. This money was to be used for operating expenses and to establish financing for independent producers.

For the moment, at least, the UA negotiations appear to be back where they started. Nasser's statement emphasizes his continuing interest in acquiring the company, but where further steps will begin is not clear.

Legislatures Adjourn

(*Continued from page* 1)

reduced this year or next.

Motion Picture Association of America legislative representative Jack Bryson said here today that the Governor of Florida, in his message opening that state's legislative session, called for a five per cent admission tax.

Would End Tax Oath

HARTFORD, April 20.—The Connecticut legislature's Finance Committee has favorably reported a bill which would eliminate the requirement that theatre owners file tax returns under oath.

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VOL. 65. NO. 80 NEW YORK, U.S.A., MONDAY, APRIL 25, 1949 TEN CENTS

Amity Rules at UK-US Confab; To Meet Again

2-Day Session Attended By Six Top Leaders Only

WASHINGTON, April 24. — The Anglo-American Film Council will hold another session in the very near future, "possibly within several weeks." The two-day session of the Council broke up here Friday with both British and American members agreeing that a conciliatory attitude marked the sessions but with all statements in very general terms.

It was admitted that the British quota had come up, but all participants refused to reveal details of conversations on this point as well other items on the agenda.

A Council-approved statement said the meeting was exploratory and that results will be reported back to the members of the respective associations preparatory for the next Council meeting. Both Eric Johnston and J. Ar-

(*Continued on page 4*)

Demand For Local Tax Rights Fails

WASHINGTON, April 24. — The Treasury appears to have turned down requests by state and local governments that the Federal government get out of the admissions tax field.

This was apparent from a release issued Friday on the results of the two-day meeting here between top government officials and representatives of state and municipal government associations on overlapping taxes and increased revenue sources for local governments.

The representatives of the state and local governments, the release said,

(*Continued on page 4*)

'IA' Defeats Lewis Union's Phila. Bid

PHILADELPHIA, April 24.—The jurisdictional controversy here affecting more than 1,000 cashiers, doormen, ushers, matrons and other theatre personnel in Warner, 20th-Fox and Paramount houses has been won by a vote of two-to-one by IATSE over its rival, District No. 50 of the United Mine Workers of America, the "IA" reports.

In a collective-bargaining election

(*Continued on page 3*)

Bank's Last-Minute Withdrawal Caused U. A. Deal Collapse

HOLLYWOOD, April 24.—Collapse of the deal for the Nasser Brothers' purchase of control of United Artists was attributed here at the weekend to an 11th hour decision by the Bank of America to withdraw, the bank having considered advancing $5,000,000 purchase money, with the Nassers to provide the remaining $400,000, it is said.

Thus the company fully remains with its former ownership, Charles Chaplin and Mary Pickford, each with 50 per cent. Little prospect of any deal is seen for the present.

Had the deal gone through, Miss Pickford had intentions of buying back into the company up to a possible 40 per cent with her money to

(*Continued on page 4*)

Leon Brandt Named E-L Ad Assistant

Max E. Youngstein, Eagle-Lion advertising-publicity vice-president, has promoted Leon Brandt to assistant director of advertising-publicity, to succeed Jerry Pickman, who resigned to join Paramount, where he starts today.

Brandt, who has been E-L exploitation manager since October, 1948, joined the company in 1946 as Midwestern exploitation representative in Chicago. He entered the industry in 1935 as a manager for Fox Theatres, leaving to set up his own publicity office. In 1942 he joined United Artists as home office exploitation representative.

GOV'T SUBMITS ITS DIVORCEMENT PLAN

Marcus To Replace Wright in N.Y. Suit

Philip Marcus, government attorney in the Schine Theatres anti-trust action, is slated to replace Robert Wright in the U. S. Paramount case, when the latter resigns his Department of Justice post at the end of this month to enter private practice in Washington.

AAAA Prepares Plan For TV Trusteeship

A committee of representatives from Actors Equity, Chorus Equity, American Federation of Radio Artists and American Guild of Musical Artists is about to draft a final plan for organization and administration of television jobs under a trusteeship for the Four A's, Actors Equity reports here. Recently the performer unions rejected proposals for a merger and partnership for television. The trusteeship was proposed following rejection of the merger and partnership.

"For those who believe that ultimate merger of all branches into one big union is still the goal which should be sought, this essay into a joint trusteeship is a first and a long step," Actors Equity maintains.

Court Takes Case Under Advisement; 'Little 3' Asks Separate Decree

The government's industry anti-trust suit was taken under advisement by the three judges of New York Federal Court on Friday following the government's proposal of its first specific order on the method of divorcement for the remaining circuit-owner distributors; additional expressions of interest by Judge Augustus N. Hand in the plaintiff's reasoning which holds vertical integration in the industry to be illegal; and a bid by the "Little Three" for a separate decree with modifications of trade-practice restraints.

Judge Hand's queries were prompted by U.S. attorney Robert L. Wright's objections to the proposed arbitration system which had been advocated by Loew's and 20th Century-Fox on Thursday, and by Warner counsel

(*Continued on page 4*)

Loop Decree Favors RKO Grand Theatre

CHICAGO, April 24.—The RKO Grand Theatre here may turn out to be a "breadwinner" among defendant theatres in the Loop because of its new status as a theatre which can play top-ranking films beyond the two-week Loop limit prescribed under the Jackson Park decree.

It was learned at the weekend that an agreement reached previously with the consent of Judge Michael Igoe of U. S. District Court and Jackson Park attorney Thomas McConnell, granting a long run for RKO Radio's "Joan of Arc," extends be-

(*Continued on page 4*)

Dismissal of Alger Suit Is Due Today

CHICAGO, April 24.—Official dismissal of the Alger rental percentage case is due on Monday in U. S. District Court here, when Judge William Campbell is scheduled to sign the order by Master-in-Chancery Joseph W. Elward recommending payment of attorneys' fees to Thomas McConnell and Seymour Simon of $4,016 and $1,500, respectively. Dismissal will be a matter of course inasmuch as a

(*Continued on page 3*)

Lists Allied Co-chairmen For Savings Bond Drive

Edward Lachman, national exhibitor co-chairman of the motion picture industry's participation in the Treasury's savings bond drive, which will run from May 15 through June 30, has announced the nationwide list of Allied and independent state chairmen in each exchange area who will coordinate exhibitor bond activities during the drive. On Tuesday, Gael Sullivan, executive director of the Theatre Owners of America, listed TOA exhibitor co-chairmen who will serve in the same territories.

The Allied Theatre Owners and independent area chairmen are:

Albany, Harry Lamont, ATO; Atlanta, Winfield Snelson, Buckhead Theatre; Boston, Daniel J. Murphy,

(*Continued on page 4*)

Discloses Parity in 3 Branches' Incomes

WASHINGTON, April 24.—Total receipts of the film industry in 1946—close to $2,000,000,000—based on reports filed in 1947, were almost evenly divided between production, distribution and exhibition, according to figures released here by the U. S. Treasury Department.

The Treasury defines "total compiled receipts" as consisting of gross sales, gross receipts from operations, all interest on government obligations, other interest, rents, royalties, excess of net short-term capital gains over net long-term capital losses, excess

(*Continued on page 3*)

Personal Mention

R. J. O'DONNELL, Variety International chief barker, and JOHN HARRIS, a Variety founder, have arrived in San Francisco from Dallas and Pittsburgh, respectively, and will remain for the Variety convention.

•

HERBERT A. PHILBRICK, American Theatres assistant advertising manager, who appeared as a government witness in the trial of the Communist leaders at New York, is back at his desk in Boston.

•

PAUL LAZARUS, SR., making a substantial recovery from his recent illness, is now able to be out-of-doors at his Mahopac home, where he is recuperating.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here today for the Coast, making a stop at Chicago.

•

J. CHEEVER COWDIN, Universal-International board chairman, was due to arrive in New York over the weekend by plane from London.

•

STEVE BROIDY, Monogram-Allied Artists president, now visiting New York, is expected back at his Hollywood office on May 1.

•

LILLIAN GISH will leave here today for Europe, where she will serve as a correspondent for *Theatre Arts* magazine.

•

JACK HARRIS, Walter Reade Theatres film buyer, and MRS. HARRIS, will return here today from a Florida vacation.

•

Y. FRANK FREEMAN, Paramount vice-president, arrived in New York over the weekend from the Coast.

•

NORMAN NEWMAN, North Coast booker-buyer, will return to Los Angeles today from San Francisco.

•

JULES NAYFACK, of Sack Amusement Enterprises, left here on Friday for a Southern business tour.

•

B. G. KRANZE, Film Classics sales vice-president, has returned here from a South American trip.

•

WILLIAM SATORI, Monogram European representative, left Paris over the weekend for Brussels.

•

NATE BLUMBERG, Universal-International president, left here for Hollywood over the weekend.

•

JOE SIRITZKY of Siritzky International Pictures, will leave New York next month for Paris.

•

DAVID BURSTEN, Selznick Releasing Organization counsel, is in Chicago today from New York.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, left here yesterday for Chicago.

Tradewise...

By SHERWIN KANE

NEXT month the nation's theatres will have at least two outstanding opportunities to render valuable service to the country, the motion picture industry and the theatre as a community institution.

Participation in the U. S. Treasury's savings bond drive and earnest effort in exploiting the first release in the industry series of "The Movies and You" short subjects are the means by which that may be accomplished.

Weeks of planning and labor by Maurice Bergman, industry bond drive chairman, and Max Youngstein, advertising-publicity chairman, and their committees will have prepared the way for theatre participation in the savings bond drive. The co-operation, the ideas, the materials to aid the government in the sale of savings bonds will soon be ready for theatres to make use of.

It has been four years since the government has called upon the industry to give its valuable help to such a campaign. The fact that the Administration and the Treasury are convinced that a savings bond drive is in the best interests of the nation at this time should be, and is, sufficient reason for loyal American exhibitors to enlist their invaluable public resources in the service of their government, and thereby contribute to the honor of their industry and the prestige of their theatres in neighborhood and community life.

Make ready and make room on your screens, marquees, lobbies and stages, in your advertising, publicity and exploitation, for the 1949 savings bond drive.

And help the sale of bonds within your own organization and by being a purchaser yourself.

•

"Let's Go to the Movies," first in the series of 12 subjects in which the industry will tell its own story to theatre audiences in the interests of a better understanding and improved public relations, will be released through RKO Radio about mid-May.

Exhibitors should need no urging to book and play these subjects. They were planned and produced with the sole idea of making the public better acquainted with motion pictures, the industry and its workers, and your theatre, to the end that industry achievements and problems, even its critics, will be regarded by the public with better knowledge and increased interest.

To book every subject in the series, to advertise and exploit each adequately, is not only a constructive service to the industry but is as well a contribution to the welfare of your own theatre. No audience will resent the screen time devoted to these subjects nor regard them as an intrusion or imposition. They are professional accomplishments, entertainingly done and centered upon that most interesting of all subjects to the theatre patron—motion pictures. They represent a suitable addition to any program, for any time.

Now that an eminently fair method of determining rentals for these subjects has been agreed upon there no longer is any valid reason why a place should not be made for them on every screen in the land.

• •

One of the more encouraging and praiseworthy examples of exhibitor ingenuity and enterprise in promoting a picture to come to the attention of this department in a long time is that engineered by W. F. Deaton and J. L. Kelley of the Pix Theatre, Alva, Okla., on behalf of Universal's "The Life of Riley."

Co-owners of a small town theatre, Deaton and Kelley handle their own advertising and promotion as well as all the other phases of theatre operation. Necessity not only has made them independent of distributor largesses in the way of co-op advertising but also has developed in them a resourcefulness that too often is lacking in big city and big theatre operations. Strictly limited advertising funds do not deter these small town showmen from trying for, and getting, full page space in their local paper when they believe they have a hit show coming up.

Deaton and Kelley sold 12 local merchants on taking and paying for space which, in conjunction with their theatre's ad, filled a page in the Alva *Review-Courier*. Through a further tie-up, copies of the paper, individually addressed, were mailed to every home within a radius of 30 miles. Result: "Riley" was held over two days in that small town theatre.

Newsreel Parade

THE birth of the Irish Republic and anti-Communist demonstrations in Berlin are current newsreel highlights. Other items include the U. S. Bond drive, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 33—President Truman has a busy day in Washington. Chinese Reds on the way to Nanking. Doolittle raiders mark an anniversary. Deep-sea fishermen. New Irish Republic proclaimed. Anti-Red parade ends in a riot in Germany. Nipponese take to square dancing. King Farouk and sisters visit junior world's fair in Cairo.

NEWS OF THE DAY, No. 267—$7,000,000 Capitol vacated as quake cracks building. King Farouk opens Egypt's world's fair. German war crimes trial ends. Anti-Reds riot in Munich. Bigger and better spring bonnets. Swedish champ wins marathon in Boston. Memorial to Babe Ruth. Bond campaign opens.

PARAMOUNT NEWS, No. 70—"DP's" stage anti-Communist demonstration in Munich. Taxes slashed in Canada. News portraits of King Farouk and sisters. President Truman rallies nation to bond drive. Erwin hails birth of Republic of Ireland.

TELENEWS DIGEST, No. 16-B—Shanghai under threat. Birth of the Republic of Ireland. Costa Rica between revolutions. Washington: hot words in cold war. Korea: President Rhee celebrates birthday. Barbecue in Argentina. King Farouk opens fair. Spring fashions.

UNIVERSAL NEWS, No. 241—Riot in Munich against Soviets. Rebirth of city in Texas. President Truman spurs new bond drive. King Farouk opens Egypt's world's fair. Sports: hobby planes, Roller derby.

WARNER PATHE NEWS, No. 72—People in the news: Cordell Hull, Babe Ruth Memorial, Egyptian Royal Family. Irish Republic born. ECA drive. President Truman spurs bond drive. Jap barn dance. Air-lift in Berlin. Midget planes. Great Americans: James Madison.

Lichtman and Smith End Southern Tour

Twentieth Century-Fox vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld are due back in New York today from the Southern leg of their current sales conference tour which is a facet of the company's "grass roots" campaign for increased rentals.

The trio conducted a meeting in Washington at the weekend with division sales personnel, headed by division manager Ray Moon. Earlier last week Lichtman, Smith and Einfeld conferred in Atlanta with Southern division personnel, headed by division manager Harry Ballance. Previously the trio covered New England, New York, Philadelphia, Chicago and the West Coast.

Spyros Skouras to Aid War Veterans

Spyros P. Skouras, president of 20th Century-Fox, has agreed to serve on the honorary committee of the Jewish War Veterans fourth annual show, to be held on May 18 at Madison Square Garden here, it was announced by Jacob S. Spiro, general chairman. Twelve hundred hospitalized veterans will be guests of the JWV at the show. Proceeds will be used for JWV rehabilitation work among hospitalized veterans of all faiths.

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Variety of London Requests a Charter

Robert J. O'Donnell and John H. Harris, circuit executives and International Variety chiefs, have received from London, the official petition for a charter for Tent No. 36, to be known as the Variety Club of London. Vote on the petition will take place at the annual Variety meeting in San Francisco on May 2.

Officers and crew for the first year follow: Chief barker, Robert Wolff, RKO; first assistant, C. J. Latta, ABP, Ltd.; second assistant, Sam Eckman, Metro-Goldwyn-Mayer, Ltd.; property master, L. Wilson, Stoll Theatres; dough guy, W. J. Kupper, 20th Century-Fox; canvasmen, C. Tucker, C. R. Tucker Enterprises; J. E. Perkins, Paramount Film Service; A. Abeles, Warner Brothers; L. R. Kent, Gaumont-British; David Coplan, Ganesh Productions; J. Friedman, Columbia British Prod.

The London Tent will arrange a function, probably in July, at which time the new Tent will receive its charter. Flying to London for the event, will be O'Donnell, Harris, Chick Lewis and William McCraw. They will also visit other European capitals to meet with industry executives to lay the groundwork for Tents in other countries.

Two Classed "B" by Legion; Six Reviewed

Six additional films have been classified by the National Legion of Decency with two of them getting a "B" rating. In that classification are Paramount's "Bride of Vengeance" and Columbia's "We Were Strangers."

In Class A-I are United Artists' 'Africa Screams," and Lux Films' 'Professor, My Son." In Class A-II are Warner Brothers' "My Dream Is Yours" and Film Classics' "Search for Danger."

Hochfeld, Roman Are Named to SPG Posts

Screen Publicists Guild here has elected a new second vice-president and a new secretary following recent resignations. Harry Hochfeld, 20th Century-Fox, has been elected second vice-president replacing Murray Goldstein of Columbia, and Sey Roman of Columbia has been elected secretary replacing Maria Van Slyke of Eagle-Lion.

Pickford Asks FCC For 2 TV Stations

Washington, April 24.—Mary Pickford has thrown her hat into the television ring with applications for Federal Communications Commission approval for two new stations in North Carolina.

Miss Pickford asked the FCC Friday for construction permits for stations in Durham and Winston-Salem. She estimated that each station would cost $215,000 to build and $250,000 to get operating. The application listed her net worth as "in excess of $2,000,000."

Wilcox's "Spring" Sweeps British Poll; Anna Neagle, Wilding Cited

London, April 24.—Producer Herbert Wilcox's "Spring in Park Lane," which was released here last year, has captured all of the British film awards in the nationwide poll of audiences conducted by the *London Daily Mail*, it was disclosed here at the weekend. The results follow closely the pattern of the *Motion Picture Herald-Fame* British film poll and box-office survey which disclosed "Spring" to be 1948's leading grosser here.

Not only was the film voted the best of the year, but its stars, Anna Neagle and Michael Wilding, were voted best actress and actor for their performances in the picture. Wilcox pictures won the awards of two previous years, and the results of the latest poll mark the first time that the triple crown went to one team.

Herbert Wilcox and his wife, Anna Neagle, are due to arrive in New York on Tuesday from London aboard the *S. S. Queen Elizabeth*.

Parity of Incomes

(*Continued from page* 1)

of net long-term capital gains over net short-term capital losses, net gain from sale or exchange of property other than capital assets, dividends, and other receipts required to be included in gross income. Non-taxable income is excluded.

The Treasury figures show that 718 production-distribution corporate income tax returns had total compiled receipts of $977,857,000 in 1946, while 3,560 returns from exhibition showed compiled receipts of $971,517,000.

The Treasury some weeks ago released 1946 figures for the industry as a whole, but the production-exhibition breakdown was first released Friday.

There were 855 returns from production firms in all, but 137 did not include income data. Net income was reported on 350 returns, and no net income or a net deficit on 368. The 350 returns with a net income showed receipts of $948,342,000, a net income of $166,746,000, total income and excess profits taxes of $55,137,000, and dividends paid in cash and assets other than their own stock of $55,635,000. The 368 returns with no net income showed receipts of $29,515,000, a deficit of $12,287,000.

Theatres filed 3,691 corporate income tax returns, of which 3,074 showed a net income, 486 a net deficit, and the balance contained no income data. The 3,074 net income returns showed receipts of $942,389,000, net income of $202,829,000, total taxes of $73,179,000, and dividends of $57,641,000. The 486 no net income returns showed receipts of $29,128,000, a deficit of $1,121,000.

$21,000 for "Belvedere"

Twentieth Century-Fox's "Mr. Belvedere Goes to College" at the Roxy here, together with a holiday stage show, on Friday—first day of a second week—exceeded the opening day by $1,570, with a gross of $7,369 at mid-afternoon, it was reported by the theatre's executive director, A. J. Balaban, who estimated that the total for the first day of the second week hit $21,000, against $18,417 taken in on the opening day on April 15.

Hodgson to Speak on TV

Richard Hodgson, Paramount technical director, will speak on the operation of the New York Paramount Theatre television system at the monthly dinner of the National Television Film Council, to be held at the Brass Rail here on Thursday.

'IA' Defeats Lewis

(*Continued from page* 1)

conducted by the Pennsylvania Labor Relations Board, the workers cast 472 votes for "IA" Local No. B-100 and 212 for the John L. Lewis Mine Workers union, the latter having challenged the "IA's" 11-year control. Twenty-two votes were cast for "no union," and two for the Employe Representation Committee, a group which "IA" said had thrown its support to the Mine Workers after obtaining a place on the ballot.

"IA" emerged victor in the voting at all of the individual circuits, taking Warners by 387 to 183; Paramount 41 to 15; 20th-Fox 30 to seven, and the Theatre Cleaning Service 14 to seven.

"IA" international president Richard F. Walsh has promised the Philadelphia theatre employes wage increases retroactive to last August 3.

N. J. Allied Meet Today

Allied Theatre Owners of New Jersey is expected to take up at a membership meeting here today further discussion of 20th Century-Fox's "grass roots" increased rentals campaign.

Alger Suit

(*Continued from page* 1)

hearing scheduled last week for objections to fees went uncontested by the eight distributor-plaintiffs.

The court action arose from the demand by the eight plaintiffs that the Alger books be submitted for audit by the distributing companies. Alger Theatres said it was willing to have the books audited but only by a reputable independent auditing firm and would pay any amount found due.

After the suit was brought several months ago, E. R. Alger, president of the circuit, pointed out that his company owns three theatres in conjunction with Publix Great States, a subsidiary of Balaban & Katz, which in turn, is owned by Paramount. All books of this company were kept by B. and K. in its Chicago office, it was said. This, Alger added, placed Paramount in the position of suing themselves for fraud.

After months of delay the Alger circuit said, the major companies asked for dismissal of the suit, but only after the circuit refused some payment to the companies without involving an audit.

No Favoritism in Booking, Rydge Says

Norman B. Rydge, chairman of Greater Union Theatres, Australia, asserts in a cable received here Friday that his recent pledge "to do everything in our power to advance the cause of British films in Australia" does not refer to preferential treatment for British films in GUT's bookings.

"As far as our booking policy is concerned," he said, "it remains, as always, a free, open market and at no time will I permit any discrimination against America or any other country's product."

"Paramount's
Streets of Laredo
is a money-maker for any boxoffice because it has everything," says Showmen's Trade Review

Divorcement Plan

(*Continued from page* 1)

Joseph Proskauer on Friday. The proposed plan presupposes continued integration of exhibition with production-distribution.

"Isn't it true," asked Judge Hand, "that all he (Proskauer) is doing is protecting their (the distributors') right to show their own pictures in their own theatres?"

"The proposed arbitration plan goes further," Wright replied. "It gives them a right to discriminate in favor of their own theatres and the Sherman Act does not give them them that right."

"Do they have to give pictures on the same terms to other theatres?" Judge Hand inquired. Wright said that his objection was that the theatre could license the films of its affiliated distributor exclusively and then compete with other theatres for the films of other distributors.

"The key to the whole remedy," Wright maintained, "is the creation of wholly-competitive distribution, to eliminate the power and incentive in favor of affiliated houses and this can be achieved only when all theatres have an opportunity to obtain all product on the basis of normal, competitive considerations."

Earlier in the day Wright was asked by Judge Hand to reconcile his views with the U. S. Supreme Court opinion, frequently cited by defense attorneys, which held that vertical integration in itself is not illegal.

Repeats Stand

Wright's answer was that whether by a "calculated scheme" to build a monopoly or whether there were other motives for developing their theatre interests, the majors have the "power and incentive" to exclude competition. A similar answer was given when Wright was asked by Judge Hand what his attitude would be if the distributors had acquired their theatres "only yesterday."

Wright submitted his proposed order for divorcement in the form of a memorandum to the court, which reads as follows:

"On and after Dec. 31, 1949, all licenses for motion pictures distributed by (name of distributor to be inserted) for exhibition in any theatre regardless of whether owned or operated by it shall be in all respects subject to the terms of this judgment. On and after said date its production and distribution business shall be conducted separately from its domestic exhibition business and said business shall have no common directors, officers, agents or employes.

To Submit Plans

"Within 60 days of the entry hereof, the defendant (name of distributor to be inserted) shall submit a plan for permanently separating the ownership and control of said business respectively described in Paragraph A above. Such plans shall be served upon the Attorney General who shall have the opportunity to object thereto and present to the court such modified or alternative plan accomplishing the same objective as may be deemed appropriate."

Proskauer began summation of the Warner defense by rejecting as inappropriate precedents the Paramount and RKO consent judgments. Paramount was vulnerable, he said, because of its substantial joint ownerships held to be contrary to law. "The government doesn't have us by the throat as it had Paramount by the throat," he said.

"RKO, as everyone knows, was a 'stock situation'," Proskauer commented.

"There is no point to Wright's charge of competitive exclusion by putting our pictures in our own theatres," he declared, adding there was "not a single living witness here to support the charge of conspiracy, monopolistic intent, and so on."

Referring to the arbitration proposal, Proskauer declared: "We mean this to be an effective weapon in the hands of any exhibitor who feels he has been aggrieved."

'Little 3' Object

Counsel for United Artists, Columbia and Universal reiterated their objections to arbitration, primarily because, as UA's Edward Raftery put it, "it is too rich for our blood." He added that UA was "in the red last year and not doing much better this year." Cyril Landau, Universal attorney, said the company was in favor of arbitration but unable to sustain the costs.

Landau reminded the court that while the "Little Three" were not party to the arbitration system under the consent decree of 1940 they generally complied with the terms of the awards.

Raftery called for a separate decree for the "Little Three" to protect it from an anticipated flood of private trust actions. He said that 85 such suits are pending and other theatres are now waiting for the court's decree to use in more Sherman Act suits.

Raftery asked for the inclusion of admission prices on contracts only to determine rental, the right to license on a franchise basis wherever not in restraint of competition, and modification of the restraints on roadshows and moveovers.

Pleads 'Different' Problems

Louis Frohlich, Columbia counsel, maintained that the problems of the Little Three are "different," in asking for a separate decree. He said that the government is "bringing in compulsory competitive bidding by the back door" and the three companies are "vigorously opposed to it." He added that Columbia has "built a customer relationship" over the past 20 years and this would be threatened.

Frohlich said that the clause in the Paramount decree directing "theatre-by-theatre selling on the merits and without discrimination" was not called for by the Supreme Court and asked that this be clarified so that it could not be construed as meaning compulsory bidding.

Friday's session came to a close with a request by Proskauer to see the court's findings before they are signed, "so that we may offer some comment." Hearing this, Wright asked for an injunction against any theatre expansion while the court is deciding the issues. There are no ruling given on Proskauer's request and Wright's bid was rejected.

"I guess we will have to take the case and study it," Judge Hand said.

Another Odeon Theatre

TORONTO, April 24.—A. J. Laurie, promotion manager of Odeon Theatres, has announced the opening of the Odeon at Ottawa on May 12.

Wright Made Trust History, Boss Says

Upon occasion of his resignation from the Department of Justice, Robert Wright received the plaudits of Attorney General Tom Clark. In a letter to Wright, Clark said: "I accept your decision with more than the usual regret over the government's loss of an outstanding lawyer, realizing the full value of your distinguished services to the anti-trust division. Your tasks in the moving picture cases were monumental and the results you achieved have made anti-trust history."

Tax Demand Fails

(*Continued from page* 1)

urged that tax legislation this year should provide enough revenue to permit immediate repeal of the general admissions tax "in order to release an immediate revenue source to localities where local taxes on admissions are already authorized." Elsewhere state enabling legislation would be required. The approved release made no comment on this suggestion.

The release added, however, that the conference, among other things, explored a suggestion that the Federal government relinquish some excise taxes to localities, including taxes on amusements, gasoline, electrical energy and local phone calls, all "most suitable for administration by towns and cities."

"While present Federal budgetary conditions preclude the revenue loss which would result if the Federal government gave up these taxes, the conference agreed that when conditions permit general Federal excise tax revision, the interest of the states and municipalities should be recognized."

Secretary of the Treasury Snyder said that the meeting had made progress toward a better understanding of the problems involved, that the Treasury will consider all the suggestions, and that he would continue to work closely with the state and local organizations with a view to developing concrete proposals.

Among organizations represented at the conference were the American Municipal Association, the Council of State Governments, and the U. S. Conference of Mayors—all in favor of repeal of the Federal excise tax so that state and local governments can step in.

U.A. Deal Collapse

(*Continued from page* 1)

be used for operating expenses and to establish financing for independent producers.

The Chaplin option on Miss Pickford's stock expired at midnight last Thursday with negotiations continuing almost to the last minute.

UA president Gradwell Sears said, upon leaving here Friday for New York, "The expiration of Chaplin's option with no deal being culminated means, as far as I'm concerned, that all negotiations are definitely at an end. I am returning to New York because I have a business to run."

Arthur Kelly, executive vice-president, also left here Friday for New York.

UK - US Confab

(*Continued from page* 1)

thur Rank agreed the next meeting would be held soon and probably here

Friday's meetings were conducted by the six Council members only behind closed doors, as was Thursday's meeting. A statement issued at the end of the meeting said the Council had been aware for a long time of the controversial issues which had arisen between the British and American industries have had a detrimental effect not only on the two industries but on Anglo-American relations.

"We have decided that in the future we shall discuss our problems and difficulties together and try to work them out to the mutual advantage of our two industries," the statement said. "Our hope is that the frank and cordial discussions at the meeting here will mark the beginning of new and better relations between our industries."

Sir Henry French declared it not important whether the quota is 40 per cent or 35 per cent but that representatives of the two industries had sat down together to work out their difficulties. He admitted the industries had been fighting for the past two years and praised the new spirit of cooperation.

Allied Co-Chairmen

(*Continued from page* 1)

Independent Exhibitors of New England; Buffalo, George MacKenna, Lafayette Theatre; Charlotte, Hank Hearn, Exhibitors' Booking Service; Chicago, Jack Kirsch, ATO of Illinois; Cincinnati, Wendel H. Holt, West Virginia Managers' Association; Cleveland, Martin G. Smith, ATO of Ohio; Dallas, Col. H. A. Cole, ATO of Texas.

Denver, Fred Brown, Black Hills Amusement Co.; Des Moines, Leo F. Wolcott, AITO of Iowa and Nebraska; Detroit, Joseph P. Uvick, ATO of Michigan; Indianapolis, Trueman Rembusch, Associated Theatres of Indiana; Kansas City, Jay Means, Oak Park Theatre; Los Angeles, Charles Minor, PCCITO; Memphis, J. C. Mohrstadt, ATO of Mid-South; Milwaukee, John T. Adler, ITO of Wisconsin.

Minneapolis, Benjamin A. Berger, North Central AITO; New Haven, Dr. J. B. Fishman, ATO of Connecticut; New Orleans, William A. Prewitt, Jr., ATO of Gulf States; New York, Lew Gold, Rivoli Theatre; Omaha, Elmer J. Tilton, AITO of Iowa and Nebraska; Philadelphia, Mrs. Dorothy A. Samuelson, AITO of Eastern Pennsylvania; Pittsburgh, Morris Finkel, AITO of Western Pennsylvania; Portland, M. W. Mattecheck, PCCITO; St. Louis, Dave Nelson, Mid-Central AITO; San Francisco, Ben Levin, PCCITO; Seattle, L. O. Lukan, PCCITO; Salt Lake City, Harold Chesler, Bingham Canyon, Utah; Washington, Lawrence Garman, MPTO of Maryland.

Loop Decree Favors

(*Continued from page* 1)

yond that film, thus paving the way for a long run for M-G-M's "The Stratton Story," set to open on May 11 or 18.

Under the pact, the RKO Palace plays double features, thereby preventing a stoppage of product from reaching outlying theatres. The Woods and Oriental, operated by Essaness, are the only other two Loop houses which are unaffected by the decree.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65, NO. 81 NEW YORK, U.S.A., TUESDAY, APRIL 26, 1949 TEN CENTS

U.S. Admission Tax Income Up 14 Per Cent

$4,304,680 Increase in April Month, Says Treasury

WASHINGTON, April 25.—General admission tax collections in March, reflecting February box-office business, were a smashing 14 per cent above comparable 1948 figures, the U. S. Bureau of Internal Revenue revealed here today. March 1949 collections totaled $34,716,074, compared with $30,461,572 collected in March, 1948, an increase of $4,304,680.

In the first nine months of the current fiscal year, starting last July 1, admission tax revenue rose to $298,098,655, an increase of $4,525,618 over the $293,573,036 for the same months in 1947-48.

March was the second successive month in which 1949 collections topped those of 1948, and indicates that 1949 box-office business ran ahead of 1948 for the only two 1949 months—January and February—for which Treasury

(*Continued on page 5*)

Butterfield Waives RKO Stock Purchase

RKO is free to sell its stock in the two Butterfield circuits in Michigan to any buyer it chooses, Butterfield management having refused to exercise its option to buy under the terms specified in the partnership agreement.

Montague Gowthorpe, president of Butterfield, was here last week from Detroit for talks on a possible transaction but reached the conclusion that purchase of the RKO shares in accordance with the unusual formula

(*Continued on page 5*)

Broidy Honored at Boston Testimonial

BOSTON, April 25.—One hundred New England theatre and other industry executives attended a testimonial luncheon here today for Steve Broidy, president of Allied Artists and Monogram, here from New York and Hollywood. The tribute was given at the Copley Plaza Hotel.

Broidy told his hosts that in his experience exhibitors in most instances are prone to look ahead only as far as they book pictures. Monogram will

(*Continued on page 5*)

NY 1st-Run Income Big; $97,000 For 'Undercover Man'

New York's first runs enjoyed a continuation of big business over the weekend while yesterday's returns represented not too severe a drop despite the end of the holiday period.

"The Undercover Man," with Duke Ellington and Billy Eckstein on stage, is bringing top money to the Paramount, where the first week's gross is figured at $97,000.

The weekend at the Music Hall brought superb business, estimated at $102,000 for Thursday through Sunday, indicating a smash third week's gross of $153,000 for the third week of "Connecticut Yankee" with the stage presentation. The Roxy, too, is drawing unusually robust revenue with

(*Continued on page 5*)

Film Council Moves Against Reissues

HOLLYWOOD, April 25.—The Hollywood AFL Film Council, representing studio unions here, today voted to bring the growing problem of reissues before the Motion Picture Industry Council for solution.

The AFL group is not opposed to occasional reissues of outstanding motion pictures, but it charges that the

(*Continued on page 4*)

U. S. PROTEST ON QUOTA STRESSED

New Alger Suits Filed

CHICAGO, April 25.—New percentage accounting suits were filed in Cook County Superior Court here today by eight major distributors against E. E. Alger and other defendants immediatly following withdrawal of the original actions from U. S. District Court here.

The new suits involve complaints similar to those originally filed in

(*Continued on page 5*)

B'nai B'rith Will Induct Saul Rogers

Entertainment industry representatives and civic leaders will be among the 500 who are to attend the annual presidents' dinner of Cinema Lodge, B'nai B'rith at the Hotel Astor here tonight, to honor retiring president S. Arthur Glixon and incoming president Saul E. Rogers. Besides Rogers, those scheduled to be inducted include

(*Continued on page 5*)

State Dep't. Says Views Made Known on Highest Levels; Being Followed

WASHINGTON, April 25.—The State Department, in its strongest statement to date on the British film quota, today emphasized its "serious concern" over the restriction and left no doubt that it believed it had protested the matter to the British government very officially and on the highest levels necessary—despite assertions to the contrary from British officials in London.

The Department said it had made representations in London on the 75 per cent tax and on the original 45 per cent quota, and that it had recently made representations to officials "attached to Mr. Bevin's party and the British Embassy" with assurances that these protests would "be brought fully to the attention of the appropriate authorities in London and to Mr. Bevin personally."

The American Embassy in London

(*Continued on page 5*)

Nominate Hannegan To 20th-Fox Board

Former U. S. Postmaster General Robert E. Hannegan has been nominated for election to the 20th Century-Fox board of directors to succeed John R. Dillon, stockholders have been notified. Nominated for reelection to the board are L. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, William P. Philips, Seton Porter, Murray Silverstone, Spyros P. Skouras and Darryl F. Zanuck. Elections will be held on May 17 at the annual meeting of stockholders in New York.

Hannegan, now a practicing attor-

(*Continued on page 5*)

4,336 Titles Filed in '48 Highest in Six Years

A total of 4,336 film titles were submitted to the title registration bureau of the Motion Picture Association of America last year, the largest number since 1942 when 4,572 were offered for registration, according to an annual report to Eric A. Johnston, association president.

In addition to MPAA member companies, there were 76 non-members participating in the service last year, against 59 in 1947.

Margaret Ann Young, director of the bureau, also reported that 3,847 titles were actually registered in 1948; 250 others were approved under the provisions of the Production Code for non-member companies which are not signatories to the title registration agreement; 183 were returned because of identity with existing prior registrations, and 56 titles were considered unsuitable. Some 564 protests were made on title priorities but only six required arbitration.

Missouri Getting New Building Code

St. Louis, April 25.—A new Missouri building code for theatres has been completed in the state Senate where it was halted two years ago. A last-minute amendment exempts churches, schools, tent shows, baseball parks and buildings with less than 180 seats. An amendment to require all motion picture theatres to be of fireproof construction was voted down. The legislation is a revision of Missouri's old theatre statutes which date from before motion pictures and had not been enforced on a state-wide basis.

Coplan to Distribute In US and Britain

LONDON, April 25.—David H. Coplan, formerly United Artists' managing director here, newly returned from the U. S., plans to be in Britain for about six weeks. He visualizes engaging not only in production here but in distribution, and contemplates also setting up an organization in America for the distribution of British films there.

52 Subjects in New 'Quiz Show' Series

A 52-subject quiz show series of one-reelers will be made available nationally to theatres, starting May 11, sponsored by Santa Claus Quiz Shows, Inc., entitled, "Who?, When? and Where?"

Ten major prizes will be offered at every weekly performance, "plus a $100,000 national jackpot," and manufacturers will cooperate, according to Richard S. Robbins, spokesman in New York, who said that there will be tieups with radio, television and newspapers, nationally. There will be a public relations representative assigned to each 100 theatres in an area, according to Robbins. Bonnie Busch is president of Santa Claus Quiz Shows.

Hearing on K-B Case In Capital Today

WASHINGTON, April 25.—Federal District Court Judge McGuire put off until tomorrow arguments in the K-B Amusement Co. suit to force Warner Brothers out of the jointly-owned MacArthur Theatre. Argument had been set for today.

K-B wants Warner to sell its interest to K-B at terms fixed in a 1941 contract. Warner says it can dissolve the partnership and sell its assets publicly. Argument will also be heard on a motion by Kass Realty Corp., with which K-B and Warner had a contract to build a second theatre. Kass wants the court to say for which of the two it is supposed to build the theatre, or, if the court says neither, to award it $100,000.

Brien Appointed E-L Exploitation Director

Max E. Youngstein, Eagle-Lion vice-president in charge of advertising-publicity, has promoted Lige Brien to the post of exploitation manager, effective immediately. Brien succeeds Leon Brandt, who has become E-L assistant advertising director. Brien has been assistant exploitation manager of Eagle-Lion since the inception of the company. Prior to joining E-L he held managerial posts with Warner Theatres.

TV Producers' Group Elects Martin Gosch

Martin Gosch of Gosch Productions, has been elected president, and Henry White, of World Video, vice-president of the Independent Television Producers Association. Others elected were: Nathan M. Rudich, secretary, and Irvin Paul Sulds, treasurer. Directors elected were Charles Basch, Jr., Judy Dupuy, Oliver Nicoll, Arthur Ehrlich and Walter Armitage.

Cuts Taxes 30 Per Cent

OTTAWA, April 25.—Effective immediately, a 30 per cent cut in amusement taxes is announced by the government of Prince Edward Island. The provincial tax is removed outright on children's tickets under 17 cents and for all amusements on Saturdays and holidays.

Personal Mention

J. ARTHUR RANK will leave New York for England tomorrow night aboard the *S.S. Queen Elizabeth.*

•

ROBERT M. WEITMAN, Paramount Theatres vice-president, and HAL PEREIRA, Paramount architectural and engineering executive, left here yesterday for Jacksonville and from there will make an extensive tour of theatres in the Southern district.

•

DAVID O. SELZNICK will receive the Gold Medal Award from the American Schools and Colleges Association here tomorrow for his production, "Portrait of Jennie."

•

JEFF LIVINGSTON of Universal-International's publicity department, and MRS. LIVINGSTON, are the parents of a daughter, ELLEN LAURIE, born here Friday at Doctors' Hospital.

•

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, and MRS. KOPFSTEIN, will leave here tomorrow on the *S. S. Queen Elizabeth* for a tour of Europe.

•

Y. FRANK FREEMAN, Paramount studio vice-president, and MRS. FREEMAN, will arrive here today from Hollywood.

•

SAMUEL GOLDWYN has shown steady improvement following a minor operation and plans to leave Harkness Pavilion here next week.

•

JOSEPH CANE, head booker for Republic at San Francisco, has been away from his office for a week because of illness.

GRADWELL SEARS, president of United Artists, is back in New York from the Coast.

•

MAURICE A. BERGMAN, Universal-International Eastern advertising-publicity director; CHARLES SIMONELLI, U-I Eastern exploitation manager, and PHIL GERARD, U-I acting Eastern publicity manager, will leave here today for Washington. They will return Thursday.

•

PHIL REISMAN, RKO Radio foreign distribution chief; NEIL AGNEW, president of Motion Picture Sales Corp., and GERALDINE FITZGERALD, actress, will leave here today for Europe aboard the *S.S. America.*

•

ANN REAGAN, daughter of CHARLES M. REAGAN, former distribution vice-president of Paramount, was married here Saturday to JOHN JOSEPH HAFER, JR.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, and KENNETH CLARK, MPAA director of public relations, are here from Washington.

•

SAM FORGOTSON of M-G-M's advertising department returned to his desk yesterday after recovering from the grippe.

•

LEE KOKEN, head of concessions of RKO Theatres, is on a tour of Ohio theatres from New York.

•

ROBERT WOLFF, RKO Radio general manager for the United Kingdom, will leave here tomorrow for London.

Slate Ridge Equity Hearing for Sept. 12

CHICAGO, April 25.—Trial hearings in the Ridge Theatre equity anti-trust suit have been set for Sept. 12. Meanwhile, motions made by attorney Seymour Simon to inspect the books of Balaban and Katz for rental receipts in its "A" outlying houses was set for hearing on May 2.

$448,000 for UJR Relief Fund Drive

HOLLYWOOD, April 25.—Twenty-one industry leaders attending an advance-gift dinner presided over by Henry Ginsberg, contributed $448,000 to the 1949 United Jewish Relief Fund campaign. The dinner was given Sunday at the home of Jack L. Warner, president of the Los Angeles drive, who today at a luncheon held at the Beverly Hills Hotel, named 19 chairmen for the drive. The city-wide quota is $11,000,000.

Fabian at Phila. Dinner

PHILADELPHIA, April 25.—S. H. Fabian, New York circuit owner, addressed the trade dinner held tonight by the theatrical division of the United Jewish Appeal at the Ritz-Carlton Hotel.

Rank's 'Hamlet' Gets 121 Additional Dates

Laurence Olivier's "Hamlet," the J. Arthur Rank-Universal-International release, will open in 44 situations in the seven-day period starting yesterday. Additionally, 77 new dates have already been set for May.

"Hamlet" has already played or is playing 163 engagements in the U. S. since its American premiere in Boston last August. Plans are now in progress to book the picture into resort areas during the summer.

Astor Anniversary Party

Prominent persons in the industry will be present here tomorrow at 11 A.M. in the lobby of the Astor Theatre when John Garfield cuts a birthday cake commemorating the 36th anniversary of motion picture exhibition at the Broadway house. The Astor's first motion picture, in 1913, was an Italian version of "Quo Vadis."

'Brave' Opens May 12

The world premiere of the Stanley Kramer-Screen Plays "Home of the Brave" will take place on Thursday, May 12, at the Victoria Theatre here, it was announced by Gradwell L. Sears, president of United Artists, distributing the film.

Kane Successful in Legislative Battle

MINNEAPOLIS, April 25.—Every threatened piece of adverse film legislation in the 1949 session of the Minnesota legislature was defeated.

Principal credit for halting anti-film legislation in the state goes to North Central Allied and the unit's executive counsel, Stanley D. Kane.

Most notable victory for exhibitors was defeat of the proposed admission tax enabling act, which would have empowered municipalities to impose an entertainment tax in the event of a reduction or elimination of the Federal tax. The powerful League of Minnesota Municipalities fought bitterly for passage of this act. (Kane and his committees, aided by Minnesota Amusement Co., also succeeded in turning back similar bills in North and South Dakota.)

In Minnesota, Kane and NCA also succeeded in having the legislature bury a proposal of the state fire marshal to increase the state license fee for theatres from $5 to $25, and were responsible for killing a bill which would prohibit smoking in theatres.

A bill supported by the NCA which would have required ASCAP, BMI and other copyright owners to register song titles, failed of enactment, and a measure to legalize bank night failed to become law.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

COLUMBIA PICTURES presents
GLENN FORD in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON DUKE ELLINGTON and His WORLD FAMOUS ORCHESTRA plus HOWELL & BOWSER, PECK & PECK, and BILLY ECKSTINE
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES Joseph COTTEN
"Portrait of Jennie"
DOORS OPEN 9:30 A.M. POPULAR PRICES
RIVOLI Broadway at 49th St.

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Indiana Theatres In a Time Mixup

INDIANAPOLIS, April 25.—Indiana exhibitors, particularly in smaller communities, are caught in a crossfire between city and rural areas over a highly controversial issue.

Most Indiana cities in the North and Central parts of the state went on daylight saving time unofficially last Sunday despite a state law passed by the rural-dominated legislature making it illegal for a city to adopt any other than Central standard time. The action generally was taken on "recommendations" of mayors or city councils, or by local merchants and industries working independently.

To add to the confusion, clocks in all state, county and municipal buildings, including schools, will remain on Central standard time, in compliance with the law, in the advanced-time cities. But schools and government offices will open and close an hour earlier to conform to the civic pattern.

The great majority of exhibitors are going along with the daylight saving program where it will be in effect.

11 Speaking Dates For M-G-M's Wolf

Eleven more speaking engagements have been lined up for Maurice N. Wolf, assistant to H. M. Richey, exhibitor relations head of M-G-M, starting today before the Kiwanis at Mt. Vernon. The second is scheduled for tomorrow, at the Rotary, New Rochelle, and the third on Thursday, at the Lion's Club, White Plains.

Seven engagements are slated for May and include talks on May 3 before the Kiwanis, Chicago; May 10, the Rotary, Miami, Okla.; May 11, Rotary, Tulsa; May 16, Rotary, Ponca City, Okla.; May 17, Rotary, Oklahoma City; May 18, Kiwanis, Norman, Okla.; May 19, Kiwanis, Oklahoma City. The only June engagement scheduled to date is Wolf's appearance before the Kiwanis, Yonkers, on June 6.

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Reviews

"We Were Strangers"

(Horizon Productions—Columbia)

THE year 1933 was a crucial one in Cuban history. It brought the overthrow by democratic forces of a police state regime which for seven long years had trampled with audacity on human rights and civil liberties. The months which preceded the violence of open revolution in Havana were rife with intrigue and underground activity.

Producer S. P. Eagle has set down on celluloid in graphic and dramatic fictional strokes a glowing tribute to the laborers, intellectuals and artisans of Cuba who united in the campaign against tyranny. Under the astute direction of 1948 Academy Award winner John Huston, a high-calibre cast, headed by Jennifer Jones, John Garfield and Pedro Armendariz has translated the screenplay of Peter Viertel and Huston into a film of strong commercial promise. "We Were Strangers" offers exploitation-minded showmen a field day, which fact, together with the film's inherent box-office power, indicates long and prosperous runs.

Based upon an episode in Robert Sylvester's novel, "Rough Sketch," the Viertel-Huston script seethes with bitter irony in its examination of man's helplessness before the caprices of fate. The story focusses on a tiny group of revolutionaries—four men and one woman—which dedicates itself to the pick-and-shovel task of tunnelling through clay and cadavers from the cellar of the girl's home to the subterranean base of the vault of an aristocratic Cuban family in a nearby cemetery. The rebels plan to assassinate a popular politico—a more or less innocuous individual who is merely an instrument of the tyrannical regime—with a view to dynamiting the tomb when he is laid to rest, thereby killing all who would attend the funeral including the Cuban president and other key governmental figures. Thus the way would be open for a coup d'état.

After a month of arduous work the sweating, nerve-wracked diggers reach the tomb, then shoot down the politician—only to learn that the victim's family decides for sentimental reasons to bury him elsewhere! The little groups breaks up in dumbfounded disillusionment and despair, with newfound love keeping together only the leader, Garfield, and the girl, Miss Jones. The suspicion of secret police inspector Armendariz, a most ubiquitous fellow, brings him and his lieutenants to the girl's home where, amid the pyrotechnic thunder of dynamite-throwing and tommy-gun fighting, Garfield dies in Jennifer's arms just as news comes that Havana's revolutionary forces have succeeded in smashing the government in sudden street warfare.

Huston's direction has imbued this drama with feverish suspense. At times, however, the treatment could have been a little more on the concise side, with a view toward quickening the action and cutting the film's running time. Miss Jones's part called for a Latin accent; that was a mistake, for she does not use it with a completely convincing ring. All in all, however, performances are first-rate in a cast which includes, in support, Gilbert Roland, Ramon Novarro, Wally Cassell, David Bond, Jose Perez, Morris Ankrum, Tito Rinaldo, Paul Monte, Leonard Strong and Robert Tafur. Armendariz is a standout as the epitome of police tyranny. This is an Horizon Production.

Running time, 106 minutes. General audience classification. For May release.

CHARLES L. FRANKE

"Make Believe Ballroom"

(Columbia) *Hollywood, April 25*

YOUNGSTERS whose favorite pastime is listening to disc-jockeys' platters and chatter should accept this film favorably, even enthusiastically, notwithstanding its painful lack of pace, story and performance. "Make Believe Ballroom" appears likely to stand up well at houses which cater largely to the juvenile trade. Elsewhere it should quite innocuously round out the program.

While a strong story was not expected, or needed, the plot and its labored unwinding manage even to lessen interest in the several good musical specialties sprinkled throughout the picture. Perhaps the most discomforting feature is Ruth Warrick, a fine actress, in the role of a fast talking combination press agent and Cupid, one quite as unbelievable as the other.

Jerome Courtland and Virginia Welles, a pleasing pair of youngsters, are the central characters in the make-believe story, portraying a couple of carhops whose temperamental conflict blossoms into true love under the stimulus of the super-smart press agent and the competition of a disc-jockey contest.

Al Jarvis, a leading Los Angeles disc-jockey, plays himself in the film and probably does justice to the profession. It is certainly not his fault that adult audiences, at least, will be impatiently waiting between his spinning records. Solid entertainment is offered, in the order of juvenile audience response, by Frankie Laine, 11-year-old Toni Harper, Kay Starr, Jack Smith, the King Cole Trio, and the bands of Jimmy Dorsey, Charlie Barnet, Jan Garber and Gene Krupa. Ted Richmond produced, and Joseph Santley directed.

Running time, 78 minutes. General audience classification. Release date, April 12.

Morley on NTFC Group

Henry Morley, president of Dynamic Films, has been named chairman of the production committee of the National Television Film Council, replacing Jack Glenn, director for March of Time, who has curtailed his activities because of a recent operation.

Jarvis, Delmar Exhibitor

ALBANY, N. Y., April 25.—Funeral services for Joseph Jarvis, who died at Delmar, N. Y., today, will be held Wednesday at the St. Thomas Church there. Jarvis, for 15 years the proprietor of the Delmar Theatre, is survived by the widow and three children.

Against Reissues

(*Continued from page 1*)

practice of reissuing scores of mediocre films, often with new titles which mislead the public, is unfair to the movie-going public and results in alienating box-office patrons. Reissue of these pictures is also a major cause of studio unemployment, the Council said.

Delegates to the MPIC were urged to stress that reissues are creating bad public relations for the entire industry and to ask the intra-industry group to help prevent misleading advertising of the old pictures.

N. Y. Theatre Fire Death Record Clean

Through the cooperation of theatre owners and the public, the New York Fire Department has been able to keep spotless its record of not having lost a single life in a theatre fire for some time, Fire Commissioner Frank J. Quayle reports. Figures issued by Quayle showed that in 1948 his department's Division of Licensed Places of Public Assembly approved 2,380 premises for license out of 2,559 inspected. The total seating capacity of the licensed places was 1,815,087.

Urge Backing for 'Atom'

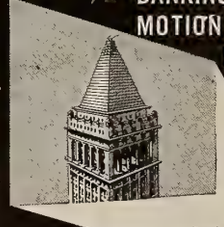
Leaders of civic groups and college presidents throughout the nation are being urged to support exhibition of March of Time's "Report on the Atom" in letters sent out by the Motion Picture Association of America this week. David Palfreyman of the MPAA trade relations department, reminds exhibitors that the subject can be booked separately, from 20th Century-Fox, by theatres not regulary showing March of Time.

Charles Middleton, 75

HOLLYWOOD, April 25.—Funeral services were held here today for Charles B. Middleton, 75, actor, who appeared in 230 pictures since entering films in 1927 after a long career on the stage, in vaudeville, the circus and carnivals, who died Friday night after a three-week illness. William Farnum and Alan Mowbray gave readings at the funeral ceremonies. Interment was in Hollywood Cemetery. A daughter, Mrs. William F. Ladd, survives.

Edward O'Donnell, 69

HARTFORD, April 25.—Edward W. O'Donnell, 69, theatre manager in Webster, Mass., for 44 years, died at a Worcester, Mass., hospital on April 21. He first managed the old Music Hall in Webster, which was destroyed by fire.

BANKING FOR THE MOTION PICTURE INDUSTRY

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US Admission Tax

(*Continued from page* 1)

figures are available. January collections reflect business in December of the previous year.

February collections, reflecting January business totaled $26,907,384, against $25,410,738 in February, 1948.

The general admission tax collections do not include roof garden and cabaret taxes nor taxes from various overcharges. Total admission tax collections in March, including all of these categories as well as general admission taxes, totaled $38,743,621, compared with $34,426,156 in March, 1948.

Ticket Rise Should Be Avoided: Arthur

ST. LOUIS, April 25.—Edward B. Arthur, general manager of Fanchon and Marco, calls upon producers to reduce their "fabulous executive salaries" and profit-sharing arrangements to reasonable amounts, and also to refuse to spend "fabulous sums" in the production of pictures that never should be made, in order to continue to furnish the American public with "fine motion pictures" without forcing the public to pay an increase for its entertainment.

It is plain to all, Arthur stated, that the costs of doing business no matter what business, are necessarily reflected in the price charged to the public. It is the policy of Fanchon and Marco to keep its costs at the point where it may give the public the benefit of a reasonable admission price.

That policy may require the closing of a theatre to eliminate unnecessary duplication of costs in operations by showing quality product doubled up at a related theatre in the city.

That policy, he continued, may also require a refusal to pay film rentals that would necessarily require a raise in admission prices. He suggested the producers adopt reasonable economies that would enable them to furnish the best pictures without demanding more money from the American public at the box-office.

Broidy Honored

(*Continued from page* 1)

be fair with exhibitors and expects them to reciprocate, he said, disclosing that he is more determined now to create a position in the industry with respect to quality pictures for exhibitors. "We know more now than before and are about to attain our aim in the industry." Among those present were Arthur Lockwood, president of the Theatre Owners of America; Dan Murphy, president of the Independent Exhibitors of New England; Harold Stoneman, representing the Variety Clubs, and Sam Pinanski.

Butterfield

(*Continued from page* 1)

which governs dealings with RKO to be too uncertain.

RKO has 10 per cent of W. S. Butterfield Theatres and 30 per cent of Butterfield Michigan Theatres, the latter being the smaller of the two circuits controlled by the Butterfield estate.

The agreement directs that Butterfield could buy RKO's holdings at a set price but must do so before appraisal of the assets is made by a court-appointed appraiser.

Municipalities Will Insist on Local Tax

WASHINGTON, April 25.—Officials of state and local government associations will meet here either May 5 or May 12 to draw up a joint specific program for increased state and local revenue sources, including an admission tax.

The groups got a cold shoulder from the U. S. Treasury during a two-day meeting here last week on a proposal that the Federal government withdraw from the admission tax field and leave it to states and municipalities. The state and local groups now feel that they may not have made as much progress as possible last week on this and other points because each group was pushing a different program, and they hope to make more progress by getting together among themselves on a program and then taking it back to the Treasury as a common proposal.

Induct Saul Rogers

(*Continued from page* 1)

vice-presidents Max B. Blackman, Warner; George Brandt, Brandt Theatres; Julius M. Collins, ASCAP; Hal Danson, Eagle-Lion; Harry Friedman, non-industry; Leo Jaffe, Columbia; Marvin Kirsch, *Radio Daily;* Milton Livingston, Universal; Louis A. Novius, Paramount; Robert K. Shapiro, Paramount Theatre, and Al Wilde, Moe Gale Agency; also, treasurer Jack H. Hoffberg; secretary Dr. Morris Senft; monitor Isadore Grove and chaplains Rabbis Bernard Birstein and Ralph Silverstein.

Jack H. Levin is chairman of the dinner committee, Wilde is honorary chairman of the entertainment committee, and columnist Ed Sullivan is master of ceremonies.

Among those scheduled to be on the dais are Arthur Israel, Jr., Irving Greenfield, Al Senft, Joseph Paradise, Arthur Rosenbluth, Harry Brandt, Samuel Rinzler, Wilde, Max Schneider, Leo Jaffe, Alfred W. Schwalberg, Fred Schwartz, Ed Forer, Levin, Rabbis Birstein and Silverstein and Judges Henry Clay Greenberg and Samuel Null. Special B'nai B'rith awards will be made at the dinner to Wilde, Jaffe and Forer.

Nominate Hannegan

(*Continued from page* 1)

ney in Washington, was also formerly chairman of the Democratic National Committee, Commissioner of Internal Revenue and president of the St. Louis Cardinals.

According to the notice, the following officers received during the last fiscal year fees, salaries and commissions in the total amounts indicated: Skouras, company president, $252,385; Zanuck, production vice-president, $260,000; Silverstone, president of 20th-Fox International, $109,405 (Silverstone's 1948 remuneration exceeded his 1947 remuneration by more than 10 per cent, by $12,555, it is reported); Michel, vice-president and director of National Theatres, $116,830; Henderson, secretary-treasurer, $69,405; Eadie, controller and assistant treasurer, $55,270, and Thomas J. Connors, advisor to the distribution department, $54,000. All officers and directors of the corporation as a group received a total of $1,250,000 during the last fiscal year, the notice states.

Servicemen Like Good Westerns

Washington, April 25.—The man in Army uniform still goes for good Westerns, melodramas and comedies, according to a poll of film favorites taken by the Army and Air Force Motion Picture Service.

The top 20 of 1948, listed in alphabetical order, were: "Albuquerque," "Best Years of Our Lives," "Beyond Glory," "Bishop's Wife," "Black Bart," "Call Northside 777," "Casbah," "Duel in the Sun," "Fort Apache," "Fuller Brush Man," "Intrigue," "Key Largo," "Naked City," "One Touch of Venus," "Rogue's Regiment," "Saigon," "To the Ends of the Earth," "Treasure of the Sierra Madre," "Tycoon" and "Unconquered."

N. Y. 1st-Run Income

(*Continued from page* 1)

"Mr. Belvedere Goes to College" and the stage show likely to complete a second week with $120,000.

At the Globe, "Champion" is proving all that could be hoped for at the box-office, with a rousing third week's gross of $40,000 apparent. "My Dream is Yours," with Lionel Hampton's orchestra on stage, is fairly strong at the Strand, with second week's income estimated at $40,000. "City Across the River," with Art Mooney's orchestra on stage, should give the Capitol about $51,000 in a third week, which is fair enough.

"Pride of the Yankees" is doing well at the Palace, which looks for around $12,000 in the second week of the reissue. "Hamlet," the constant big money-maker at the Park, should conclude a 30th week with $16,500. Other British imports which are doing remarkably high business are "The Red Shoes," which is likely to bring the Bijou an estimated $15,500 in a 27th week, and "Quartet," at the Sutton, where the fourth week's gross should reach $14,500.

"Portrait of Jennie" will ring up about $29,000 in a fourth week at the Rivoli, which is good business. "Life of Riley" collapsed at the Criterion, where only $7,000 is apparent for the final four days, three short of a complete second week. Criterion's next will be "Red Canyon," which bows in tomorrow and, subsequently, "Africa Screams," due on May 6.

The Astor will have a 36th anniversary ceremony in the lobby tomorrow, when "We Were Strangers" makes its debut. "Knock on Any Door" will wind up its 10th and final week at the Astor with about $9,000. The 24th week of "Joan of Arc" probably will mean about $14,000 to the Victoria.

"Take Me Out to the Ball Game" figures to give the State a fair seventh week's gross of $20,000, and will be followed by "Barkleys of Broadway" on May 4. "Wizard of Oz" is doing handsome business at the Mayfair, estimated at $30,000 for the second week.

Coast 'Loyalty Parade'

LOS ANGELES, April 25.—Gene Autry, Columbia's cowboy star, is chairman of Los Angeles first "Loyalty Day Parade," which will take place Sunday evening as opposition to Communist-inspired May Day celebrations.

U. S. Quota Protest

(*Continued from page* 1)

and the Department here are both following the matter closely, the Department said.

Today's outline of the U. S. government stand was contained in virtually identical letters from Assistant Secretary of State Ernest A. Gross to California Senators William Knowland and Sheridan Downey. Both had protested the quota and asked the Department what action was being taken.

The State Department's strong stand will undoubtedly strengthen the hand of members of Congress who have been threatening to strike back at Britain in some bill. Senator Knowland, who has introduced such an amendment to the pending bill to extend the Reciprocal Trade Agreements Act, said he was very pleased with the Department's forthright statement.

Restrictive Measures'

Gross' letter to Downey said that the Department was concerned about the quota, "particularly inasmuch as it is coupled with other restrictive measures affecting the film industry." It said that when the British inaugurated the 75 per cent tax early in 1948 (the letter referred to a 75 per cent "import limitation"), the Department had "made representations on the highest level in London," and that it believed that these representations had to some extent paved the way for the March, 1948, film agreement removing the tax but limiting remittances by American film companies.

When the 45 per cent quota was announced, Gross continued, the Department again made representations in London "indicating its belief that the quota constituted excessive protection to British producers and that the British action was creating serious resentment, particularly in view of the good faith in which the American industry negotiated the aforementioned (March, 1948) agreement."

Spoke to Bevin's Aides

"The Department's serious concern over the problem," the State Department official concluded, "has been again strongly emphasized in consultations with officials attached to Mr. Bevin's party and the British Embassy. It has been pointed out that the Department considers the film quota excessive, that it is causing growing resentment on the part of the U. S. film industry and is an increasingly serious public relations problem. The Department has received assurances that these representations would be brought fully to the attention of the appropriate authorities in London and to Mr. Bevin personally. The foregoing has been fully reported to our Embassy in London which will, as will the Department, continue to follow the situation.

New Alger Suits

(*Continued from page* 1)

Federal Court and name the same defendants and theatres. The theatres are the Majestic and LaSalle in LaSalle; the Peru, Peru, Ill.; Hub in Rochelle, Co-Ed and Park, Champaign; Apollo and State, Princeton; State, Mendota; Valley, Spring Valley, and the Princess, at Urbana.

Withdrawal of the Federal Court suit was approved by Judge William Campbell, without prejudice, in accordance with the report of Master-in-Chancery Joseph L. Elward, conditional upon the payment of the master's fees and fees of attorneys of the defendants.

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"The BEAUTIFUL BLONDE from BASHFUL BEND" . IS A 20th PICTURE CENTURY-FOX
Technicolor

"CANADIAN PACIFIC" . . . . . IS A 20th PICTURE CENTURY-FOX
Cinecolor

"THE FAN" . . . . . IS A 20th PICTURE CENTURY-FOX

"MOTHER IS A FRESHMAN" . . . . . IS A 20th PICTURE CENTURY-FOX
Technicolor

"THE FORBIDDEN STREET" . . . . . IS A 20th PICTURE CENTURY-FOX

"THE SNAKE PIT" . . . . . IS A 20th PICTURE CENTURY-FOX

"A LETTER TO THREE WIVES" . . . . . IS A 20th PICTURE CENTURY-FOX

"YELLOW SKY" . . . . . IS A 20th PICTURE CENTURY-FOX

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VOL. 65. NO. 82 NEW YORK, U. S. A., WEDNESDAY, APRIL 27, 1949 TEN CENTS

TOA Asks 400 To File Weekly Gross Reports

Checkup To Cover Towns Up to 25,000 Population

Theatre Owners of America executive director Gael Sullivan disclosed here yesterday that some 400 TOA members in the field, in towns of from 2,500 to 25,000 population, have been invited to submit weekly box-office reports for the organization's picture performance checkup plan which was approved by TOA's board of directors at its January meeting.

The checkup will be inaugurated on May 3 and will continue indefinitely. It will be based on picture performances in the previous week, computed in terms of percentages to normal gross, with 100 per cent considered normal.

The country has been divided into five geographical divisions: East, Central Atlantic, Midwest, South and West, with representative theatres se-

(*Continued on page* 5)

Warners, K-B Agree On MacArthur Terms

WASHINGTON, April 26.—Warner Bros. and the K-B Amusement Co. have reached an agreement on the terms for Warners to sell to K-B its interest in the jointly-owned and jointly-operated MacArthur Theatre, but the agreement is contingent upon K-B reaching terms with a third party, Kass Realty Co., on the building of a new theatre here.

This complicated legal tangle was unveiled in U. S. District Court today when the K-B suit to force Warner out of the MacArthur came up for

(*Continued on page* 5)

Last Korda Nominee Leaves British Lion

LONDON, April 26.—Hugh Quennell, last of Sir Alexander Korda's nominees on the board of British Lion has resigned, it was made known today, prior to the making of a new loan to the company by the government's Film Finance Corp.

Harold Drayton, newly appointed chairman of British Lion, revealed to

(*Continued on page* 4)

Schwartz Names 100 to Aid 1949 UJA Campaign

With Fred J. Schwartz of the Century Circuit, heading the amusement division of the 1949 United Jewish Appeal, an organization of 100 volunteer workers has been set up to launch a UJA campaign in all sections of the amusement industry.

In making public the names of committee chairmen and other officers, Schwartz declared that no effort for the United Jewish Appeal "would be too great in this year of opportunity and fulfillment."

On the advisory and special assignments committee of the amusement division are the following: Barney Balaban, Harry Brandt, Max A. Cohen, Jack Cohn, S. H. Fabian, Emil Friedlander, Leopold Friedman, Mannie Frisch, Leonard H. Goldenson, Julius Joelson, Harry Kalmine, Malcolm Kingsberg, Mac Kriendler, Jack H. Levin, Louis A. Novins, Sam Rinzler, Herman Robbins, Sam

(*Continued on page* 5)

First JDA Citation To Fabian Tonight

Simon H. Fabian, president of Fabian Theatres, will be awarded the first Joint Defense Appeal citation tonight in the Waldorf-Astoria Hotel here at a JDA dinner on behalf of the United Jewish Appeal of Greater New York.

The Joint Defense Appeal, a participant in the Metropolitan New York UJA campaign, is the financial arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Fabian will be cited for his "outstanding leadership and humanitarian services in every worthy philanthropic and communal activity in the motion picture industry and in the life of the

(*Continued on page* 5)

U. K. Industry Faces Changes, Says Wilcox

Although the possibility of the Lord Portal committee recommending divorcement in England was seen as unlikely by Herbert Wilcox, the British producer yesterday expressed the opinion that the committee would recommend the revamping of the British industry structure. Wilcox, who is chairman and managing director of Imperadio Film Productions, Ltd., London, arrived here on the *S.S. Queen Elizabeth* with his wife, Anna Neagle, and film actor Michael Wilding.



Herbert Wilcox

Recommendations which Wilcox

(*Continued on page* 5)

Links Chaplin with Communist Fronts

WASHINGTON, April 26.—Charles Chaplin was attacked on the Senate floor as a man with "a record of Communist-front affiliations equal to very few of the highest ranking Communists in the country."

Senator Cain, Washington, Republi-

(*Continued on page* 4)

British Board of Trade Report Lists 1,367 Defaults Under 20 Per Cent Quota in 1948

London, April 26.—The Board of Trade reported today that there were 1,367 defaults on the old 20 per cent film quota during the year ended Sept. 30, 1948. This compares with 959 defaults during the previous year under the 17½ per cent quota then in effect.

British exhibitors generally regard the figures as a contemptuous commentary on the present 45 per cent quota and the 40 per cent quota scheduled to become effective next October 1.

The Board of Trade also discloses that 170 British feature films were registered during the year ended March 31, 1948. During the quota year 47,142,000 feet of film were exhibited in Britain compared with 46,412 000 feet in the previous year. Total length of British films exhibited was 12,559,000 feet.

Ascap Theatre Take for 1st Quarter 'Nil'

First Full Effect of 2 Court Decisions Felt

Ascap has felt the first full effect of the two court decisions against it, in terms of revenue, with collections from theatres for the first quarter of this year "just about nil," according to informed sources. The adverse rulings in New York and Minneapolis Federal Courts are now on appeal.

However, despite the loss of money from theatre licenses, the Society collected close to $2,500,000 for the first three months of this year, and this approximates the take for the like period of 1948, it is said. Accounting for this is the increase in income derived from radio, night clubs and other public music users. Prior to the legal set-backs, theatres yielded a little more than 10 per cent of Ascap's overall revenue.

Theatre collections fell substantially but not entirely after the court decisions against Ascap as many exhibi-

(*Continued on page* 5)

Vaudeville Returns To Palace May 19

Settling a frequently recurring rumor, Sol A. Schwartz, vice-president and general manager of RKO Theatres, yesterday declared vaudeville will return to the Palace on Broadway beginning May 19 in combination with a first-run feature. The shows will change weekly on a popular-price, grind policy calling for four eight-act performances daily.

Big-time acts which were associated with the Palace when the two-a-day thrived will be absent, however. Talent will be sought largely, but not

(*Continued on page* 4)

20th Overhauling Phila. Clearances

PHILADELPHIA April 26.—Clearance and availability in the Philadelphia area, unchanged for 15 years, will be considered altered by 20th Century-Fox for all of its pictures starting with "Mr. Belvedere Goes to College" which is now playing first-run downtown, A. W. Smith, Jr., vice-president in charge of sales, told a

(*Continued on page* 5)

Personal Mention

WALTER E. BRANSON, RKO Radio's Western division sales manager, has returned here from the Coast.

•

SID LEFKOWITZ, home office assistant to BURTUS BISHOP, JR., M-G-M Midwestern sales manager, is in Chicago from New York, his first stop on a tour of exchanges.

•

H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Philadelphia Motion Picture Preview group at the Ritz-Carlton Hotel there on May 4.

•

SAM LEFKOWITZ, United Artists district manager, and ABE DICKSTEIN, branch manager, were in Gloversville yesterday from New York.

•

BERNARD (BINGO) BRANDT of Brandt Theatres, and MRS. BRANDT are the parents of their second son, born at Doctors' Hospital here.

•

JOSEPH CIFRE, former chief barker of Boston Variety, has been chosen to receive the Great Heart Award given by that tent.

•

JOHN DAVIS, managing director of the Rank organization, left here yesterday by plane for London.

•

BEN ROSE, Eagle-Lion's representative in Britain, is here from London for a two-week visit.

Six M-G-M Releases For July and August

Five new pictures and one reissue have been set for release by M-G-M during July and August. The latest additions to the schedule made by William F. Rodgers, sales vice-president, now give the company a total of 22 new films, plus the reissue for the first eight months of 1949.

Latest plans calls for the redistribution of "The Wizard of Oz" on July 1.

The July schedule will be supplemented by "The Stratton Story" only where special engagements prevail. In addition, there will be the Clark Gable's "Any Number Can Play," and "Madame Bovary," starring Jennifer Jones, Van Heflin, James Mason and Louis Jourdan.

For August there will be "In the Good Old Summer Time," in Technicolor, starring Judy Garland, and "Scene of the Crime," with Van Johnson.

Chicago's Astor Opens

CHICAGO, April 26.—The refurbished 300-seat Astor Theatre, located in the Loop and operated by Abe Teitel and Daniel Newman, today became the third first-run art house here to feature foreign product exclusively. Opening bill is "Volpone," a Siritzky release.

Urges British to Stress Quality Films

British producers should concentrate on making quality pictures to send to America and not attempt to compete with Hollywood with stereotyped pictures, Filippo Del Giudice, managing director of Pilgrim Pictures, Ltd., asserted here yesterday on his arrival on the *S.S. Queen Elizabeth* from London. The attempt to press certain British films on the American market is unhealthy and illogical, he said.

Del Giudice said he hopes there will be divorcement in England. He declared that the British quota "has nothing to do with any anti-Hollywood feelings" but is motivated by home needs.

Del Giudice plans to make 12 pictures in 1949-50. He revealed that while crossing on the *Queen* he met Robert Clark, executive director of production for Associated British, and William Moffat, managing director of Associated British Pathe, and set with them a deal for the production of two pictures with Associated and the distribution of the balance of his 1949-50 program through British Empire by Associated Pathe. The agreement is subject to approval of the board of both companies.

U-I Sales Drive to End on Saturday

Universal - International's "Unity Sales Drive" will end Saturday. The company's district managers, branch managers, salesmen, office managers and bookers in 31 exchange centers will divide $65,000 in cash prizes.

Awards will go to the four leading district managers, the first 15 branch managers; 10 leading salesmen in the East and South and the first 12 in the West, and the first four leading booking staffs in the East and South and the first five in the West.

8 Cities in 8 Days For 'Laredo' Stars

Paramount's Hollywood star "junket" of "Streets of Laredo" has been set for eight cities, with special representative George Henger and Al Jermy guiding the group on a special train.

The stars will appear in complete shows in Laredo, on May 16; Beaumont, May 17; Houston, May 18; San Antonio, May 19; Dallas, May 20; Fort Worth, May 21; Oklahoma City, May 23; and Tulsa, May 24.

Mandel West on 2 New RKO Theatres

Harry Mandel, advertising-publicity director of RKO Theatres, will leave New York by plane today for Kansas City to confer with division manager Jerome Shinback on the opening of the new RKO Missouri Theatre in that city. He will then confer in Minneapolis with Iowa division manager Harry Weiss on the opening of the circuit's new theatre at Marshalltown, Iowa. Opening dates for both houses have not yet been set.

New York Banned Seven Last Year

ALBANY, N. Y., April 26.—Of 1,648 pictures reviewed by the Motion Picture (censor) Division of the New York State Education Department during the year ended last March 31, seven were rejected and 47 were required to make deletions. This was disclosed in a summary issued yesterday by Dr. Ward C. Bowen, acting division director. It was Dr. Bowen's final report; he will be succeeded on May 16 by Dr. Hugh M. Flick.

It is the policy of the division not to identify rejected pictures by titles and distributors. However, Dr. Bowen did disclose that the seven which were refused licenses represented two foreign-made features and five American-made shorts.

General Precision Stock Rise Voted

Stockholders of General Precision Equipment, at their annual meeting here yesterday, approved an amendment to the certificate of incorporation authorizing an increase in the capital stock of the company from 800,000 shares, without par value, to 1,135,000 shares, to be divided into three classes. The new stock will consist of 120,000 shares of preferred, 15,000 shares of convertible preferred, and 1,000,000 shares of common stock, without par value.

Purpose of the increase, Earle G. Hines, chairman of the board, stated at the meeting is to make available shares of the new classes of stock for raising corporate funds at some time in the future, possibly for retiring outstanding bank loans, for raising additional working capital, when necessary, and to make provision for the requirements of an employe stock purchase plan which was also approved at the meeting. Under the plan, certain officers and employees of the company may acquire shares of the new preferred stock which later may be converted into common stock on a date and at a price to be fixed by the board of directors.

TOA Annual Meet To Start Sept. 12

Week of Sept. 12 has been set by the Theatre Owners of America for its annual convention which will be held at the Hotel Ambassador in Los Angeles. TOA treasurer Charles P. Skouras will be convention chairman.

Arrangements are being made to provide exhibition space for manufacturers of theatre equipment and supplies and for theatre concessionaires. Plans call for one business session a day and a forum on the final day.

Warner Honor Today

LOS ANGELES, April 26.—Screen star Vincent Price will be master-of-ceremonies at the dinner which Beverly Hills B'nai B'rith Women No. 245 will sponsor tomorrow at the Biltmore Bowl in honor of Harry M. Warner, Warner Brothers president.

Newsreel Parade

THE critical situation in China and the visit of Chaim Weizmann to President Truman are highlights in the current newsreels. Items of international and national importance round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 34—Chinese Communists' advance South imperils Nationalist China. London: King George is host to Commonwealth Premiers. New York: European war victims find new homes. Puerto Rico: greatest sugar crop in history harvested. Washington: Chaim Weizmann visits President Truman. Mother of eight seeks new husband. Chicago: Brother and sister stunt act. Speed skating. Hell divers.

NEWS OF THE DAY, No. 268—China Communists shell British warships. Washington slums shock Senators. King George resumes duties. Lightning house-painting job. Record sugar crop in Puerto Rico. New York: art students' hijinks. Photo-finish derby test.

PARAMOUNT NEWS, No. 71—Olympia wins Wood Memorial. World record painting job on veteran's house. Circus: new cure reported. China: decisive stage in civil war.

TELENEWS DIGEST, No. 17-A—Ambassador Stuart: America's key to Red China. William Green talks on Social Security. Cleveland: truck rodeo. England: Prime Ministers of United Kingdom's Dominions meet. Puerto Rico's record sugar crop. Russia's newest glass, "Stalinite." New York: Art League Ball. Olympia wins Wood Memorial.

UNIVERSAL NEWS, No. 242—British ships shelled by Chinese Communists. New streamlined train. Art League Ball. Record house-painting. Window ledge stunting. Rodeo. Wood Memorial Race.

WARNER PATHE NEWS, No. 73—People in the news: Presidents Truman and Weizmann, Dean Acheson, King of England. Shirley Temple, acrobats. House painting. Bicycle race in France. Car thrill show. Horse race.

Plan 1-Week Limit For 'Youth Month'

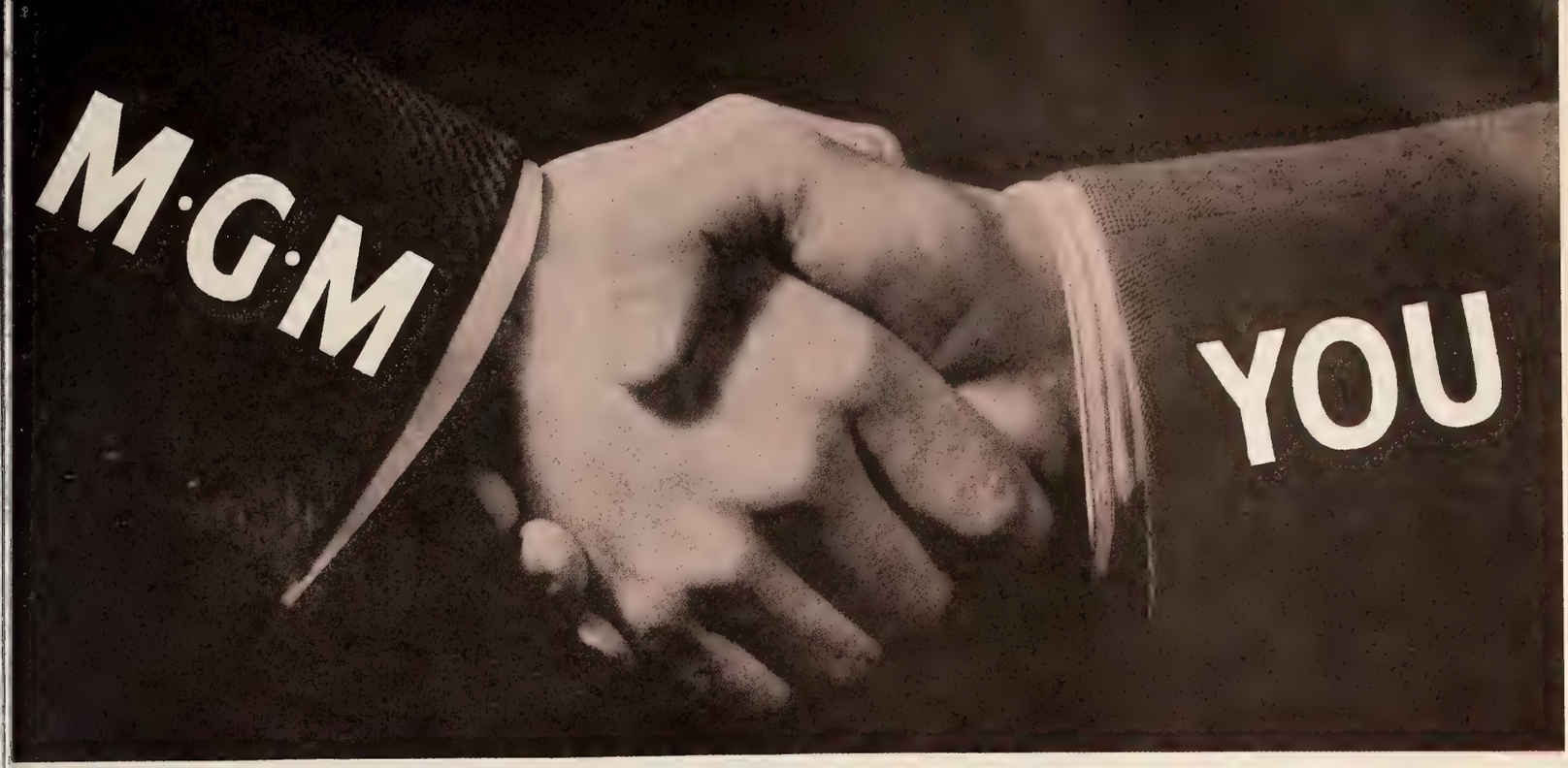
Theatre Owners of America's "Youth Month" campaign directed against juvenile delinquency will be limited to one week this year, it has been tentatively decided by TOA executive director Gael Sullivan and U. S. Attorney-General Tom Clark. The two have been conferring on the subject.

"Youth Month," which last year was extended beyond a month, will not be sponsored exclusively by TOA this year, as previously. It is expected that this year all forms of communication, press, radio, television, as well as motion pictures, will participate. The plan is to invite all information media, and also business, labor and religious, educational, social welfare and other organizations to join in the 1949 program.

Award for John Huston

John Huston, director-writer, will be this year's recipient of the One World Flight Award and will circle the globe like Norman Corwin in 1946, Jacques F. Ferrand, executive secretary of the One World Award Committee, announces. The award, a silver globe and a round-the-world goodwill mission, will be presented at the fifth annual One World Award Dinner at the Hotel Plaza May 11.

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THOSE "FRIENDSHIP MEETINGS"! WOW!

The pleasure was all ours! Thanks, thanks to showmen and to the trade press for the enthusiastic reception to M-G-M's 96 "Friendship Meetings."



"STRATTON STORY" CLEVELAND SETS NEW ATTENDANCE RECORD!

Opened to Biggest biz in 2 years! First Sunday sets new attendance record at Stillman Theatre. It's a solid hit, another one to join "Command Decision," "Take Me Out To The Ball Game," "Little Women" and more Big Ones! For hits and happiness — it's the Friendly Company!

This is a typical response from BOXOFFICE issue of April 16.

Trade Screening Close By Pleases an Exhibitor

JIM DUNBAR of the Roxy Theatre at Wichita has this item to report:

"An orchid to 'The Friendly Company,' Metro-Goldwyn-Mayer. Today I received notice inviting my wife and myself to a tradeshowing of two of their latest releases. This in itself is not new, but it is news when a distributor gives the exhibitor a break by screening products nearer the exhibitor's place of business.

"'The Stratton Story' and *'The Secret Garden' will be screened at the Civic Theatre here in Wichita. Seldom does an exhibitor drive 200 or 300 miles to a distribution center just to view a trade-screening. By screening products out in the territory, the distributor will benefit both himself and the exhibitor, in good will and intelligent buying.

"Personally, I hope the local screening is a huge success and that other companies as well as Metro will do this more often, both here and at other locations too far distant for the exhibitors to view the newest release at the distributors' screening rooms."

*"Secret Garden," World Premiere Astor Theatre, Boston, May 4th

B'nai B'rith Roster Hits Record 1,635

"Benevolence, brotherly love and harmony, the ancient watchwords of B'nai B'rith, should be our impelling slogan as we approach our problems in the present unsettled world," Saul E. Rogers, film industry attorney, declared here last night in assuming the presidency of New York's Cinema Lodge of B'nai B'rith at the Lodge's annual presidents' dinner at the Hotel Astor here.

The dinner marked the induction of Rogers and other officers and was a tribute to retiring president S. Arthur Glixon. Before turning over the gavel to Rogers, Glixon announced that the Lodge's membership had reached a record of 1,635.

Leo Jaffe, Columbia Pictures, vice-president of the Lodge and retiring treasurer, was presented with a B'nai B'rith district award for efforts on behalf of the Lodge. Al Wilde and Ed Forer were presented with awards for fund-raising and membership enrollment. Glixon received a desk set for his record as president. Al Schwalberg made the presentation.

Jack Levin was toastmaster and dinner chairman.

France May Allow Dollar Withdrawals

David Kay, president of Foremost Films, distributors of foreign films in the U. S., has returned here from a tour of France with encouraging news for American producers who plan to make pictures in that country. The French government, Kay said yesterday, is preparing to lift the bars against the withdrawal of film investments and profits in U. S. dollars.

This anticipated move by the French government, according to Kay, will be aimed at encouraging French production, which, notwithstanding the fact that it has some 70 independent producers, has only a dozen pictures in the making at present, although 18 more are being prepared.

Kay, who has organized a French production company, Superb Films, has slated "The Girl from Maxim's" for filming beginning next month. He said he will make the picture in French and English simultaneously, a procedure which, he explained, will add 25 per cent to the cost.

SOPEG Cleared in Para. Vote Dispute

National Labor Relations Board regional director Charles Douds yesterday certified CIO's Screen Office and Professional Employes Guild as bargaining representative of Paramount home office "white collarites," thus dismissing charges brought by AFL's IATSE Motion Picture Home Office Employes Local No. H-63 that SOPEG had committed certain violations during the recent employes' election which settled the jurisdictional dispute between the rival unions. H-63 is not expected to appeal the decision to the NLRB in Washington.

SOPEG is now at liberty to begin new contract negotiations covering all home office "collarites" except those in Paramount-International, which shop was won by H-63 in the election. The "IA" local will open contract negotiations tomorrow with Paramount-International executives.

Review

"Edward, My Son"

(Metro-Goldwyn-Mayer)

FINE acting, dramatic dialogue and careful staging make this an outstanding production of marked interest to the mature and entertaining to all those who may be attracted to see it. Based on the successful stage play by Robert Morley and Noel Langley, the screenplay by Donald Ogden Stewart deals with a spoiled son who is the cause, or occasion, of his family's unhappiness. The son, Edward, never is seen in the film. The story is told mainly through the person of the father, played by Spencer Tracy, who several times steps out from the action and addresses the audience with comments on what has happened and what is coming.

The direction by George Cukor aims at character development and allows the long and difficult plot to be spread over nearly two hours of running time. The story is told chiefly by dialogue; little of the action is on the screen. Edwin H. Knopf, the producer, assembled an excellent cast and gave the film a good mounting. Exhibitors need to rely on the drawing power of Tracy, the fame of the stage play and interest among their patrons in parent-child relationships. The film requires careful selling.

Tracy gives an effective portrayal of the father who puts his son, and himself, above law and custom. He sets fire to his shop to get money for an operation on the boy's leg, plus more for himself. Through unscrupulous operations the father prospers but the son goes from difficulty to difficulty. To save the boy from being expelled the father buys up the school mortgage. Later the youth is given so much money that he squanders it in drinking and loose living. The father even tries to soothe the feelings of a girl made pregnant by his son. When the son dies, stunting a plane during the war to impress another girl, only the father is sorry.

The wife, a part in which Deborah Kerr gives a moving performance, and the family doctor, Ian Hunter, really know the father, but are powerless to prevent the unwitting destruction of his son. On his road to power, Tracy ruins his partner, a pathetic figure, well acted by Mervyn Johns, who goes to prison instead of Tracy and commits suicide when he finds only ingratitude. Another suicide is the secretary, Leueen MacGrath, who was the father's mistress. She was discarded when Tracy thought his son might be hurt in divorce proceedings brought by his wife. Eventually the wife becomes an alcoholic and dies. At the end Tracy loses much of his power and is determined to find his grandson. However, the family doctor tries to prevent this so that the grandson may not be spoiled as the son was.

Running time, 112 minutes. Adult audience classification. For June release.

M.Q.,Jr.

See No Problems In Selling 'Brave'

"Home of the Brave," first large-scale production to focus on Negro discrimination, will be sold to United Artists accounts in the South probably next fall with the distributor making no provision for "problems." UA already has screened the Stanley Kramer film for prominent exhibitors in the Southern states and all are said to be uniformly enthusiastic about its merits and assure the company they will license it when selling begins.

Company feels that "Brave" is a "big production" and will attract large audiences wherever played. On the basis of past experience with the Memphis censor board, which banned Hal Roach's "Curley" which depicts a Negro boy at play with white youngsters, objections to the Kramer picture from that source would come as no surprise. Court action by Roach and UA against Memphis censor Lloyd Binford on the "Curley" case is pending.

"Brave will open in New York and Chicago next month and the entire North will be covered before the film is launched in the South. Company is continually giving private screenings for various groups and claims that to date comments have been highly favorable with the "word-of-mouth" campaign well underway.

Technicolor Dividend

A dividend of 40 cents per share, payable on May 24 to stockholders of record on May 6, has been declared by the Technicolor board, it was announced here by Dr. Herbert T. Kalmus, president and general manager.

Links Chaplin

(*Continued from page* 1)

can, told the Senate that "the point of hospitality is stretched to the breaking point with such a person." Speaking on a bill introduced by Sen. McCarran (D., Nev.), which would require the U. S. Attorney General to deport any alien who has engaged in subversive activity, Cain said that there was "little question" that the Attorney General, under the bill, would have to deport Chaplin. Cain listed statements of Chaplin's on behalf of Communist agents and alleged Communist-front organizations before which he spoke or which he sponsored.

SMPE Publishing Theatre Handbook

A 428-page theatre engineering handbook, detailing physical requirements of the theatre, has been published by the Society of Motion Picture Engineers, which describes the book as "a contribution by the technical and scientific branch of the industry to the man who pays most of the industry's bills by marketing its product—the man at the box office."

It is titled "The Motion Picture Theatre—Planning and Upkeep," and presents in non-technical language data on theatre design, construction, modernization and maintenance. James Frank, Jr., directed the project.

Ark. ITO Meets May 18

LITTLE ROCK, Ark., April 26.—Independent Theatre Owners of Arkansas, a Theatre Owners of America affiliate, will meet at the Hotel Marion here on May 18-19. Gael Sullivan, TOA executive director, and Herman M. Levy, general counsel, will attend.

Short Subject

"Seal Island"

(Walt Disney-RKO Radio)

"Seal Island" introduces a new Walt Disney series, "True-Life Adventures," the subjects of which will "delve deep and wide into the most vital concerns of man and the universe which affects his fate and fortunes." Although this three-reel production does not do precisely that, it most certainly depicts in thrilling details the fascinating life of Alaska fur seals herded on the Pribilof reefs of Seal Island in the Bering Sea.

There are few who will not be moved by the sweep of color, beauty and abundance of the rare plants and birds of the island, the impressive musical background and interesting cavortings of 100,000 seals which annually emerge from the sea each May, like clockwork, and depart in mid-fall. A Disney production crew stayed on the island through a full season, so we are told, to photograph the cycle of the seals, and the results of their patience and skill have produced an astonishing record of wild life, most deserving of the Academy documentary award accorded it last month. Plaudits aplenty to cinematographer Alfred G. Milote, to Winston Hibler's interesting and entertaining narration, to James Algar's direction and to the musical arrangements by Oliver Wallace. Running time, 28 minutes.

Vaudeville at Palace

(*Continued from page* 1)

exclusively, from radio and television, and in a sense the theatre is expected to provide a testing ground for newcomers without resort to amateurs.

RKO officials feel that "for sometime interest in vaudeville has been reborn and that the public again is in a receptive mood for this form of entertainment." They did not mention that "live" acts are now in scattered demand by theatres in various sections of the country. But they are open to proof that the forthcoming Palace policy might prove feasible in other RKO theatres, perhaps as unit shows booked along lines more or less resembling standard practice when the Keith-Albee-Proctor vaudeville interests were in their hey-dey.

The Palace will shut down shortly for renovations from backstage to front, including new seats, decorations, carpets, settings and stage equipment.

British Lion

(*Continued from page* 1)

company stockholders that all but two productions turned in losses during the year ended March 31, 1948, when the company was $3,000,000 in the red. Further losses were feared for the year ended last March, Drayton said.

He holds no hope of preferred dividends being paid, but stockholders were promised by Drayton that he would continue his current drastic economy drive to put British Lion affairs in order.

Alfred Drayton Dead

LONDON, April 26.—Alfred Drayton, well known British actor, died suddenly in his hotel here today.

Ascap Theatre Take

(*Continued from page* 1)

tors already had paid the full amount for music for all of 1948.

Meanwhile, Ascap is continuing conversations with the government on amending the consent decree which they entered in 1940 and which now requires adjustments in view of the New York and Minneapolis court findings. It is understood that Ascap's aim is to establish a legal means of collecting public performance-right fees from film producers, possibly in some way attaching these licenses to the synchronization rights for which the producers are now paying the Music Publishers Protective Assn.

Warners, K-B Agree

(*Continued from page* 1)

a hearing before Judge Matthew F. McGuire.

Shortly before the court proceedings, K-B and Warners agreed on terms for Warners selling out and for K-B picking the new theatre site, providing that Warners does not have to post bond nor be in any way financially responsible for the new theatre. When this was presented to Kass attorney Louis Ottenberg, he refused to release Warners unless K-B furnished a similar bond. K-B attorney Robert Sher said K-B would assume all normal obligations and responsibility for fulfilling the contract for the new theatre, but would not post the bond. Then Judge McGuire recessed the hearings for a week, instructing the parties to try to get together on some compromise on the new house.

If a compromise cannot be worked out, the three parties will argue next Tuesday the original Kass motion for $100,000, and the original K-B and Warner motions on how the MacArthur venture should be dissolved.

Attorneys for K-B and Warners refused to discuss the exact financial terms for Warners getting out of the MacArthur, but it is understood that they are fairly close to those provided for in the 1945 agreement.

Defends MGM Sales At Griffith Hearing

OKLAHOMA CITY, April 26.—J. M. Eisenberg, Loew's executive from New York, testified today in the Griffith mandate hearing that independents in competition with the defendant circuits have had equal opportunities to purchase M-G-M product.

He appeared after testimony Monday by Daniel J. Loventhal, RKO Radio sales executive, also from New York. Both were questioned on specific competitive situations covered previously by government witnesses. Eisenberg declared emphatically that his firm makes product available to any exhibitor who desires to bid for it.

Eisenberg took the stand after attorneys for the defense and Justice Department lawyers had sparred at length over the introduction of depositions. Presiding Judge Edgar S. Vaught ruled that the defense could proceed with its interrogatories, and that the government would be entitled to submit additional cross interrogatories.

The interrogatories were resorted to by Griffith to obtain testimony from Sol Sachs, Dallas; Louis Phillips, New York; H. H. Martin, Dallas; and several other distributor executives, who could not come here.

Another 30 Days for Ascap's Video Pact

American Society of Composers, Authors and Publishers has extended its gratis contract with telecasters another 30 days, to May 30, as negotiations on the Society's first non-gratis pact continues. Next meeting of representatives of Ascap and television interests is scheduled for next Monday, a meeting which had been planned for yesterday having been put off. When agreement is reached on terms of a license for video it will be retroactive to Jan. 1.

20th Phila. Clearance

(*Continued from page* 1)

meeting of 35 exhibitors in the Ritz Carlton Hotel here today.

Neighborhood first-runs are now limited, by custom, to only eight or nine theatres with a total seating capacity of 16,000. Under the new plan, Smith said, neighborhood first-runs will be available to several dozen houses with a total capacity of 28,000. In addition, clearance over first-runs downtown will be reduced by an average of seven days.

Under the plan the territory will be divided into 18 zones each including one or more theatres. In those zones including more than one house the run will be opened to competitive sliding scale bidding. Any theatres not now listed in any zone, Smith said, may enter the bidding if it can meet standards set by 20th-Fox for theatres already in its zone.

The zones and theatres are: Zone 1, Keswick, Yorktown, Glenside; Zone 2, Erlin; Zone 3, Oxford, Lawndale; Zone 4, Liberty, Mayfair; Zone 5, Roosevelt, Circle; Zone 6, Roxy; Zone 7, Bandbox, Vernon, Colonial, Orpheum; Zone 8, Iris, Midway; Zone 9, Astor, Girard; Zone 10, Park; Zone 11, Fern Rock; Zone 12, Carmen; Zone 13, Logan, Rockland; Zone 14, Broadway, Savoia; Zone 15, Nixon, State; Zone 16, Towers; Zone 17, Benn, Benson; Zone 18, Suburban, Bryn Mawr.

Smith said the new plan might bring about some admission price changes but he warned exhibitors against starting any admission cutting wars. He told exhibitors that the same plan had been used successfully in Cleveland by the company and that three other distributors had followed 20th-Fox's lead in that city.

First JDA Citation

(*Continued from page* 1)

community." In selecting Fabian as the first recipient of the JDA award, dinner chairmen Samuel D. Leidesdorf and Edmund Waterman pointed out that "he is among the foremost Americans in aiding the victims of bigotry and persecution throughout the world, and in helping to secure as well as expand our traditional democratic liberties."

Ellis Film Opens May 4

"Outcry," Italian import distributed here by Ellis Films, recently organized by Jack Ellis who was formerly with United Artists, opens at the Stacy in Trenton on May 4 and at the Adams, Newark, on May 5.

Clark, Moffat Here To Set AA Deal

Details of the first four pictures to be made in the long-term production deal between Allied Artists and Associated British Picture Corp., Ltd., will be discussed here by Robert Clark, executive director of the latter, and William Moffat, managing director of Associated British Pathe, Ltd. Both arrived here yesterday on the *SS Queen Elizabeth* along with Clifford George Dickinson, Monogram-A.A. representative for the United Kingdom. A press reception was held for them by Monogram-A.A. at the Hotel Warwick yesterday.

Under the arrangement two pictures will be made per year in England under the quota. A.A. will provide half of the finances and some of the stars. The pictures will be produced by Associated British Pictures and distributed in the British Empire by Associated British Pathe and in the Western Hemisphere by A.A. The rest of the world market will be divided equitably. Each film will be budgeted from $800,000 to $1,000,000. Shooting on the first is expected to start in September. It was pointed out that the deal predated the quota and frozen funds and emanated from mutual interest of the British and American companies.

Clark said ABC plans to make about 12 pictures this year inclusive of the two under the joint arrangement.

100 to Aid UJA

(*Continued from page* 1)

Rosen, Ed Rugoff, Mannie Sachs, Abe Schneider, George P. Skouras, Spyros P. Skouras, Nate Spingold, Solomon M. Strausberg, Joseph R. Vogel and Albert Warner.

Co-chairmen of the independent exhibitors committee are Frisch and Joelson. Members of the committee are: Herman Becker, Harry Brandt, William Brandt, Leo Brecher, Alfred Burger, Max Cohen, Norman Elson, Ed Fabian, Nat Harris, Charles Moses, Charles B. Moss, Jules Liggett, Arthur Kapf, Walter Reade, Jr., Rinzler, Rosen, David Rosenzweig, Rugoff, Joseph M. Seider, George Skouras, Jesse Stern, Leopold Storch, Strausberg, Morton Sunshine, David Weinstock and Bernard Zimmetbaum.

Joe Hornstein is chairman of the vendors committee, with the following as members: Charles Beigel, Ethel Black, James F. Burns, Jules Catsiff, William Friedman, Ida Garretson, Lou Goudreau, Milton Green, Nat Lapkin, Peter Lewis, Herman Maier, Charles B. Moss, Harry Nadel, Charles O'Reilly, Leonard Satz, Max Seligman and Ben Sherman.

Spyros Skouras is chairman for corporate gifts, William J. German heads laboratories, Louis A. Lotito ticket agencies, and Mannie Sachs and Robert Weitman will lead the drive among music publishers.

Sparkplugging the campaign in the legitimate field will be William Brandt, Friedlander, Max Gordon, Moss Hart, Marcus Heiman, George S. Kaufman, William Klein and Lee Shubert.

Heading the drive among talent agencies and related groups are Moe Gale, Nat Kalcheim, Nat J. Lefkowitz, Charles Miller, William Morris, Jr., Sam Rauch, Emanuel Sachs, Weitman and David A. Werblin.

On the committee for publications are: Jack Alicoate, Red Kann, Chick Lewis and Martin Quigley.

TOA Asks 400

(*Continued from page* 1)

lected in each section. Replies of individual theatres, which will include both small independents and circuit houses, will be regarded as strictly confidential.

The reports are to be mailed to TOA headquarters here not later than Tuesday of each week. Copies of the weekly summary will be mailed to all TOA members in towns and cities up to 50,000 population to assist them in booking of feature pictures.

UK Industry

(*Continued from page* 1)

expects the Portal committee to propose are the abolition of the "barring system," the extension of playing time and the zoning of first-runs throughout the United Kingdom. Under the barring system, a film playing first-run in London can not play anywhere else in the country simultaneously. Among other recommendations which he sees as likely is the reduction of distribution costs to producers from the present 20 per cent.

Wilcox is here to set up an Anglo-American production plan for a series of pictures to be made in England under the quota with American stars, for the world market. An agreement, he asserted, will be consummated with "one of two major American companies." Wilcox and Wilding will confer today and tomorrow with Alfred Hitchcock here about the next picture to be made in England which will star Wilding. The film will be made by Hitchcock and distributed here by Warner Brothers.

Wilcox while here also plans to set American distribution of three films, "Courtneys of Curzon Street," "Spring in Park Lane" and "Maytime in Mayfair."

He plans to leave for Hollywood in a week for discussions with Bernard Giannini of the Bank of America. Wilcox made it clear that he will be seeing Giannini "not for financing" but to "get a comprehensive view of the economics of the industry" with regard to his Anglo-American production plan.

Wilcox asserted that the British industry could meet "the quota quantitatively but not qualitatively" and said he is for fewer but better pictures. He sees "no chance whatsoever of the British industry getting any portion of the entertainment tax plowed back to producers because that would then extend to other industries." He said the government takes the view that there is nothing wrong with the industry, except the inequitable distribution of money that is paid by the public.

Wilcox remarked that producers need to get more from exhibitors and pay less to distributors. To back his point he cited his film "Spring in Park Lane" which made a record gross of $5,600,000 in England. He said that out of this, $2,250,000 went for the entertainment tax; $1,800,000 went to exhibitors, and $320,000 to the distributor. Thus, Wilcox pointed out, "the producer is left only a little more than the cost of production."

WANTED
FILM PROCESSING LABORATORY SUPERVISOR (MALE)
Minimum of five years' motion picture film developing experience. A knowledge of photographic chemistry and color film processing essential. New York State location. Please send brief resumé of qualifications.
BOX No. 427, MOTION PICTURE DAILY
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"National" high intensity carbons change dim screen SQUINT



to bright screen SPARKLE

and make box office BOOM!



"National" H. I. Arc—"Brightest spot in the world!"

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 83 NEW YORK, U. S. A., THURSDAY, APRIL 28, 1949 TEN CENTS

U. S. Industry Hopes Hit in South Africa

Gold, Sterling Holdings Drop Breeds Pessimism

The American film industry's position in South Africa may have suffered a severe blow with the announcement by the South African Reserve Bank that that country's sterling and gold holdings declined sharply during March, it is believed in film foreign management circles here.

South Africa's sterling holdings fell nearly £5,500,000 ($22,000,000) last month, and at the same time gold holdings dropped £5,000,000 ($20,000,000), according to a monthly statement of the Reserve Bank.

Since the beginning of this year, the American film industry has been dogged by uncertainties in consequence of moves made by the Capetown government. When, late last year, South Africa clamped a 50 per cent-of-earnings restriction on films and all other imports, it was planned here to send to Capetown an American industry mission headed by Motion Picture As-

(*Continued on page 4*)

Unlimited Run For 'Jennie' in Chicago

CHICAGO, April 27.—Selznick Releasing Organization's "Portrait of Jennie" can play for an unlimited run at the Balaban and Katz Garrick Theatre, Judge Michael Igoe of U. S. District Court stated here today in a written statement favoring the petitioners in the hearing held on Monday. The statement read in part: "Selznick has spent $3,000,000 and took two years to produce 'Jennie.'

(*Continued on page 4*)

Government Rests In Griffith Hearing

OKLAHOMA CITY, April 27.—The government rested its case today in the mandate hearing on the Griffith anti-trust suit, which was filed 10 years ago tomorrow. Two defense witnesses had been called to testify before Federal Judge Edgar S. Vaught when Assistant Attorney Generals Milton Kallis and George Wise announced that the government rested. Preceding this action, the gov-

(*Continued on page 4*)

Kenneth Royall to 20th-Fox Law Firm

WASHINGTON, April 27.—Kenneth C. Royall, Secretary of the Army, on his retirement today announced that he will join the New York law firm of Dwight, Harris, Koegel and Caskey, which is general counsel for 20th Century-Fox.



Kenneth C. Royall

Name of the firm which, with its predecessors has engaged in the practice of law in New York for close to 80 years will be changed to Dwight, Royall, Harris, Koegel and Caskey.

Except for two periods of govern-

(*Continued on page 4*)

Eisenhower Video Series Starts May 5

Most widely-distributed film program on television to date will be launched on May 5 with the first of a 26-subject series on General Eisenhower's "Crusade in Europe" going over 32 stations owned or affiliated with American Broadcasting, in addition to independent stations in every other available video market.

The Eisenhower series was made by March of Time for 20th Century-Fox, the latter having acquired television rights to the book from Doubleday Doran, which published it.

(*Continued on page 4*)

To Fill New MPA Job Soon

WASHINGTON, April 27.—Direction of both the exhibitor and community relations departments of the Motion Picture Association of America probably will be assigned to Francis Harmon, MPAA vice-president, by Eric Johnston, president, within the next week.

As a corollary to the appointment, Harmon will be relieved of supervision over phases of MPAA foreign activities and these will be added to the duties of John G. McCarthy, head of MPAA's international department.

Both Harmon and McCarthy will continue to maintain headquarters in MPAA's New York office. It could not be determined whether David Palfreyman, present MPAA exhibitor relations head, will work under Harmon, but indications are he will not.

(*Continued on page 4*)

600 Pay Tribute to Simon H. Fabian

Leaders of amusement fields joined with more than 600 business, civic and professional figures in a tribute to Simon H. Fabian last night at the Joint Defense Appeal dinner held at the Waldorf-Astoria here on behalf of the United Jewish Appeal of Greater New York.

Fabian received a special award for his "outstanding leadership and humanitarian services in every worthy philanthropic and communal activity in the life of our community."

Spyros Skouras, 20th Century-Fox

(*Continued on page 4*)

Value of Trade Shows Appears Negligible

Auburn Trust Action Set for Trial Here

Ruling in U. S. District Court here yesterday on motions made by defendants Schine Circuit Corp., *et al,* Federal Judge Sylvester J. Ryan declined to dismiss the $2,500,000 triple-damage anti-trust action brought by Auburn Capital Theatre Corp., Auburn, N. Y. Major distributors are among the defendants charged with having conspired with Schine to deprive the plaintiff of product.

The jurist simultaneously ruled against the defendants' motion calling for transfer of the case to the Northern U. S. District Court in Utica.

The practice of exhibitor trade screenings which originated within the industry trust suit consent decree of 1940 as a measure against blind selling has yet to prove itself as being of value to exhibitors.

M-G-M has been keeping a close check on exhibitor attendance at its showings, and its experience, said to be typical, is that the last 43 films trade shown had an average audience in each city of seven theatre owners or their representatives. The company figures its costs in having the potential buyers in the projection room or theatre at eight dollars each.

Here are M-G-M's records with the

(*Continued on page 4*)

Ticket Tax Cut Loses by Only A Single Vote

Chances for Reduction Are Seen Brighter

WASHINGTON, April 27. — The outlook brightened today for a cut in the Federal admission tax, even though—and perhaps because—the Senate Finance Committee defeated by only seven to six a proposal to cut the 20 per cent ticket levy and other excises back to pre-war levels. The pre-war admission tax level was 10 per cent.

The outlook became brighter for several reasons: The fact that powerful Senate Finance Committee Chairman George favors excise reductions and voted against it today only because it was proposed as an amendment to a bill repealing Federal oleomargarine taxes; the fact that the Administration was able to defeat the move by only one vote despite the unusual manner in which it was proposed; the fact that Senator McGrath, chairman of the Democratic National Committee, broke away from Senator

(*Continued on page 4*)

FTC Inquires Into CRI's Operations

The Federal Trade Commission has opened here an informal investigation of Confidential Reports, Inc., theatre checking organization backed by all major distributors except M-G-M. Said to have been instigated by "certain exhibition interests," the FTC probe into the nature of CRI operations has manifested itself in the form of personal visits to a number of companies' sales executives by Joseph H.

(*Continued on page 4*)

Carver Hits 'Beer Guzzling' Film Ads

DETROIT, April 27.—Sam Carver, exhibitor and president of Detroit Consolidated Theatres, has started to issue a weekly bulletin, his first one sounding off on "free advertising" in films.

"Six major producing companies are advertising beer in many new pictures," writes Carver. "Already 21 pictures have been made showing stars drinking beer."

To exhibitors, Carver addresses

(*Continued on page 4*)

Max Youngstein May Leave Eagle-Lion

While disclosing that he has received a number of offers from other companies, Max Youngstein, vice-president of Eagle-Lion in charge of advertising-publicity, yesterday countered reports that he will soon join a major company with the statement that he has made no deal "as of now."

"Frankly," Youngstein said, "I am dissatisfied with curtailed operations with a skeleton staff and unless the situation is rectified within the next month or two I shall be forced to act on the offers which have been made me."

Youngstein indicated that an assured supply of product for the future is E-L's basic need. The company's studio has been closed since November and new production financing has not been obtained to make possible a permanent reopening. Company executives have taken salary cuts and staffs in most departments have been skeletonized, with additional retrenchments scheduled for the end of the week unless new financing is forthcoming.

Personal Mention

NED E. DEPINET, president of RKO Radio, will leave here for Hollywood over the weekend.

•

SIR ALEXANDER KORDA and his American representative, MORRIS HELPRIN, will leave here Friday by plane for the Coast and will return in time for the former's departure for England on Tuesday.

•

LEON BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of the Motion Picture Owners and Operators of Georgia, to be held at Atlanta on May 9-10.

•

MESSMORE KENDALL, Capitol Theatre president, and MRS. KENDALL will return to New York this week from a stay at their Palm Beach, Fla., home.

•

SI SEADLER, M-G-M advertising manager, will leave here tomorrow by plane for Europe.

•

LAMAR TROTTI, 20th Century-Fox producer, will sail from here today on the *S.S. Saturnia* for Europe.

JOSEPH I. BREEN, Production Code Administrator, left here for Hollywood last night.

•

MIKE SIMON, Paramount Buffalo exchange manager, EDGAR A. FITTER, office manager, JOHN MCMAHON, Syracuse representative, and JOHN GOOD, Buffalo and Rochester salesman, will attend a home office conference on May 9.

•

SIR HENRY FRENCH, director general of the British Film Producers Association, and LEOPOLD FRIEDMAN, secretary and counsel for Loew's, sailed from here yesterday aboard the *S.S. Queen Elizabeth* for Europe.

•

CHARLES SMAKWITZ, Warner Theatres district manager, accompanied by RALPH CRABHILL and JOSEPH WEINSTEIN, was in Buffalo from New York this week.

•

EDUARD and FRANCOIS HARISPURU, French producers and exhibitors who recently arrived in New York from Paris, are spending a week in Canada.

Drive-Ins Trouble Minnesota Theatres

MINNEAPOLIS, April 27. — Outstate conventional theatre operators in the Minneapolis area are expressing concern over possible inroads on their attendance potential by drive-ins and are looking ahead to meet such competition, according to film company branch managers and salesmen. The year-round operators are also fearful of the outdoor stands raising the ante on film rentals in making a bid for certain type product.

While the drive-ins located in the congested area of the Twin Cities reportedly have so far failed to make a dent in the conventional box-office grosses, outstate exhibitors say the situation is entirely different in the hinterlands. They point out that the big city outdoor stands pull trade from the suburbs because they are located on the outskirts, and in addition they attract the factory worker who can attend drive-ins without changing clothes.

With comparatively few exceptions, the 34 new outstate drive-ins already announced for construction during the coming season in the Minneapolis zone will be operated by conventional theatre owners in the area. This will help keep film rentals down for such dual operations, but competitive year-around stands fear the drive-ins will eventually come around to bid for prior runs for an entire zone.

Williams to Resign As SCTOA Counsel

HOLLYWOOD, April 27.—Paul Williams, general counsel and presiding executive of the Southern California Theatre Owners Association for the past four years, will resume his private law practice on June 1st either in New York or here. Williams, with the United States Department of Justice prior to coming West for the SCTOA post, will continue to represent the organization as counsel if he decides to remain here.

The board of directors will conduct the association's activities beginning June 1, with Ida Schreiber, who also joined the organization four years ago, in charge of the office.

'Frisco Operators Elect 1949 Officers

SAN FRANCISCO, April 27.—Anthony L. Noriega has been elected president of the Moving Picture Machine Operators Union Local No. 162 here, with Floyd M. Billingsley elected business agent, and Thomas J. Kearney, recording secretary-treasurer. Board members elected are R. M. Combs, also vice-president, O. G. Roush, John A. Forde, H. Erickson and Robert N. Wilson.

Billingsley announced that all theatre telecasts here will be handled by members of the IATSE. First TV show is scheduled to be transmitted from the Golden Gate theatre on May 5 over KGO-TV.

'Curley' Appeal in June

NASHVILLE, April 27.—Hearing on the appeal of United Artists on its suit against the Memphis Board of Censorship, which banned UA's "Curley," is expected to be set for June, according to the Supreme Court Clerk's office here.

Rank Asks for More Films on Religion

More extensive use of motion pictures for Sunday school teaching was called for by J. Arthur Rank at a luncheon-meeting of educators and film industry executives at the University Club here yesterday. He said he hopes to be able to reduce the costs of films for religious education.

Among film persons attending the luncheon were Francis Harmon, vice-president of the Motion Picture Association of America; Spyros P. Skouras, 20th Century-Fox; William Sherman Greene, Jr., United World Films, and Robert R. Young, Pathe Industries.

Campbell Joins New Firm

John F. Campbell, former production vice-president for International Projector, has joined the Adelhardt Construction Co., Maspeth, N. Y., as operating vice-president, according to Andrew Adelhardt, president. Campbell will head Ro-An Devices, a new subsidiary formed by Adelhardt to manufacture motion picture equipment. Another division, Luna Metal Craft, will specialize in theatre design and engineering with a nationwide theatre remodeling service.

Clements at Great Lakes

BUFFALO, April 27.—Joseph B. Clements has been appointed manager of Paramount's Great Lakes Theatre here, succeeding George Mason, who transferred to the Kenmore at Kenmore, N. Y. Clements, who started with Paramount as an usher 23 years ago, came here from St. Paul.

Famous Distributes Film

Famous Pictures will distribute Screencraft's "Riders of the Pony Express" in the New York Metropolitan area, it is announced by Sam Goldstone of that exchange.

Legion Reviews 10; 4 Rated Class 'B'

Ten additional films have been reviewed by the National Legion of Decency with four getting a "B" rating. In that category are Film Classic's "C Man"; Distinguished Films' "Confessions of a Rogue"; Warner Brothers' "Flamingo Road"; United Artists' "The Great Dan Patch."

In Class A-I are: United Artists' "Home of the Brave"; Universal-International's "Illegal Entry"; and Republic's "Prince of Thieves." In A-II are Universal-International's "The Lady Gambles"; Eagle-Lion's "Reign of Terror," and Paramount's "Sorrowful Jones."

Eudy Vice-President Of Tri-States TOA

MEMPHIS, April 27.—Charles Eudy, operating theatres at Houston and Ackerman, both in Mississippi, was named vice-president of the Tri-states unit of the Theatre Owners of America, at a board of directors meeting here today. He succeeds Arthur Rush of Houston, who had resigned. Burges Waltman of Columbus, Miss., was named to the board to succeed Eudy.

ATOI Convention Is Set for June 22-23

INDIANAPOLIS, April 27.—Associated Theatre Owners of Indiana will hold its mid-summer convention at French Lick Springs on June 22-23. A board meeting will be held on the evening of June 21.

Business will be confined to one session, on June 22. A top sales executive of one of the major film companies will be a guest at the business session. Marc Wolf is chairman of the convention committee.

Maurer Presides at Astor Anniversary

Maurice Maurer, managing director of City Entertainment Corp., which operates the Astor Theatre, here, officiated yesterday at cake-cutting ceremonies in the theatre's lobby in celebration of the 36th anniversary of film exhibition at that Broadway house. The occasion marked also the world premiere of Columbia's "We Were Strangers." Columbia advertising-publicity vice-president Nate B. Spingold represented the company at the event.

20-Week Depinet Drive Nearly Over

RKO Radio's Denver exchange, J. C. Emerson, manager, holds first place at the end of the 18th week in the 1949 "Ned Depinet Drive." Montreal, M. L. Devaney, manager, leads in Canada. The 19th and 20th, final weeks of the drive, will honor Robert Mochrie, sales vice-president.

Rivoli Books 20th Film

"Portrait of Jennie," current at the New York Rivoli Theatre, will be followed by 20th Century-Fox's "House of Strangers," which, in turn, will be followed by Alexander Korda's "Winslow Boy," distributed by the same company.

25-Cent W.B. Dividend

At a special meeting of the board of directors of Warner Brothers held here, a dividend of 25 cents per share was declared on the common stock, payable on July 5 to stockholders of record on June 3, 1949.

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SHOWMANSHIP

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IN THE WARNER MANNER MAY 4

GREAT PLAINS PREMIERES
309 THEATRES!



"THE YOUNGER BROTHERS"

IN COLOR BY TECHNICOLOR

"THE YOUNGER BROTHERS" STARRING WAYNE MORRIS JANIS PAIGE BRUCE BENNETT GERALDINE BROOKS ROBERT HUTTON
DIRECTED BY EDWIN L. MARIN · PRODUCED BY SAUL ELKINS
Screen Play by Edna Anhalt • From a Story by Morton Grant

And TRADE SHOW MAY 2

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

South Africa

(*Continued from page* 1)

sociation vice-president Francis Harman to seek relief for U. S. films. The mission was called off, however, upon receipt of word from South Africa that its government would endeavor to work out a separate ruling for motion picture imports.

No such ruling has been made yet, however, and prospects of one have dimmed somewhat since the latest report of the South African Reserve Bank. It is held, however, that the restrictions order as it now stands is rather vague in its application to film imports, for its specific references are said to be made in terms of commodities. Thus, if a separate order pertaining to films is forthcoming to fill the need for one, it may offer little or no actual relief from the provisions that would be applicable perhaps under the existing order. At least that is said to be the possibility in light of the latest report on South Africa's finances.

On the other hand, assurances that the U. S. companies "have the complete support and cooperation" of influential elements in the South African film industry are a source of hope and optimism. Pending a possible decision here again to make plans for a South African mission, U. S. film companies are looking to South African friends to secure relief there for American films.

Eisenhower Series

(*Continued from page* 1)

Each subject will run 25 minutes and will be telecast on Thursdays from nine to 9:25 P.M., EST, or as close to that time as network facilities and individual station commitments will allow.

The series will be sponsored by *Time* and *Life,* which paid in the neighborhood of $400,000 to 20th-Fox for the rights to show the shorts three times in each city over a period of 24 months.

The two-year license provides the sponsors with the opportunity to present the films in cities which do not have video stations in commercial operation at present but will have before the expiration of that period. It is the intention of the news-magazine publishers to blanket the country with the series on video in as far-reaching a fashion as the new medium will permit.

In addition to the $400,000 to 20th-Fox, *Time* and *Life* will, of course, pay for the station time slots, which are becoming increasingly expensive. ABC's New York station, WJZ-TV, this week increased its basic evening hour rate to $1,500, effective June 1, on both a network and local basis. *Time* and *Life,* however, having ordered its time prior to that date for the Eisenhower films, will pay at the present basic rate of $1,000 per evening hour.

Standard motion picture rights to the Eisenhower book have not been acquired.

Mitchell, British Director

LONDON, April 27.—Oswald Mitchell, 52, British film director and former production manager for Stoll Studios, died suddenly at his home today. Mitchell began his film career as talent scout and stunt publicist for Sir Henry Stoll and turned to directing in 1935. Among his pictures were "Rose of Tralee," "Danny Boy," "Pack Up Your Troubles" and the "Mother Riley" series.

Trade Show Values

(*Continued from page* 1)

recent "Take Me Out to the Ball Game": Costs for advance notices of screenings, $1,921; costs for use of projection rooms or theatres, $517; contract signers or their representatives present in all 31 exchange centers, approximately 221.

The current average of seven actually constitutes an increase, M-G-M records show. In previous years each of the screenings drew an average attendance of only five potential buyers.

The low exhibitor attendance is attributable to a variety of factors. Buyers for the combines, circuits and larger single houses generally prefer to screen the new product at their own screening rooms and at their own convenience. Time considerations and inconvenience of travel deter others And, as pointed out by distribution spokesmen, theatremen generally "have a way of knowing" of the merits of new films. Reviews in trade publications are relied upon, one distributor observed.

No part of this, though, is to indicate that trade screenings are likely to be abandoned by the distributors, for with the practice has come an orderly and uniform system of selling each picture around the country. Unless the company purposely sells a film division by division, such as United Artists did with "Red River" which opened in the Southwest and crossed the country gradually, one exchange is not far ahead or behind the others in contracts. Instead, all are about even, having begun selling at the time of national trade-show dates.

'Beer Guzzling' Ads

(*Continued from page* 1)

this message: "You are running a nice theatre catering to women and children, and you are supposed to show these beer-advertised pictures on your screen—and you get nothing from the national beer companies for advertising this beverage. You should find out about these beer-guzzling pictures. Maybe you should advertise this on your marquee.

"During the last two years numerous pieces of evidence have come to light that leave little doubt that producers have accepted compensation from manufacturing companies for advertising the manufacturer's product for feature pictures," it is stated.

"If relations between exhibition and production are to be improved, the above practice of production surreptitiously appropriating the advertising potential of the exhibitors' screens must be discontinued.

"Or if not discontinued, those features containing advertising, for which the producer received compensation should be plainly labeled as such."

MPAA Theatre Post

(*Continued from page* 1)

Arthur DeBra, present head of community relations, will continue as assistant to Harmon in that division.

According to reports, an ambitious program of expanded activity for MPAA in the fields of community, exhibitor and public relations has been prepared for the new departments under Harmon's direction. Considerable attention will be paid to intra-industry relations in an endeavor to hold exhibitor-distributor friction and public outbursts to a minimum, it is reported, and to bring exhibitor relations closer to the framework of the industry.

Tribute to Fabian

(*Continued from page* 1)

president, made the presentation to Fabian.

"I think I would not be far wrong if I were to say that all of us here tonight have benefited from the example Si Fabian has set," Skouras said. "Whenever the call has come to give aid to the afflicted and the oppressed, he has been among the first to respond. Whenever the need has arisen for leadership in a national or communal effort, he has been the one looked to for that leadership. Whenever the call came forth for generous and self-sacrificing devotion in behalf of a worthy cause, it was Si Fabian whose actions set the example of generosity, of self-sacrifice, of devotion."

FTC, CRI Inquiry

(*Continued from page* 1)

Klein, New York district investigator for the Commission.

A CRI spokesman said yesterday that he was aware of the FTC activity, and added that he believed it was a "routine" investigation in conformity with the regular functions of the Commission.

Some of the questions put to the sales executives by Klein were described by one as being "rather pointed." For example, the investigator asked how CRI member companies would undertake to check theatre receipts if CRI operations were discontinued, it was said. Klein reportedly was told in reply that the companies' only recourse would be to set up their own independent checking operations, and that such independent checking would make the procedure considerably more expensive for each company.

Klein was told also that CRI operates in such a fashion as to make impossible the exchange of any significant information among member companies.

Griffith Hearing

(*Continued from page* 1)

ernment attorneys introduced contracts between the defendant circuits and major distributors dating from the 1943-44 season to the present. Wise said the exhibits were an attempt to prove the exercise of monopoly buying power up to the present. He said 1939-40 to 1942-43 contracts will be offered in evidence later.

Testifying today were J. M. Eisenberg, New York Loew's executive, and Walter Penn, Columbia salesman out of Dallas. Penn, at one point, stated that his firm still does not sell to an independent operating in competition with Griffith's Theatre Enterprises, Inc., at Ballinger, Tex., although the same independent, Ford Taylor, buys Columbia product for Big Lake, Tex.

Previously, Penn said buying restrictions in effect against Griffith competitors prior to 1947 had been relaxed. He said that the branch manager, rather than himself, handled sales in towns where Griffith had independent competitors.

Schulberg to Italy

HOLLYWOOD, April 27.—B. P. Schulberg, former Paramount production chief, will produce a picture in Italy in partnership with Americo Benefico, an Italian who will finance production, it is understood. The picture will be based on a forthcoming Lion Feuchtwanger novel, "Goya and the Duchess of Alva."

Ticket Tax Cut

(*Continued from page* 1)

George on the issue and voted for reduction, and the persistent, although unconfirmed, rumor on Capitol Hill that House Ways and Means Committee Chairman Doughton has made some commitment to send to the Senate later this year a bill including excise revision or one to which excise revisions could be added.

The excise reduction amendment, sponsored by Colorado Democratic Senator Johnson, will be offered on the Senate floor again when the oleo bill reported by the Finance Committee today, comes up for floor action. Democratic leaders admit that on the basis of the closeness of today's vote, the amendment will be hard to beat.

If the amendment should be put in the bill on the Senate floor, it undoubtedly would receive powerful House support.

Senator George may have to give some pledge of handling excises in another bill this year in order to muster enough support to defeat the Johnson amendment on the Senate floor. He has been exploring the situation with House Ways and Means Committee Chairman Doughton—the Senate cannot originate tax legislation—but as yet, they claim, nothing definite has been decided. If the House does not take up taxes this year, and if the excises are not handled in the oleo bill, there is a possibility that the excises may be considered as an amendment to the Social Security bill now being shaped by the House committee.

Five Democrats—George, Connally, Lucas, Byrd and Hoey, and two Republicans, Taft and Williams—voted against the Johnson amendment. Johnson and McGrath were joined by four Republicans—Millikin, Butler, Brewster and Martin—in support of the amendment.

Senator Butler announced he would offer an amendment on the Senate floor to reduce the tax on photographic apparatus. This was not reached by the committee today.

Kenneth Royall

(*Continued from page* 1)

ment service, Royall has been engaged in law practice since his graduation from Harvard Law School in 1917. He served overseas with the army in World War I. Since 1945 he has been successively Under-Secretary of War, Secretary of War and Secretary of the Army.

Other former top government officials who have been engaged by 20th Century-Fox for special legal work include James F. Byrnes, former Secretary of State, and Robert P. Patterson, former Secretary of War. This week Robert E. Hannegan, former Postmaster General, was nominated for membership on the board.

Extend 'Jennie' Run

(*Continued from page* 1)

This constitutes the largest single investment of its producer. Cost of such a film would be unprofitable on the basis of a two-week run. Inasmuch as the Garrick is not being used for first-rate, first-run film, neither the public nor the plaintiffs will be prejudiced by granting the relief for an indefinite period of time."

Aaron Stein represented the Selznick Organization, while Norman Korfist opposed because of Jackson Park attorney Thomas McConnell's absence.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 84 NEW YORK, U.S.A., FRIDAY, APRIL 29, 1949 TEN CENTS

$173,709,000 4th Quarter Gross for 8

Only Slight Drop Under 3rd Period, Says SEC

WASHINGTON, April 28.—Gross income of eight motion picture companies in the fourth quarter of last year dropped only slightly below the gross of the third quarter, the Securities and Exchange Commission disclosed here today.

Total gross for the fourth quarter was $173,709,000, compared with a third quarter total of $177,938,000. However, it was eight per cent below the $188,570,000 gross of the fourth quarter in 1947.

The SEC report covered Loew's, Paramount, RKO, Warner Brothers, Universal, Columbia, Monogram and

(*Continued on page 6*)

E-L Expects 12,000 Dates in Krim Week

"President's Week" in the current Jack Schlaifer Eagle-Lion sales testimonial drive will start today, in honor of Eagle-Lion's president, Arthur B. Krim. E-L sales vice-president William J. Heineman yesterday predicted that on the basis of pledges which he has received from E-L exchanges throughout the country, the company should hit a new high mark of 12,000 feature dates during the week.

"President's Week" coincides with the 22nd week of the 26-week Schlaifer drive, which is under the chairmanship of Milton E. Cohen, Eastern sales manager of the company.

Four films will be placed in national release by Eagle-Lion during May, it

(*Continued on page 6*)

Langer Would Break Integrated Industries

Washington, April 28.—Senator Langer, frequent critic of the "Big Five" film companies and monopolies in industry, has introduced a bill to break up vertically-integrated industries.

The bill would prohibit producers and manufacturers from owning retail outlets.

TOA Theatre Video Progress Hampered By Vexing Problems

If the Federal Communications Commission's "freeze" on applications for television channels were removed tomorrow, a remote possibility, Theatre Owners of America would be unprepared to make a bid for channels, notwithstanding the considerable time and effort the organization has put into exploring the theatre television field with a view to entering it. Consequently, decisive action by TOA is still some distance away.

This is viewed as evidence of the difficult problems which have arisen in connection with the organization's expressed determination to establish itself firmly in the theatre video field. The TOA television committee, which

(*Continued on page 6*)

Bourme, Harbach, New Ascap Officials

Saul H. Bourme, head of the music publishing company bearing his name, and Otto A. Harbach, librettist and song writer, were elected vice-presidents of the American Society of Composers, Authors and Publishers at the annual board meeting here yesterday. They succeed Gustave Shirmer and Oscar Hammerstein, 2nd.

Fred E. Ahlert, president, was re-elected along with other incumbents, including George W. Meyer, secretary; Louis Bernstein, treasurer; Donald Gray, assistant secretary, and Frank H. Connor, assistant treasurer.

Ascap's membership now embraces some 2,041 in the writer group and 361 in the publisher category.

NCA To Hear 20th's Program on Rentals

Minneapolis, April 28.—Al Lichtman, 20th-Fox vice-president, has accepted the invitation of Ben Berger, North Central Allied president, to outline the company's film rental plans at NCA's annual convention here May 23-24, it was announced by Stan Kane, NCA executive counsel.

Kane said the entire 20th-Fox "film rental entourage" has promised to come to Minneapolis to defend its position in seeking a more equitable share of the box-office dollar.

Most Houses Need Rental Cuts: Cole

ANAMOSA, Ia., April 28.—Twenty per cent of the theatres in the U. S. "are not giving the distributors a just return in film rentals," and if 20th Century-Fox vice-presidents Al Lichtman and Andy Smith had confined their campaign for increased rentals to that 20 per cent "they could have had the applause of the 80 per cent balance of theatre operators." Col. H. A. Cole of Allied of Texas is so quoted in a bulletin issued here this week by Charles Niles of Allied of Iowa and Nebraska. Cole says this 20 per cent includes practically all distributor-owned and controlled theatres.

Another 20 per cent are paying fair and adequate rental, "and make a legitimate profit," the bulletin says. "Forty per cent are paying somewhat more, but by hard work, manage to

(*Continued on page 6*)

"Home of the Brave"

[*Screen Plays - United Artists*] — New in Theme, Approach

NEW ground in motion picture themes is broken in "Home of the Brave," an eloquently moving drama that explores the effects of racial prejudice upon a young Negro G. I. Although the picture underlines a social problem, it primarily has been fashioned for entertainment and as such is a first-class job that mounts to moments of raw power and excitement. Like its sturdy predecessor, "Gentleman's Agreement," it is outspoken in dialogue and uncompromising in content.

In large metropolitan theatres the picture very likely will draw outstanding grosses. Its merchandising is sure to be forwarded by special articles in periodicals that are certain to follow the opening of this unusual film. However, the nature of the theme would suggest that exhibitors in certain sections of the country give full consideration to community feelings on the subject.

Stanley Kramer's production has an extremely capable cast, although it is relatively unknown. James Edwards, of the legitimate theatre, holds the focal role of the Negro soldier suffering from shock that leaves his

(*Continued on page 3*)

20th Weighing More 2nd-Run Availabilities

It Likes Phila. Reception Of Plan; May Extend It

That 20th Century-Fox is giving serious thought to increasing second-run availabilities and reducing clearances after first-run in other cities, somewhat adhering to the pattern established in Philadelphia this week, became apparent here yesterday.

While official confirmation was lacking, it was said that the company has in mind an extension of the plan because of the "warm reception" it was given in Philadelphia. Some sources here, however, claimed that while those houses moving up to first-run neighborhood runs in Philadelphia are giving the idea full approval, some of those which had that neighborhood run alone before but are now to share

(*Continued on page 6*)

Agnew Will Open European Office

Neil Agnew, president of Motion Picture Sales Corp., now en route to Europe, is making the trip to establish European headquarters for Motion Picture Sales, to visit producers in England, France, Italy, Sweden, Switzerland and Portugal, to look at product suitable for the American market, and to complete negotiations with foreign producers that were initiated when these producers were here recently.

Agnew's first stop will be in Paris. In all likelihood, Paris will be selected as the permanent location of Motion Picture Sales' European office.

It is expected that Agnew will return here in six weeks. He is accompanied by Mrs. Agnew.

Next Anglo-U.S.Meet May Be Held Here

Washington, April 28.—Next meeting of the Anglo-American Films Council will be held about mid-June either here or in New York, Motion Picture Assocation officials said today. Any meeting of the council thereafter probably would be held in London, it was said.

Personal Mention

PAT CASEY has arrived in New York from Hollywood.

•

MURRAY WHITEMAN, active for many years in the Buffalo Variety tent, was married Wednesday to MILDRED M. JOHNSON, also of Buffalo. The couple left yesterday for San Francisco, where they will attend the Variety Clubs International convention.

•

HARVEY A. KING, veteran Hartford stage manager, will be honored on his 80th birthday May 9 with a dinner to be given at Loew's Poli Palace Theatre by members of Local No. 84, IATSE.

•

MEYER STERN and EDWARD SHAFTON have been selected Omaha tent delegates to the Variety Clubs International convention, with JOSEPH SCOTT and M. G. ROGERS serving as alternates.

•

ARTHUR MAYER, head of the American Military Government's motion picture division in Germany, is scheduled to return to Frankfort from New York over the weekend.

•

B. G. KRANZE, Film Classics sales vice-president, has left here on a tour of exchanges in Chicago, St. Louis, Dallas, Los Angeles and San Francisco.

•

MIKE SIMONS of M-G-M's exhibitor relations department, will attend the annual convention of the Georgia Theatre Owners at Atlanta on May 9-10.

•

TERRY TURNER, RKO exploitation director, and his assistant, HARRY REINERS, are scheduled to visit Albany from here Thursday.

•

JEROME M. EVANS, Universal-International exploitation representative, will leave New York for Dallas over the weekend.

•

ROY PACE, formerly assistant to BARNETT SHAPIRO, Monogram attorney in Hollywood, has joined the legal department of Warners studio there.

•

HARRY LEVINE of Paramount will leave here today for Chicago and Buffalo.

•

HAROLD AUTEN was host to trade press representatives at a dinner at the Lotos Club here last night.

•

WILLIAM ZIMMERMAN, RKO Radio attorney, left here yesterday for Chicago.

•

R. F. (BOB) PINSON, head of the Astor exchange at Charlotte, is in New York.

•

MAX GOMEZ, Monogram manager for Mexico, has returned to Mexico City after a visit to New York.

•

DAVID BURSTIN, Selznick Releasing Organization counsel, has returned to New York from Chicago.

Insider's Outlook

By RED KANN

THE Internal Revenue Bureau's general admission tax collections on February business make a piece of arresting reading on their own. They make a better story on a comparative basis.

Collections on general admissions that month, with its 28 days, were $34,716,074, and the total admission tax $38,743,621, which marks February business as the biggest of any January, February, March or December since the current tax schedule went into effect with business for April, 1944.

The general admission tax on February also was higher than collections covering receipts in the following five months of 1948: April at $28,309,290; May at $31,639,479; June at $33,054,712; July at $34,141,294 and September at $32,136,111. Thus, business in February was heavier than it was in nine of 12 months last year, having been outrun only by August, October and November. It was $7,808,690 greater than January of this year, when the return was $26,907,384.

■

All of this, of course, does not reflect only grosses at picture theatres, although this is preponderantly correct. Perhaps the salient point here is the proof that the entertainment dollar continues to be generous and plentiful. The figures demonstrate that the public is spending money on *some* form of enterment, aside from roof gardens and cabarets, which are tabulated separately.

Counter attractions may be taking away patronage to which the industry may feel it is entitled. But the industry has to remember that the entertainment medium which offers the better attraction is the one which the public will buy.

It is clearly apparent, therefore, that this industry cannot relax in its efforts to make more pictures better than they have been; that there is an ample and constantly present need to keep the selling fires burning so that enthusiasm may be generated internally and then made to explode externally where the public may see it perform.

■ ■

Pete Wood could not offer better advice to his members in the ITO of Ohio than this, from one of his bulletins:

"There are plenty of reissues on the market. Some of them are doing a whale of a business, others are not. We recommend that you look before you leap and, having decided to play them, let your public know it. If there is anything distasteful in life, it is to be 'taken in', and everyone resents this — even movie patrons.

"When you play a re-release, advertise it as such. In the long run, it will pay. Your patrons will appreciate it."

■

The motion picture committee of the Daughters of the American Revolution, in turn reflecting its sub-committees throughout the nation, states "in not a single report was Communism reported as having been noted in any [major] picture."

This is not news to the industry, although it may be to the House Un-American Activities Committee.

■ ■

What was it that the president of one company is reported to have said to the president of another at a recent Johnston office meeting? Whatever it was, the feelings ran high. Very high.

Urge Improvement Of Trade Relations

BOSTON, April 28.—Improved trade relations are more necessary to the industry now than better public relations, Independent Exhibitors, Inc., declares in its current bulletin to members.

"When the various divisions of the industry become related to one another, each accepting its rightful place with a friendliness and understanding that makes for better business," the bulletin asserts, "the public relations will not be too necessary as our one and only objective will be better pictures for a happier public. With a satisfied public we will have nothing to fear from any other form of competition."

Explains Para. Television

New York Paramount Theatre's system was explained last night to members of the National Television Film Council, meeting at the Brass Rail here. Richard Hodgson, director of television operations for Paramount Pictures, told how the system picks up an image, photographs it from the tube, processes it and projects it on the theatre's screen in one minute.

Babcock to Build Drive-In

BUFFALO, April 28.—Erection of a new 600-car drive-in near Batavia is scheduled to start at once, with Raymond T. Babcock, the builder, expecting to have it in operation by July 1.

Premiere for "Flamingo"

LOS ANGELES, April 28.—World premiere of "Flamingo Road," Warner Brothers, was held here tonight at the Warner Downtown Theatre, with some 30,000 persons jamming the streets to greet Hollywood celebrities. In a departure from premiere routine, stars entered by the stage entrance and later appeared outside.

Crawley Wins Award

OTTAWA, April 28.—First annual Canadian Film Award was presented to Crawley Films by Prime Minister St. Laurent for the production "The Loon's Necklace," a full color film based on an Indian legend.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

Astor B'WAY & 45th ST.
JENNIFER JONES • JOHN GARFIELD
PEDRO ARMENDARIZ in JOHN HUSTON'S
WE WERE STRANGERS
A COLUMBIA PICTURE

COLUMBIA PICTURES presents
GLENN FORD
in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON
DUKE ELLINGTON
And His World Famous Orchestra
plus HOWELL & BOWSER, PECK & PECK
plus BILLY ECKSTINE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES Joseph COTTEN
"Portrait of Jennie"
DOORS OPEN 9:30 A.M.
POPULAR PRICES
RIVOLI
Broadway at 49th St.

CLIFTON WEBB - SHIRLEY TEMPLE
"MR. BELVEDERE GOES TO COLLEGE"
A 20th Century-Fox Picture
ON VARIETY STAGE — VIVIAN BLAINE
LEO DE LYON - McCARTHY & FARRELL
On Ice Stage—The ROOKIES - Joan HYLDOFT
ROXY 7th Ave. & 50th St.

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Coast Leaders Head UJW Fund Drive

HOLLYWOOD, April 28.—An all-out drive by Hollywood industry leaders in behalf of the Los Angeles' United Jewish Welfare Fund campaign, has begun with the naming of top studio executives as drive chairmen.

At a luncheon in the Beverly Hills Hotel attended by campaign president Jack L. Warner, the following were named by industry division chairman Henry Ginsberg to head the drive in studios: Columbia, Irving Briskin and S. Sylvan Simon; Goldwyn, George Slaff; independents, Steve Broidy, Joseph I. Breen, Jr., and William Pine; M-G-M, J. J. Cohn, Armand Deutsch and Marvin Schenck; Paramount, Jacob H. Karp; RKO, Leon Goldberg and Sid Rogell; Republic, Hyman J. Glick; 20th Century-Fox, Fred S. Meyer and Lew Schreiber; United Artists, Stanley Kramer; Universal, M. W. Weiner; Warner Brothers, Harry Kurnitz and Jerry Wald.

Goal of the city-wide campaign is $11,000,000, to be allocated to overseas, local and national organizations.

Jack Warner and Ginsberg To Attend Israel Dinner

HOLLYWOOD, April 28.—Jack L. Warner, president of the Los Angeles United Jewish Welfare Fund drive, and Henry Ginsberg, industry chairman, will leave here for New York over the weekend to attend a dinner Wednesday in celebration of the first anniversary of the State of Israel. The invitation was extended by Dr. Chaim Weizmann, president of Israel, through Henry Morgenthau, Jr., UJA chairman.

Reach Settlement in Monroe Trust Suit

CHICAGO, April 28.—Terms of the cash settlement of the Monroe Theatre anti-trust suit, dismissed this week, are said to involve a sum under $75,000, though treble damages of $1,580,000 were sought by the plaintiffs, Lubliner and Trinz, former operators of the Monroe.

Defendants in the suit, which charged a conspiracy to prevent the house from obtaining product from Jan. 1, 1933 to March 4, 1945, were Balaban and Katz, Publix Great States, Warner, Loew's, RKO, 20th-Fox, Paramount, Columbia, Universal and United Artists. Attorneys Seymour Simon and Miles Feeley represented plaintiffs and defendants, respectively.

Wright Leaves Post With D. of J. Today

WASHINGTON, April 28.—Robert Wright, Justice Department attorney in charge of the Paramount and other film anti-trust cases for the last decade, cleaned out his desk today.

Wright will leave government service tomorrow, just short of 11 years with the anti-trust division. He joined in July, 1938. He plans to set up his own law office here "in a couple of months."

Book on Industry Short

A four-page campaign book on "Let's Go to the Movies," first of the industry short subjects, has been prepared by RKO Radio, distributor of the one-reeler.

"Home of the Brave"

(Continued from page 1)

legs paralyzed. Under the probings of an Army psychiatrist, the patient's whole agonized past of persecution comes back in dream-like images. Flashback technique has seldom been used more imaginatively than here. It is while on a reconnaissance mission on a Jap-held South Pacific atoll that the patient's deep-rooted sense of persecution becomes aggravated by the severe battle conditions and the bigoted taunts of one of the other soldiers. The breakdown follows.

By the slow therapy of psychoanalysis the doctor lifts the sense of persecution from the patient's mind and finally cures him physically with the dramatic reassurance that he is not different from any other man.

Mark Robson's direction keeps the story on the constant edge of excitement, and Carl Foreman has provided a screenplay in which the characters emerge from their experiences as real human beings. The film, for the most part, is set in the grimy, Jap-held atoll and centers on five soldiers who went on the mission. Frank Lovejoy, prominent radio performer, plays a "Tech" sergeant, always at odds with Steve Brodie who uses the lone Negro soldier as a whipping boy. The two others on the mission are Douglas Dick, the officer in charge, and Lloyd Bridges, who is killed in action.

This Screen Plays production was adapted from the Broadway play by Arthur Laurents, which, instead of Negro prejudice, had anti-Semitism as its central theme. Robert Stillman was associate producer. Plaudits are deserved in every department.

Running time, 88 minutes. Adult audience classification. For June or July release.

MANDEL HERBSTMAN

"Sand"

(20th-Century-Fox)

WILL JAMES' novel of the same title served as the source of this noteworthy film about horses and the West. Fine motion pictures have sprung from other Will James books—"Smokey," for example—but none, we venture, can match Robert Bassler's Technicolor production of "Sand" from the standpoints of scenic and animal beauty, intelligent approach and dramatic flavor.

Sensitively directed by Louis King, from an adult and literate script by Martin Berkeley and Jerome Cady, this wholesome, full-bodied story about a "civilized" prize-winning stallion that is thrown on its own resources in the open wilds of Colorado stands as really delightful entertainment. One of this picture's prime virtues is the fact that it does not rest its appeal in artifices and cliches as have some pictures about horses.

Mark Stevens is given top billing as a wealthy horse fancier whose blue-ribbon champion, Jubilee, escapes from a fire in a railroad horse car and dashes in panic into the Western desert and hill country where the train is forced to stop. Pretty ranch owner Coleen Gray, who sights the beautiful runaway stallion as he seeks to strike up a romantic attachment with one of the mares in her herd, communicates with Stevens, and, together, they set out to hunt Jubilee. The animal, meanwhile, has developed wild instincts which together with its inherent "sand" (slang for courage) leads it to survive in the wilderness, elude recapture, and even acquire a mate.

In their association Stevens and Miss Gray borrow inspiration from Jubilee's progress at romance—with some broad hints by the lady's outspoken grandad, Charley Grapewin, helping to ripen their affection for each other. Finally, they are able to capture Jubilee, but are alarmed to find him wild almost beyond rehabilitation. But before disposing of the horse with a bullet, Stevens makes a desperate attempt at suasion, and thereby succeeds in bringing the animal to its "civilized" senses. Rory Calhoun lends a mild touch of hot-headed villainy to the proceedings. Others in the competent cast include Bob Patten, Mikel Conrad, Tom London, Paul Hogan and Jack Gallagher.

Running time, 77 minutes. General audience classification. For July release.

CHARLES L. FRANKE

Canadians Get a Video Coordinator

OTTAWA, April 28. — Canadian Broadcasting Commission has appointed Alphonse Ouimet, engaged in television research for the Commission since 1932, as television coordinator and regional representative in Newfoundland.

Dr. Augustin Frigon, CBC general manager, states Ouimet will be coordinator during the "preliminary stages preceding actual television operations in Canada."

Cougar in 'Cat' Troupe

SALT LAKE CITY, April 28.—A cougar headed the Hollywood troupe that arrived here today for the world premiere of Eagle-Lion's "Big Cat," opening at the Utah and Capitol theatres tomorrow. Mayor Earl J. Glade greeted the visitors, who include Peggy Ann Garner, Lina Romay, Preston Foster, Chill Wills, Lois Butler, Jane Withers and producer Bill Moss.

Says Griffith Buys 'One At a Time'

OKLAHOMA CITY, April 28.—Defense witnesses continued to appear at the Griffith mandate hearing here today, with John Underwood, Columbia Southern division manager testifying that his company now negotiates with the circuit on a one-picture-at-a-time basis.

"We work several hours on one picture where we used to sit down and and agree on 44 films in a day or two," Underwood told Federal Judge Edgar S. Vaught. He denied that Columbia had an understanding with Griffith to deny sales to independent competitors. Robert C. Hill, another Columbia salesman from Denver, also took the stand.

Ohio Child Labor Bill

COLUMBUS, Ohio, April 28.—Children under 14 would be barred from any gainful employment under a bill designed to tighten child labor laws.

Short Subject

"Fraud Fighters"

(This Is America—RKO Pathe)

The ever-vigilant activities of the Food and Drug Administration of the Federal Securities Agency in protecting the public from manufacturers of fake products is spotlighted in the current This Is America subject. It is highly interesting and informative.

The subject for the most part shows how, in one typical case, the FDA tracked down a quack medicine manufacturer. It has many other highlights, including scenes of the huge FDA laboratories in Washington where scientists make extensive tests on medical and other products. Running time, 17 minutes.

Actress Asks Share In Beatty Estate

DETROIT, April 28. — A $350,000 claim by a Chicago actress against the $1,500,000 estate of the late Edward C. Beatty, former head of the Butterfield circuit, is before Probate Judge Thomas C. Murphy here.

Dorothy Van, the claimant, says that for 30 years prior to Beatty's death she was associated with him in his numerous theatrical enterprises and that for her advice and assistance Beatty promised she would receive the Michigan Theatre at Ann Arbor, a Butterfield unit valued at $250,000, and $100,000 cash at the time of his death. Judge Murphy is considering a motion to dismiss the claim.

Enterprise Cancels Film for M-G-M

HOLLYWOOD, April 28.—Enterprise will not produce "Third Secret," fourth picture promised to M-G-M for distribution, due to the company's inability to meet the delivery date, David Loew, board chairman, said here today. Loew said that Enterprise is in the process of liquidation.

New 'IA' Buffalo Heads

BUFFALO, April 28.—City Council president Peter J. Crotty last evening installed officers of two IATSE Film Exchange Employes (AFL) locals in the Hotel Markeen. The new officers are: Local No. F-9, President, Gertrude S. Franklin; vice-president, Ruth Martin; business agent, Gerald Stark; recording secretary, Rose Sinatra; financial secretary, Margaret Onions, and sergeant-at-arms, Doris Maes. Local B-9, president, Mary Fiallella; vice-president, William Sheridan; business agent, John A. Brunner; recording secretary, John Wilhelm and financial secretary, Evelyn Garnham.

Trade Charter May Cut Film Barriers

Washington, April 28.—President Truman today submitted for Congressional approval the International Trade Organization Charter.

The charter has several provisions which might mean fewer restrictions on films.

THE 20th CENTURY-FOX PARADE

HEADING YOUR WAY WITH THE GREATEST STORY THIS INDUSTRY HAS EVER KNOWN!



KEEP IN STEP

with the company that keeps proving There's


IS ON!
"MOTHER IS A FRESHMAN" TECHNICOLOR
"MR. BELVEDERE GOES TO COLLEGE"
"THE BEAUTIFUL BLONDE FROM BASHFUL BEND" TECHNICOLOR
"IT HAPPENS EVERY SPRING"
No Business Like 20th Business!
CENTURY-FOX

20th, Availabilities

(*Continued from page* 1)

it do not endorse the program. The latter are said to feel that "there is not sufficient business" to sustain the larger amount of spots on the same run.

In Philadelphia, 20th-Fox has divided the territory into 18 zones with one house in each to be given neighborhood first-run availability on the basis of competitive sliding-scale bidding. In the past only eight or nine houses had that availability after a downtown first-run.

Al Lichtman, Charles Einfeld and other 20th-Fox executives were in session at the home office yesterday, exchanging notes on the results of their recent tour of exhibitor meetings at which they announced the company's intention of adjusting rentals upwards. A. W. Smith, Jr., sales vice-president, is now in St. Louis on sales matters.

There has been no decision on where or when the company executives will meet next with exhibitors although it is said they are considering "invitations."

TOA Theatre Video

(*Continued from page* 1)

is under the chairmanship of Mitchell Wolfson, is slated to attack the problems again at a meeting here on May 4. The following day it will meet again with video specialists of the Society of Motion Picture Engineers.

While describing as "feasible" the chances of TOA's setting up a television broadcasting station in New York, Gael Sullivan, executive director of the organization, said yesterday that TOA has yet to examine the possible bases of financing such a project. The physical engineering aspects of theatre video, such as the effecting of installations in theatres, Sullivan regards as "no particular problem." TOA's tie-up with SMPE evidently has brought about solutions to whatever engineering difficulties that may have existed originally.

The engineering problems which remain a challenge to TOA appear to be those associated with pending developments in ultra-high frequency telecasting, according to Sullivan. As the medium "grows" so do the problems for TOA increase, he said.

12,000 E-L Dates

(*Continued from page* 1)

was announced by Heineman. They are: "The Big Cat," William Moss' Technicolor production which will have its world premiere tomorrow at the Utah Theatre in Salt Lake City; W. Somerset Maugham's "Quartet," a J. Arthur Rank production now at the Sutton Theatre in New York; "Shamrock Hill," starring Peggy Ryan, and Rank's Technicolor "Saraband."

Selznick in Detroit On SIMPP Suit

DETROIT, April 28.—David O. Selznick gave a deposition here today in the $8,750,000 anti-trust suit brought by the Society of Independent Motion Picture Producers against United Detroit Theatres and Commonwealth Theatres. Robert J. Rubin, SIMPP counsel, accompanied the producer.

After being questioned about profits and losses of his company, Selznick left immediately for the Coast.

Reviews

"Africa Screams"

(*Nassour-United Artists*)

HOW do you like your comedy? Broad? No holds barred? Slapstick of the unsubtle, double-take species? "Africa Screams" has it all in abundance, with Abbott and Costello at play with scores of lions and other denizens of African jungles and what goes on, in its broader aspects, might be novelty enough to catch the public's fancy.

Some of the gags, perhaps, should not have been disinterred at all, but for the most part it is not too difficult to expect an audience to behave like so many uninhibited and highly amused youngsters as Bud and Lou romp from one absurdity to another, within claw's reach of an orang-utang, or jumping from the stew-pot when ensnared by cannibals, all in the zaniest fashion.

For exploitation purposes, Abbott and Costello are in good company. Clyde Beatty cracks the whip in a lions' cage in the jungle; Frank Buck is seen on a safari with all of his trappings, while brother behemoths of the ring, Buddy and Max Baer, take part in the fun, however clumsily.

Costello is the animal-fearing buffoon whose boastings of prowess on the hunt lead him and his book-selling partner, Abbott, to an African expedition sponsored by Hillary Brooke. Her aim is diamonds. It is Costello who comes back with the wealth, though, mostly because a jungle ape becomes enamored of him and lends assistance. Joe Besser and Shemp Howard also are in the cast. Earl Baldwin's screenplay was directed by Charles Barton. Edward Nassour produced the film which is listed as a Huntington Hartford production.

Running time, 79 minutes. General audience classification. Release date, May 27.

GENE ARNEEL

"Lone Wolf and His Lady"

(*Columbia*)

RON RANDELL appears as the "Lone Wolf" in a quick-moving yarn about the mysterious disappearance of a fabulous diamond, in a production which measures up to about average for the series.

June Vincent, as a police reporter, meets the Lone Wolf who promises to give her paper the exclusive story of his past exploits. When there is an exposition of a very large diamond, the city editor has the Lone Wolf report the story. In the middle of the reception, a gas bomb explodes and the diamond is taken from the case. Immediately the police arrest the Lone Wolf but he eludes them and proves that the stone in the exposition was merely glass. The Lone Wolf leads the police to the culprit, the jewel cutter who had hidden the diamond in his case and was about to leave the country. This film was produced by Rudolph Flothow and directed by John Hoffman. Malcom Stuart Boyland wrote the screenplay, from a story by Louis Joseph Vance. Other performers are Alan Mowbray, William Frawley, Collette Lyons, Douglas Dumbrille, James Todd and Steven Geray.

Running time, 60 minutes. General audience classification. For August release.

"'C'-Man"

(*Laurel—Film Classics*)

CONVENTIONAL cops-and-robbers melodramatics are flavored with the now fashionable documentary technique in "'C'-Man," a frugally-budgeted, fast-moving foray into the exploits of U. S. Customs investigators. This picture's modest production proportions bespeak commensurately modest returns at theatres which do not stress action films, but at "action" situations it should prove financially gratifying.

With most of the exteriors filmed on location in New York City, the picture takes on an occasional tone of authenticity which is dissipated at times by the broad theatrics which the performers introduce into the proceedings under the vigorous direction of Joseph Lerner, who also produced.

Berne Giler's screenplay assigns to Customs Agent Dean Jagger the grim task of tracking down a smuggling ring whose leader (Rene Paul) already has killed Jagger's best friend and co-worker. The agent runs up against the fists of Paul's mad-doggish henchman, luridly portrayed by Harry Landers, as he latches onto the scent of the culprits. Excitement and interest, stimulated by a sometimes distractingly cacophonous musical score, build to an adequate extent before the chases, double-crosses, rough-housing and a touch of romance carry the film to a showdown finale. John Carradine does well in the small part of a dipsomaniac conspirator, heading a supporting cast which includes Lottie Elwen, Walter Vaughan, Adelaide Klein, Edith Atwater, Jean Ellyn and Walter Brooke. Rex Carlton was executive producer for this Laurel Films presentation.

Running time, 75 minutes. General audience classification. Release date,

C. L. F.

Discina Acquires Six

Acquisition of six films, four of them in a foreign language, from M-G-M International Films Corp. for distribution in the United States and Canada, has been announced here by Discina-International Films Corp. The films are: "Angels of the Streets," "It Happened at the Inn," "Stormy Water," "When Words Fail," "The Last Chance" and "Portrait of Maria." The latter two, though foreign-made, are in English.

Roger Touhy Gains Point

CHICAGO, April 28.—Judge Michael L. Igoe of U. S. District Court has overruled a motion to dismiss a $500,000 damage suit brought by Roger Touhy against Balaban and Katz and 20th-Fox on the grounds that he was libeled by the film, "Roger Touhy, gangster," released by 20th-Fox. The Court rejected a defense argument that Touhy lost his rights to citizenship when he was convicted and sent to prison.

4th Quarter Gross

(*Continued from page* 1)

Republic. United Artists and 20th Century-Fox were the only majors not reported. Also not included were Eagle-Lion and Film Classics.

Company-by-company figures for the fourth quarter of 1948 and a comparison with the third quarter of 1948 and the fourth quarter of 1947, follow:

Columbia: $8,525,000; (third quarter, July 1-Sept. 25, $8,668,000; fourth quarter 1947, Sept. 28-Dec. 31, $7,172,000). Gross income from Columbia's foreign subsidiaries was reported as $3,674,000 for the third quarter of 1948 and $4,077,000 for the fourth quarter of 1947. No figure was given for the final quarter of 1948. These foreign sales figures were not included in the quarterly sales figures.

Loew's and wholly owned subsidiaries consolidated: $34,042,000; (third quarter, $39,446,000; fourth quarter 1947, from Sept. 1-Nov. 20, $33,107,000).

Monogram: $3,157,000; (third quarter, 13 weeks, $2,491,000; fourth quarter 1947, for the 13 weeks ending Dec. 27, $2,313,000).

Paramount: $41,300,000; (third quarter, 13 weeks, $43,320,000; fourth quarter 1947, $49,197,000).

RKO: $27,500,000; (third quarter, 13 weeks, $26,500,000; fourth quarter 1947, from Sept. 28-Dec. 31, $31,552,000). The RKO figures include net amounts of "film earnings of subsidiaries not consolidated, operating in foreign territories" of $2,825,000 in the fourth quarter of 1948, $3,379,000 in the third quarter and $4,575,000 in the fourth quarter of 1947.

Republic: $7,443,000, for 14 weeks; (third quarter, 13 weeks, $6,427,000; fourth quarter 1947, 13 weeks, $7,306,000).

Universal: $15,742,000; (third quarter, $12,086,000; fourth quarter 1947, $17,912,000).

Warner Brothers: $36,000,000; (third quarter, $39,000,000; fourth quarter 1947, $40,011,000). The two 1948 figures are "estimated gross income."

Three theatre companies reported the following figures:

Consolidated Amusement Co., Ltd.: $1,170,000; (third quarter, $1,333,000; fourth quarter 1947, $1,127,000).

Loew's Boston Theatres Co.: $432,000; (third quarter, $424,000; fourth quarter 1947, $405,000).

Penn-Federal Corp.: $290,000; (third quarter, $298,000; fourth quarter 1947, $301,000).

Trans-Lux Corp.: 1948 fourth quarter sales, $434,000, compared with $387,000 in the third quarter and $241,000 in the fourth quarter of 1947.

Eastman Kodak Co.: $138,000,000 in sales for the 16 weeks ending Dec. 26, 1948, compared with $120,000,000 for the comparable 1947 period and $105,000,000 for the 12 weeks ending Sept. 4, 1948.

General Precision Equipment Corp.: 1948 fourth quarter sales of $7,626,000, third quarter sales of $7,162,000 and $7,849,000 for the fourth quarter of 1947.

Need Rental Cuts

(*Continued from page* 1)

make a dollar or two; this group is entitled to reductions." The final 20 per cent are paying "considerably more than they can afford to," continued Cole, and "this entire group is entitled to and must have a reduction."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 85 NEW YORK, U.S.A., MONDAY, MAY 2, 1949 TEN CENTS

Ticket Prices Reach All-time High, Says U. S.

Large - City Admissions Continue to Climb

WASHINGTON, May 1.—Adult and children's admission prices in large cites continued to soar upwards during the first three months of 1949, and at the end of March, had established new records, according to the U. S. Bureau of Labor Statistics.

The index of adult admission prices, which at the end of 1948 was 71 per cent above the 1935-39 base, jumped to 72.7 per cent at the end of March. It has been going up steadily since last June.

The children's admission price index jumped even more sharply. It

(*Continued on page 3*)

RKO Radio to Study Minnesota Clearance

MINNEAPOLIS, May 1.—The muddled clearance situation in Minneapolis will be studied by RKO Radio attorneys in the next week, it is understood, in the hope of bringing about clarification of the clearance which each individual theatre may demand. The attorneys will be accompanied by Walter Branson, RKO Western sales manager.

Chief cause of the RKO clearance study, which will also include St. Paul, is the request made recently

(*Continued on page 3*)

Selznick Elected Head of Selznick

David O. Selznick has become president of the Selznick Releasing Organization in a new alignment of the film distributing company's officers.

Other officers appointed by Selznick were: Sidney G. Deneau, sales vice-president; Leonard R. Case, vice-president and treasurer; David I. Bursten, secretary; Richard Hungate and Betty Goldsmith, assistant secretaries. Paul MacNamara continues as vice-president in charge of public relations.

Para. Divestiture in Minnesota Underway

MINNEAPOLIS, May 1.—Early identification of theatres which Minnesota Amusement, Paramount affiliate, must part with is expected following recent discussions here of the Paramount trust suit settlement, between Harry French, president of the circuit, and Paramount home office theatre officials. Leonard Goldenson, Paramount theatre head; Walter Gross, attorney and officer of the new Paramount theatre company to be formed, and Robert O'Brien, Paramount secretary, participated in the discussions with French. The former two returned to New York immediately following the discussions, while O'Brien left for Butte, Mont., his home town.

Under terms of the decree, Paramount-Minnesota Amusement must dispose of one theatre in each of the following cities: Fairmont, Austin, Mankato, Minneapolis, St. Cloud and St. Paul, Minn.; Fargo and Minot, N. D.; Aberdeen, Huron and Watertown, S. D., and Eau Claire, Wisc.

Paramount Theatres officials in New York were not available at the

(*Continued on page 3*)

Colorado Theatre Owners Join TOA

Gael Sullivan, executive director of the Theatre Owners of America, has been advised by B. D. Cockrill, president of the Colorado Association of Theatre Owners, that the directors of that organization, following its recent meeting, had voted to affiliate with the TOA. The association now numbers over 75 members.

MGM Played 38% Of Music Hall Time

Since October 27, 1938 when the first M-G-M picture played Radio City Music Hall, M-G-M pictures have played a total of 209 weeks or 38.5 per cent out of 543 weeks of available time, according to the company. Some 47 M-G-M pictures have played the Music Hall. The company's "Random Harvest" holds the all-time, long-run record of 11 weeks for the house.

M-G-M's "The Stratton Story" will start a run at the house on May 5, to be followed by the company's "Edward, My Son."

Mexican Industry Faces 50% Pay Hike

MEXICO CITY, May 1. — Labor trouble again looms for the Mexican trade with the announcement by the National Cinematographic Industry Workers Union that in June or July it will demand a 50 per cent pay raise for its members, who are mostly employees of Mexican producers, distributors and exhibitors. This move is apart from a similar one that American and other foreign distributors expect in August.

Producers and studios affected by this move indicate they would not be able to meet the raise. Trade opinion, though, is that they must make a concession, as they did in 1947.

1,600 Due at Annual Variety Meet on Coast

Gov't To Name Mayer Successor Shortly

Arthur Mayer, head of the American Military Government's motion picture division in Germany, returned to New York from Washington at the weekend following conferences there with government officials. He said candidates for his post, which he has expressed a desire to leave, are being interviewed in Washington, and that an appointment probably will be made within two weeks. Mayer expects to continue active in the post for 60 or 90 days longer.

Scheduled to leave New York today for the U. S. Army airport at Westover, Mass., Mayer will fly from there tomorrow for Frankfort where he makes his headquarters.

SAN FRANCISCO, May 1.—Approximately 1,500 Variety Club members from the 48 states, Canada and Mexico are expected to attend the 13th annual Variety Clubs' International convention which will open here tomorrow and run through Friday.

The convention's social program is highlighted by a "Variety Movie Ball" at the St. Francis Hotel Tuesday night, the "Humanitarian Award" dinner at the Palace Hotel Wednesday night, a "Variety Round-up" in Hayward Thursday afternoon and a "Variety Frolics" Friday night at the Tivoli theatre.

Chief aim of the convention is to raise $100,000 for blind babies. Rotus Harvey is general convention chairman.

R. J. O'Donnell, International Chief

(*Continued on page 3*)

20th Resumes Adjustments In New York

Company's 'Final' Policy Is Now Being Drafted

The experimental nature of 20th Century-Fox's methods in its campaign for upward revisions in film rentals has been manifested in the New York Metropolitan area where exhibitors report that the company has abandoned its recently-established policy of disallowing adjustments and credits.

Although spokesmen for the company declined at the weekend to either confirm or deny the reports that it has reverted to the selling procedures which were terminated here a month ago, it is understood that 20th-Fox vice-president Al Lichtman has been preparing a document which sets

(*Continued on page 3*)

9 Percentage Suits Filed by Majors

Nine new percentage suits have been filed in Ohio and Louisiana.

In Cleveland, four suits were filed in U. S. District Court, in which M. C. Martin and others operating the Dayton Theatres in Akron, were named defendants. Separate suits were brought by RKO, Loew's, Paramount and 20th Century-Fox. Jones, Day, Cockley and Reavis of Cleveland are the attorneys for the plaintiffs with Sargoy and Stein of New York acting as counsel.

In New Orleans, five suits naming

(*Continued on page 3*)

Semenenko Confers With E-L Bidders

Serge Semenenko, vice-president and motion picture financing specialist for the First National Bank of Boston, conferred here on Friday with prospective bidders for control of Eagle-Lion. The Boston bank has been prominently identified with E-L financing.

Separate conferences reportedly are under way on the West Coast. Identity of the prospective bidders could not be confirmed but reports were that all are well known within the industry.

Personal Mention

SAMUEL GOLDWYN left Harkness Memorial Pavilion here on Saturday, fully recovered from a minor operation. He is scheduled to spend this week in New York, leaving for the Coast with Mrs. Goldwyn at the end of the week.

•

WILLIAM MCCRAW and WILLIAM O'DONNELL, from Dallas, MAX COHEN and MRS. COHEN, from New York, and NATHAN GOLDEN, from Washington, were among those arriving in San Francisco over the weekend to attend the Variety Clubs convention.

•

IRVING MAAS, Motion Picture Export Association vice-president and general manager, will arrive here today by plane from Germany, completing a tour of MPPA Continental markets.

•

BERNARD J. GATES, Monogram Latin American supervisor, has arrived in Rio de Janeiro from New York, on the start of a South American tour.

•

JOSEPH PASTERNAK, M-G-M producer, and MRS. PASTERNAK, will arrive here tomorrow from the Coast for a vacation.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, will return here today from a vacation at Miami.

•

NED E. DEPINET has postponed his scheduled departure from here for the Coast.

•

STEVE BROIDY, Monogram-Allied Artists president, left here over the weekend for the Coast.

•

JOHN HUSTON will leave here today by plane for the Coast.

NCA Meeting Today To Map Convention

MINNEAPOLIS, May 1.—North Central Allied's board of directors will meet here tomorrow to map plans for the unit's annual convention, May 23-24, and the National Allied conclave to be held in Minneapolis on October 24-26.

Already set for the NCA convention is the second annual banquet for past chief barkers, slated to close the sessions.

State Building Code Effective Today

Albany, N. Y., May 1.—The new New York State building code for theatres and other places of public assembly will become effective tomorrow. It replaces the code which has been in effect since 1922, and exempts from its provisions only theatres in New York City which has its own building code.

The new code was in preparation four years.

Tradewise . . .

By SHERWIN KANE

THERE is very definite interest on the part of a sizeable group of theatre operators in acquiring or forming a production-distribution company, as the trade press has reported from time to time over the past several years.

It is interesting to note now that there has been no abatement of that interest; in fact, it has probably increased in recent months and has spread to additional exhibitors, thus giving it a national complexion at the present time.

The subject was referred to by Arthur Lockwood, Theatre Owners of America president, in a recent organizational bulletin. The present interest appears to have stemmed from the negotiations for the purchase of United Artists conducted two years ago by Si Fabian and Ted R. Gamble, and was stimulated to greater proportions when the two reentered the United Artists sale picture recently.

As is generally known, the Fabian-Gamble plan provided for the participation of a representative number of theatre operators in the event purchase of United Artists proved feasible. There was widespread exhibitor interest in the plan two years ago, certainly of sufficient proportions to insure its success had Mary Pickford accepted the deal which to all intents and purposes had been agreed upon then.

•

In the two-year interval between the first and recent Fabian-Gamble negotiations for United Artists, exhibitor interest in such an enterprise had increased considerably. Experience with single picture selling and competitive bidding undoubtedly contributed to the added interest.

Small and large circuit owners missed the assurance of definite supplies of product, decreasing lengths of runs added to the uncertainties and periodic shortages of good first run product in a period of mounting costs induced more and more exhibitors to think in terms of stock or franchise ownership in a producing-distributing company of their own. A product franchise has all the earmarks of a business insurance policy to many circuit operators today.

Numbers of them in every section of the country are more alert today than ever before to an opportunity to invest 50, 100 or several hundred thousand dollars each in a project that will assure them a supply certain of 20 to 30 reasonably good features a year. It is not unlikely that they will reappear in negotiations for one or another existing production-distribution companies nor is it entirely unlikely that, failing in that direction, they may yet establish a production company of their own.

• •

An interesting aspect of the recent two-day meeting in Washington of the Anglo-American Film Advisory Council is that a full week later no report of what occurred had been made to directors of the Motion Picture Association nor to company presidents who were not in attendance at the meeting.

The explanation given is that the three American industry representatives, Eric Johnston, Barney Balaban and Nicholas Schenck, assured their British counterparts, J. Arthur Rank, Sir Alexander Korda and Sir Henry French, that no statements, not even private ones, would be made here until such time as the British council members had returned to London and had an opportunity to report to their associates there.

A nice enough courtesy, to be sure, but puzzling in view of the generally supposed lack of anything momentous to be reported. As a matter of fact, the voluntarily imposed secrecy gave rise to the impression that some understanding or agreement of import may have been arrived at by the conferees. Highly placed men in the industry concede that there could have been agreement or understanding on any number of subjects—none of them urgent or important enough to warrant prompt exposition to MPAA directors.

The most frequently encountered impression is that the meeting provided a convenient forum for frank talk and an exchange of views that should prove helpful to better understandings and improved relationships between the two industries in the future. But the basic trade problems remain where they were before—on the governmental level.

And as for information that is withheld indefinitely, it usually proves to be less interesting to others than to its custodians.

Newsreel Parade

RENEWED peace hopes and the resignation of Army Secretary Royall are current newsreel highlights. People in the news, sports, and "Mother-of-the-Year" round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 35—Victory for air lift: Reds move to end Berlin blockade. Secretary of Army Royall resigns. Endurance fliers. Christopher Society awards. Richard Widmark's hand in print in cement at Grauman's Chinese Theatre. "Mother-of-the-Year." Greek King and Queen visit Kalavrita. Egypt excavates buried treasure. Water sports.

NEWS OF THE DAY, No. 269—"Cold War" sensation: Reds' Berlin offer lifts peace hopes. Greek royalty on mountain pilgrimage. Down to earth after six weeks in the air. Egypt's amazing treasure hunt. Ring thriller.

PARAMOUNT NEWS, No. 72—California fliers set endurance mark. World news in the making: First move toward ending Berlin blockade; Dean Acheson asks arms support for peace; Paris: Red-backed parley gives peace aims. Steve Belloise "KO's" Jean Stock.

UNIVERSAL NEWS, No. 243—Air lift and Atlantic Pact spur peace bids. Greek rulers visit scene of war tragedy. Egypt digs for ancient treasures. Boxing. Spring brings joy to all.

TELENEWS DIGEST, No. 17-B—Washington: Defense shake-up. People in the news: L'il Abner, Josephine Baker, King Tut's tomb. Berlin "curtain" partially raised. J. Kingsbury Smith; Ambassador Jessup and Soviet Envoy Malik. Airlift pilots in Berlin. Secretary Acheson. Switzerland: Western politicians meet. Asiatic Russia: expanding railroad construction.

WARNER PATHE NEWS, No. 74—People in the news: "Mother-of-the-Year," King and Queen of Greece, Jessup and Gromyko. Atlantic Pact before Senate. Endurance fliers. Gag story. AAU swim meet. Wood choppers.

Warner, MacArthur Settlement Fading

WASHINGTON, May 1.—Hope for an out-of-court settlement of the Warner and K-B Co. row over the MacArthur Theatre split faded Friday.

K-B and Warners last week agreed on terms for Warners to get out of the joint venture, but this was contingent on K-B coming to terms with a third party, Kass Realty Corp., to free Warners of all financial responsibility for a second theatre to be built by Kass for K-B. Kass has refused to release Warners from a contractual promise to post a $50,000 bond in such a case, and attorneys for all parties agreed that as of this moment the whole settlement is off.

Brecher, Goldberg To Aid N. Y. Fund

Malcolm Kingsberg, president of RKO Theatres, and chairman of the motion picture division of the Greater New York Fund, reports that Leo Brecher and J. Joshua Goldberg have accepted the co-chairmanship of the independent exhibitors committee for the 1949 campaign.

Dunlap Heads South

Scott R. Dunlap, Monogram-Allied Artists production vice-president, left New York yesterday for Atlanta and New Orleans, to conduct meetings with representatives of circuits and the company's sales staffs, and will return to Hollywood Thursday.

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Ticket Prices

(*Continued from page* 1)

went from 62.8 per cent above the base period as of the end of December to 66.5 per cent above the base at the end of March. It has been going up since last September, when it was 57.3 per cent above the 1935-39 average.

The Bureau collects its statistics in 18 key cities, then adjusts them to represent the trend in the 34 largest U. S. cities.

Minnesota Clearance

(*Continued from page* 1)

by Harold Field and Harold Kaplan of the Minneapolis suburban St. Louis Park, who have proposed a new 35-day "slot" for the Park and its nearest independent competitor, Friedman Brothers' Edina. Field and Kaplan took their 35-day proposal to New York when the Edina made a demand for a 28-day run, the Park owners fearing a competitive bidding war if the Edina demand is granted. They also reasoned the 28-day run would bring in the deluxe Hopkins, in suburban Hopkins, five miles west of the Park, to add to a possible film rental price war.

Requests of the Alhambra, Camden, Hollywood and El Lago, all independent neighborhood runs, for a 28-day run two weeks ago, brought the decision of RKO to study the situation.

Meantime, a bombshell was dropped in the middle of the clearance squabble last week when Minnesota Amusement Co. notified exchange managers that the east side Arion, competitor to the Hollywood, would switch to a 28-day policy. The move, made by Maco's chief film buyer John Branton, came as a surprise, as Branton is said to have stymied 28-day run plans of distributors for a number of St. Paul outskirt stands late last year, and has been regarded as unalterably opposed to advancing clearance schedules in any marked degree.

Defense in 2nd Week At Griffith Hearing

OKLAHOMA CITY, May 1.—A continued lengthy hearing appears likely in the Griffith anti-trust case, which moves into the second week of defense testimony tomorrow, with defense witnesses going into considerable detail to answer the charges and allegations by Oklahoma, Texas and New Mexico independents on discrimination by distributors.

Friday witnesses include Robert C. Hill, supervisor of the Denver-Salt Lake City area for Columbia; T. D. Tidwell and W. B. Williams of the 20th Century-Fox Dallas' office; and Harold Beecroft, former 20th-Fox branch manager at Dallas.

Essaness Follows B&K's Video Lead

CHICAGO, May 1.—Plans for live television shows at the Essaness Oriental in the Loop are being formulated, president Edwin Silverman said Friday, in a move to keep up with the B & K Chicago, which will shortly premiere its first live television show.

Paramount's tele-transcription system has already been installed at the Chicago, but the inaugural show is being delayed until a local show of star caliber is lined up. According to Silverman, the Oriental will adopt a somewhat different format for television shows than that of the Chicago.

Harmon Appointment All Set with MPAA

Washington, May 1.—Official appointment of Francis Harmon, Motion Picture Association of America vice-president, as head of the expanded exhibitor and community relations departments of the MPAA, is expected to be announced here within the next few days, possibly tomorrow.

Harmon was here from New York yesterday for conferences with Eric Johnston, MPAA president, at which final arrangements reportedly were made. Inasmuch as the new program is entirely departmental, approval of the MPAA board of directors is not required.

Republic 'Collarites' Vote for Union Shop

Republic's home office "white collarites" at the weekend voted two-to-one in favor of a union shop in an election conducted by the National Labor Relations Board here, it was reported by Joseph M. Conlon, business agent for AFL's IATSE Motion Picture Home Office Employes Local No. H-63. The "IA" local recently won the Republic unit away from CIO's Screen Office and Professional Employes Guild.

Conlon said H-63's contract negotiations with Republic officials will "reach a climax" shortly.

SPG, SOPEG Will Hold Joint Strategy Meeting Wednesday

CIO's Screen Publicists and Screen Office and Professional Employes guilds will hold a joint strategy meeting Wednesday evening at the Park Sheraton Hotel here. Both unions have been negotiating with distributors for new contracts, and have encountered unyielding opposition to a number of their demands. Wednesday's meeting reportedly will be for the purpose of deciding whether the two guilds will take so-called "cold strike" action against the companies.

Minn. Divestiture

(*Continued from page* 1)

weekend for comment on relinquishing some of the Minneapolis Amusement holdings.

Weeks Required to Complete Para.-Comerford Split-Up

Negotiations for the ending of Paramount's 50 per cent interest in Comerford Theatres of Pennsylvania, comprising some 64 jointly-owned theatres, are progressing but many more weeks of work are still involved in the task, it was stated here officially on Friday.

While details of the negotiations were not disclosed, it is reported that efforts are being made to so apportion the division of properties in accordance with agreed-upon valuations as to require the transfer of a minimum amount of cash by either side.

Percentage Suits

(*Continued from page* 1)

Harold H. Bailey, I. Roy Calamia and Bailey-Calamia Theatrical Co. were filed in Civil District Court for the Parish of Orleans. Separate suits were brought by Universal, 20th Century-Fox, Loew's, RKO and Paramount. The theatre involved is the Gentilly in New Orleans. Chaffe, McCall, Toler and Phillips of New Orleans are the attorneys for the plaintiff distributors.

The complaints in all of these cases are substantially similar to each other and to those in various other actions pending throughout the country.

Annual Variety Meet

(*Continued from page* 1)

Barker, from Dallas, and John Harris, Variety Club founder, of Pittsburgh, will greet the visitors.

In a pre-convention celebration Friday night at the local Press Club, they will be joined by Harvey, Abe Blumenfeld and Chief Barker of Tent No. 32, James O'Neil. Graham Kislingbury, member of both Variety and the Press Club, will be host to the welcome-dinner.

Registration started this afternoon and will continue daily. International canvasmen meet tomorrow, with the first general session Tuesday.

20th Resumes

(*Continued from page* 1)

forth the company's final decisions with respect to its campaign. Lichtman and distribution vice-president Andy W. Smith, Jr., have spent the past six weeks in making first-hand surveys of selling methods in various parts of the country with a view to reshaping the company's merchandising approach.

In addresses before exhibitor gatherings and 20th-Fox sales division meetings, Lichtman has repeatedly admonished that he and Smith, with the assistance of advertising-publicity vice-president Charles Einfeld, were engaged only in investigatory and "educational" activity, and that ultimately the company would put its final decisions on the record.

At the company's New York City exhibitor meeting last April 3, the 20th-Fox executives announced that under a "new selling policy" credits and adjustments were discontinued. The new policy applied to all theatres, including those affiliated with the company, they said. Exhibitors here were uninformed at the weekend as to whether the new policy has been altered in other sections of the country.

During the executives' nationwide tour, Lichtman has at various times expressed himself as being in favor of "modernizing" clearances governing first-run operations, and adoption by the company of the sliding scale method of selling. His final report is expected to state the company's position on these as well as other possibilities which have been examined by him and Smith.

Smith and Lichtman were unavailable for comment on Friday.

F.&M. Sets St. Louis First Run Deal

ST. LOUIS, May 1. — A first run sales agreement between Fanchon and Marco, 20th Century-Fox and Paramount has been reached at a conference here last week attended by Andy W. Smith, Jr., 20th-Fox sales vice-president, M. R. Clark, Paramount division manager, and Edward B. Arthur, Fanchon and Marco general manager. The terms, which cover 10 new films, were not revealed.

Three Paramount films will remain at the small independent World Theatre where they were reassigned after Paramount and Fanchon and Marco failed to reach a rental agreement.

'Paso' Booking Hit By St. Louis Group

ST. LOUIS, May 1.—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois have passed a resolution hitting Paramount for showing "El Paso," on first run at the World Theatre, a small house in far downtown St. Louis. Paramount switched "El Paso" to the World after a disagreement with Fanchon and Marco over terms for the picture. The exhibitors' association expressed the opinion that a first-run in a big St. Louis theatre is highly desirable before releasing a film in the St. Louis area.

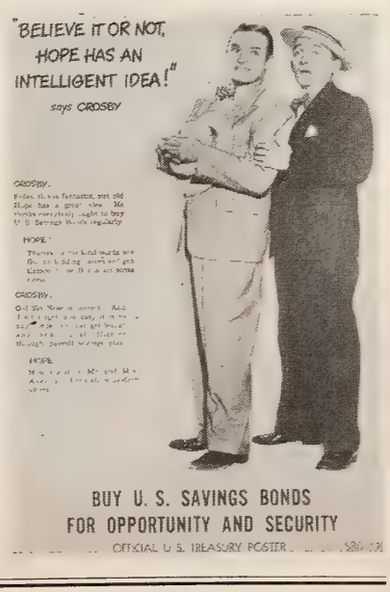
Barovic, 54, Exhibitor

SEATTLE, Wash., May 1. — Frank Barovic, 54, co-owner with his brother, Michael, of theatres in Tacoma, Puyallup, Sumner and Bellingham, died Friday at his home in Puyallup, Wash., after a long illness.

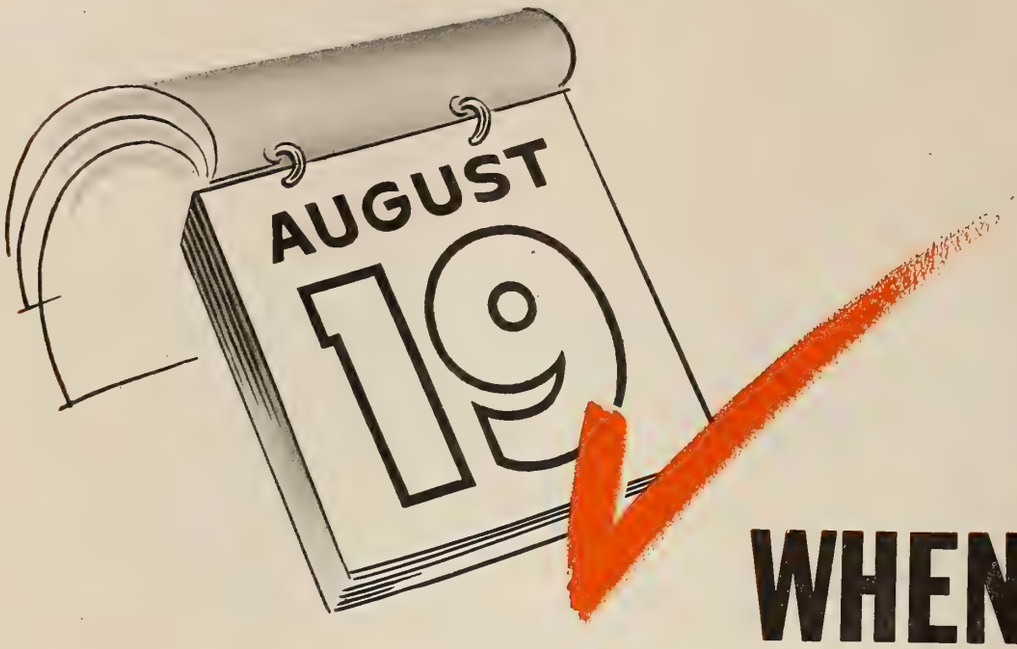
Crosby and Hope on 'Road to Security'

TWO of the film industry's best salesmen, Bing Crosby and Bob Hope, team up on "The Road to Security," one of the U. S. Treasury savings bond posters to be displayed in theatres in this year's bond drive. The entertainment world has massed its most important talent to help make this drive the greatest since the end of the war. Others in show business are participating, including Jack Benny and other personalities from his radio show, who have made a 10-minute short which will be shown in theatres and on television programs.

The poster is printed in red, white and blue, and is a standard size one-sheet which will be sent to all theatres by the motion picture industry committee working in cooperation with the Treasury Department.



MARK THE DATE



WHEN THE BIGGEST PICTURE IN TEN YEARS BACKED BY THE BIGGEST AD CAMPAIGN OF THE YEAR WILL PLAY TO THE BIGGEST BUSINESS OF 1949!

EDWARD SMALL

presents

BLACK MAGIC



Based on Alexandre Dumas' CAGLIOSTRO from "Memoirs of a Physician"

Boxoffice magic thru UA

EDWARD SMALL presents "BLACK MAGIC" starring ORSON WELLES and NANCY GUILD with AKIM TAMIROFF • FRANK LATIMORE • VALENTINA CORTESE MARGOT GRAHAME • Produced and Directed by GREGORY RATOFF • Screenplay by CHARLES BENNETT • Additional Scenes and Dialogue by Richard Schayer

Special Studio Preview

"MY FRIEND IRMA"

April 22, 1949

How would you rate the picture?

EXCELLENT ☒ VERY GOOD ☐ GOOD ☐

FAIR ☐ POOR ☐

Did the picture seem too long?

YES ☐ NO ☒

If so, what specific scenes would you shorten or eliminate? None

Whose performance did you like best?

General comments: Even Grouch would laugh! MAKE MORE PICTURES LIKE IT.

MALE ☒ FEMALE ☐

YOUR AGE GROUP

☐ 12 - 18 ☐ 18 - 30 ☐ 30 - 45 ☒ Over 45

Paid advertisement inserted by Paramount Pictures for Hal Wallis Productions

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 86 NEW YORK, U.S.A., TUESDAY, MAY 3, 1949 TEN CENTS

Supreme Court Turns Down Momand Case

Ends 12-Year-Old Suit Against Major Firms

WASHINGTON, May 2.—The U.S. Supreme Court today refused to review a decision of the Boston Circuit Court of Appeals throwing out a 12-year-old anti-trust suit by A. B. Momand against major film companies.

Defendants in the action were Universal, Loew's, M-G-M Distributing Corp., 20th Century-Fox, Vitagraph, RKO, United Artists and Columbia.

The suit, brought originally in the Boston District Court in June, 1937, alleged damages from a conspiracy against Momand Theatres in Oklaloma. The companies declared that the issues had been fully tried in three earlier suits by Momand, and that the statute of limitations had run out on most of the counts. The lower courts upheld their contention, and the Supreme Court today stood by the lower court rulings.

Another Trust Suit Is Filed in Chicago

CHICAGO, May 2.—An anti-trust suit was filed in U. S. District Court at South Bend, Ind., on behalf of the South Bend Drive-in Theatre Co., operator of the Auto Outdoor Theatre. Suit charges that eight defendant distributors give clearance priority of 30 days to the State, Colfax, Granada and Palace theatres (all Publix Great States) and 14 days clearance to the Niles Drive-in.

Defendants are: Paramount, Warner, Loew's, Columbia, RKO, United Artists, Universal, 20th-Fox, Balaban and Katz and subsidiaries. George N. Beamer, former attorney general of South Bend, represents the plaintiff.

Call 20th - Fox Men In Griffith Hearing

OKLAHOMA CITY, May 2.—Defense attorneys in the Griffith anti-trust mandate hearing presented two more witnesses today to deny statements attributed to them by Texas and Oklahoma independents.

The witnesses were Herman Beiersdorf, former branch manager for 20th Century-Fox at Dallas, and Louis M. McCarthy, 20th-Fox salesman in the

(*Continued on page 3*)

U-I Selling Away From RKO in Loop

Chicago, May 2.—Universal-International is gradually selling away some of its first-product to Essaness and Balaban and Katz Loop houses. With "City Across the River" currently playing the Oriental, "Ma and Pa Kettle" is scheduled for the Roosevelt on Wednesday. U-I normally plays first-run product at either the RKO Palace or Grand. Fact that the Grand is emerging into a long run house may partially account for selling away to the two other circuits.

MGM Explores Sliding-Scales

A new type of "sliding-scale" selling directed at aiding exhibitors to strive for higher grosses is being sought by M-G-M. The company's sales organization reportedly is working on an "incentive" formula which would turn the percentage scale downward when a theatre's gross reaches a pivotal figure.

Declining to comment on the progress of the sales department's reported research into new sales techniques, distribution vice-president William F. Rodgers yesterday parried inquiries by stating that "we are always trying to improve our merchandising methods."

New industry interest in "sliding-scale" possibilities has been stimulated

(*Continued on page 3*)

Life's Film Seminar To Hear Producers At Final Session

Third phase of a motion picture research round-table discussion being conducted by *Life* magazine will open at Lake Arrowhead, Cal., May 13.

The initial session, presided over by Eric Hodgins, former publisher of *Fortune*, was held here recently with film critics, educators and others expressing their views on motion pictures. A follow-up on that is scheduled for next week here with several industry officials having been invited to participate.

A second phase, held in Chicago, sought the views of exhibitors and also will be supplemented by a follow-up session. Hollywood producers and technicians will be heard during the final phase at Lake Arrowhead.

The motion picture discussions are described by *Life* as a procedure for briefing and orienting its editors on motion picture subjects, after which staff members will prepare stories and pictures on the sessions for publication by the magazine this summer. Similar sessions were held and reported upon by *Life* on the subjects of "Pursuit of Happiness," Art and Housing.

ARMIT Claims 20th's Rental Plan Fails

DENVER, May 2.—Rocky Mountain Allied in a current bulletin advises its members that 20th Century-Fox's program for increasing film rentals "has flopped."

"Twentieth Century-Fox distributors in the field already are apologizing for the whole thing," the bulletin states.

Stress Public Relations At Theatre Meets

Gets Big Play in Lieu of Ascap, Taxes, Gripes

Industry public relations and individual theatre showmanship as kindred subjects have soared to among the most prominent positions on the agenda of exhibitor organization meetings around the country, having supplanted in large part such favorite topics in the past as Federal admission taxes, Ascap and general business conditions in terms of receipts.

This is the observation of industry executives who have attended recent meetings in the field and plan to sit in at others in the immediate future. At least nine regional and state organizations will convene within the next two months.

Except such business as may demand immediate attention, like the threat of new local taxation or other legislative action, or consideration of

(*Continued on page 3*)

Loew's Starts Own German Sales Set-up

Sam Burger and Norman Beckett of Loew's International home office here have left for Germany to make plans for the company's own sales organization there, which is scheduled to begin functioning after next January 1.

Member companies of the Motion Picture Export Association decided recently to set up their own sales organizations in Germany next year although they may continue to use MPEA facilities there for physical distribution.

Also, Loew's International reveals that the new assignment in Britain of Charles Goldsmith, formerly of the

(*Continued on page 3*)

Variety Clubs Convene; Annual Award to Hoover

SAN FRANCISCO, May 2.—Former President Herbert Hoover will be given the annual Humanitarian Award by Variety Clubs International at its convention which opened here today. Award will be accepted by Dr. Ray Lyman Wilbur, president of Stanford University, in behalf of Hoover, who will be unable to attend because of the pressure of government work in the East.

Approval of the application of the Variety Club of Great Britain was voted at the first general meeting today by officers of the international canvasmen, with the club to receive its charter in July. Robert Wolff, RKO managing director for England,

(*Continued on page 3*)

Film Executives in Int'l. Trade Group

WASHINGTON, May 2.—Eric Johnston, president of the Motion Picture Association of America; 20th Century-Fox president Spyros P. Skouras and Matthew Fox, Universal, are listed as members of the newly-formed Committee for the International Trade Organization, designed to support the ITO and secure U.S. ratification of the Havana ITO charter.

Other members of the 124-man sponsoring group are: Douglas Fairbanks, Eastman Kodak treasurer

(*Continued on page 3*)

Won't Let Schenck Resign: Skouras

Joseph M. Schenck has submitted his resignation as 20th Century-Fox studio executive but the company will not accept it, Spyros P. Skouras, president, told the press yesterday.

Schenck wishes to resign in order to concentrate on his theatre interests, it is said, but company officials emphasized that Skouras hopes to persuade him to stay at his post. Schenck is expected here from Florida in a few days.

Personal Mention

ROY D. DISNEY, president of Disney Productions, arrived in New York yesterday from Hollywood.

•

BEN HENRY, Universal foreign managing director; GABRIEL PASCAL, British producer-director, and MARGARET O'BRIEN, accompanied by her mother, are due to arrive here today from Europe aboard the *S.S. Queen Mary.*

•

NORMAN SIEGEL, recently appointed director of Paramount studio advertising-publicity, is here from the Coast and will spend 10 days at home office promotion conferences.

•

ARTHUR SACHSON, Samuel Goldwyn Productions sales executive, returned to New York yesterday from a two-week tour of RKO Radio Southern exchanges.

•

SPENCE PIERCE, former Southern publicity chief for 20th Century-Fox, has been appointed manager of the new Normandy Drive-In at Jacksonville, Fla.

•

HERBERT WILCOX, his wife, ANNA NEAGLE, and MICHAEL WILDING will leave here Thursday by plane for the Coast.

•

FRANK BOYLE, formerly with the RKO Keith Theatre at Lowell, Mass., has been appointed manager of the Allen Theatre, Fitchburg, Mass.

•

CHARLES MOORE, Atlanta theatreman, has sold his interest in Wilson and Moore Enterprises to James Wilson.

•

BEN HILL, former publicity chief for United Artists at Atlanta, has joined Universal-International as Southern representative.

•

DAVID WILLIAMS, former Eagle-Lion sales representative at Charlotte, has been transferred to the Atlanta branch as special representative.

•

HENRY A. LINET, Universal-International advertising manager, returned to New York yesterday from Detroit.

•

JAY EISENBERG of M-G-M's legal department returned here yesterday from Oklahoma City.

•

DR. N. H. AYDELOTTE, director of Republic's 16mm. exchange at Atlanta, has resigned.

•

J. R. DICKSON has been appointed manager of the Triangle Theatre at Eustis, Ga.

•

PAUL W. AMADEO has been named manager of E. M. Loew's Hartford Drive-In at Newington, Conn.

•

ARTHUR KEENAN has been appointed manager of the Strand Theatre, Lowell, Mass.

•

RODNEY BUSH, 20th Century-Fox exploitation manager, is due in St. Louis today from New York.

Assign Studios to 5 Industry Subjects

HOLLYWOOD, May 2.—Five short subjects which will complete the first series of the industry's "The Movies and You" films have been assigned to studios for production, Grant Leenhouts, coordinator-producer of the series, announced here today. The assignments are:

"History Brought to Life," to be made at Paramount; "Moments in Music," Metro-Goldwyn-Mayer; "The Costume Designer," RKO Radio, "Screen Directors," Warner; "Screen Writers," 20th Century-Fox. Scripts on all five have been approved by the industry committee in charge, of which Y. Frank Freeman is chairman.

Studio Jobs, Wages Show March Rise

HOLLYWOOD, May 2.—Studio employment rose in March to 67.8 from February's 63.9, according to the California Bureau of Labor Statistics, which regards 100 as the base figure, predicated on 1940 records. The March figure is equivalent to approximately 12,700 individuals, principally craft unions and guilds. Average weekly earnings rose from February's $96.36 to $97.50.

Dinner To Start Coast UJW Drive

LOS ANGELES, May 2.—The industry will open its drive for the United Jewish Welfare Fund campaign here at a dinner Thursday at the Beverly Hills Hotel. Jack L. Warner is campaign president. More than 350 leaders of the industry are expected to attend.

Principal speakers will be Darryl F. Zanuck, Quentin Reynolds and Reuven Dafni, Israel Consul. Warner and Henry Ginsberg, industry chairman, will welcome the guests.

Eckstein Joins Para. As Siam Branch Head

Irving M. Eckstein has resigned as head of Motion Picture Export Association's sales control department here to join Paramount-International as branch manager for Siam. Before his association with MPEA early in 1946, Eckstein served with the foreign department of United Artists following four years of Army service in the South Pacific.

MPEA will name a successor to Eckstein shortly.

Shane Slates 'Crosstown'

HOLLYWOOD, May 2.—"Crosstown," similar in theme to his "City Across the River," but with a Los Angeles background, will be the next production for Maxwell Shane, it is reported here. Others on his schedule are "The Big Frame," a semi-documentary by Leo Katcher, and "The Salem Frigate," based on an historical novel by John Jennings.

Approve Sunday Films

ROCKMART, Ga., May 2.—At a called session of the Rockmart City Council, Sunday films were approved.

Sullivan to Address Exhibitors in Atlanta

ATLANTA, May 2.—Second annual convention of the Georgia Theatre Owners and Operators at the Henry Grady Hotel, Monday and Tuesday, May 9-10, will feature talks by a group of key speakers. Gael Sullivan, president of the Theatre Owners of America, will head the group of visiting dignitaries. R. B. Wilby, Mike Simons, Leon Bamberger, Francis H. Hare and Herman Levy are among those who will journey to Atlanta to bring messages from various national organizations and distributing companies. Wives will join their husbands at the opening luncheon on Monday. Gov. Talmadge and Mayor Hartsville will be honor guests.

For the first time an M-G-M Records representative will attend a convention of thetare owners. This is understood to be part of a new plan to expand and promote the M-G-M brand with exhibitors. The idea behind the move to send Sol Handwerger of M-G-M Records in New York down here for the two-day session of the Georgia Theatre Owners is to get theatre men interested in M-G-M music and then know the pictures in which that music can be heard so that hit songs can be passed on to the public.

Legion Reviews 8, Rates Three 'B'

Eight additional films have been reviewed by the National Legion of Decency, with three of them receiving a class "B" rating. In that classification are M-G-M's "Edward, My Son"; Distinguished Films' "Her First Affair"; 20th Century-Fox's "Forbidden Street."

In Class A-1 are Republic's "Death Valley Gunfighters"; Variety Films' "The Guinea Pig"; Columbia's "The Lost Tribe"; Monogram's "Mississippi Rhythm"; RKO Radio's "Rustlers."

Pressbooks Out on Savings Bond Drive

Distribution to all theatres of 12-page, two-color pressbooks containing selling slants and promotion angles for the motion picture industry's participation in the U. S. Treasury's "Opportunity Savings Bond Drive" has begun under supervision of Max E. Youngstein, chairman of the industry's advertising-publicity committee for the drive which runs from May 15 through June 30. The pressbooks were prepared by Eagle-Lion.

File Plagiarism Suit

HOLLYWOOD, May 2.—Playwright Arthur Rebner has filed suit against Loew's, Joseph Pasternak and Hans Wilhelm for $750,000, plus counsel fees in Federal Court, here, asserting that "On an Island With You" plagiarized his "With You on a Desert Island," a stage play produced in Berlin in 1930 and subsequently submitted to M-G-M for picture uses. The complainant says Pasternak and Wilhelm were in Berlin at the time and became familiar with his play.

Sharin Returns with Five Musical Shorts

Eugene Sharin, president of Ambassador Pictures, is back from Vienna where he produced five musical shorts for theatre and television distribution. The films are: Beethoven's "Turkish March" and Strauss' "Perpetuum Mobile," two of 26 three-minute shorts in the "Program for Tonight" series; "Andalusian Nights," first of 13 in a second series, "Opera Without Makeup"; Tschaikowsky's "Fourth Symphony" and Strauss' "Vienna Blood," two of 13 concerts by the Vienna Philharmonic.

The subjects range from three to 11 minutes in length.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor
A Paramount Picture
THE GREAT EASTER STAGE SHOW

COLUMBIA PICTURES presents
GLENN FORD
in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON
DUKE ELLINGTON
and His WORLD FAMOUS ORCHESTRA
plus HOWELL & BOWSER, PECK & PECK
and BILLY ECKSTINE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES
"Portrait of Jennie"
Joseph COTTEN
DOORS OPEN 9:30 A.M.
POPULAR PRICES
RIVOLI
Broadway at 49th St.

SPECIAL ACADEMY AWARD
to Walter Wanger for Distinguished Service... by his production of the picture "JOAN OF ARC"
JOAN of ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR • CAST OF THOUSANDS
with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND
SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART • JOHN EMERY
GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY
based upon the stage play Joan of Lorraine by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY • director of photography JOSEPH VALENTINE, A.S.C.
Produced by WALTER WANGER Directed by VICTOR FLEMING
presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES
25th WEEK! VICTORIA BROADWAY & 46th ST.

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M-G-M Sliding-Scales

(*Continued from page* 1)

by Al Lichtman, new 20th Century-Fox vice-president who left an M-G-M studio vice-presidency to explore new merchandising approaches for 20th-Fox. He recently stated to exhibitors that he would recommend the adoption by 20th-Fox of the "sliding-scale" method, which he introduced in elemental form to the industry in 1936.

It is said that one of the prime virtues of "sliding-scale" with a mutually-satisfactory control figure would be its tendency to encourage second and subsequent-run exhibitors to expend greater efforts in the exploitation and promotion of pictures.

Provincial Censor Rejected 10 in '48

OTTAWA, May 2. — Only 10 motion pictures were rejected by censors in Saskatchewan during 1948, according to D. J. Vaughan, provincial film censor, who said that the decline in recent years reflected the cooperation of producers in removing objectionable scenes and dialogue. Vaughan views all features coming into the province, classifying them as "general" or "adult," and also sees all newsreels and shorts.

British Guiana Plans 20 Per Cent Quota

The British Guiana Colonial government at Georgetown has announced a 20 per cent quota impost requiring the exhibition of 20 per cent of British films for all houses in the country, according to press dispatches reaching here from that city.

Withdraw Linton Charges

OTTAWA, May 2.—Charges of espionage have been withdrawn against Freda Linton, former secretary to the National Film Board Commissioner, Justice Minister Garson announced to Parliament. The step was taken on the advice of the prosecutor, it was said.

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Motion Picture Industry
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Review

"The Great Gatsby"

(*Paramount*)

F. SCOTT FITZGERALD'S heralded novel of the jazz-mad twenties, when the Charleston was the dance craze and bootleggers made headlines, has been made into a picture that follows pretty closely the story outline of the original. Alan Ladd has been fitted neatly into the title role, with support coming from Betty Field, Barry Sullivan, Macdonald Carey and Ruth Hussey. The picture should bring in reliable returns from the adult audiences for which it is intended. As a cinema voice from the past, it is paced in rather leisurely style, with intermittent flashes into brisk excitement.

The picture has Ladd rise above poverty through bootlegging and he yearns for social "class." He buys a fabulous Long Island estate to impress and be near Miss Field, the girl he was in love with in his earlier years and still desires. Gradually he persuades her to leave her husband, and just when this is about to happen, there is an automobile accident in which a woman is killed. Miss Field had been driving the car, but Ladd decides to assume the blame in order to protect her. After some soul-searchings by several persons about who really should take the blame, the film comes to an unorthodox ending when the victim's crazed husband shoots Ladd in mistaken vengeance.

The social set mingles with the underworld in many of the sequences. Representatives of the latter are Miss Hussey and Carey, both giving sound support. Elliott Nugent's direction catches the mood of the era well. Richard Maibaum produced, from a screenplay by himself and Cyril Hume, based on the Fitzgerald novel and the play by Owen Davis.

Running time, 92 minutes. Adult audience classification. Release date, August 5.

MANDEL HERBSTMAN

Variety Clubs

(*Continued from page* 1)

is slated to become first chief barker.

Robert J. O'Donnell, Variety's International chief barker, has announced that Secretary of the Treasury John Snyder will make the presentation on Wednesday night and is expected to relay a message from President Truman. George Jessel also is slated to speak at the banquet.

Former recipients of the Humanitarian Award include Msgr. Edward J. Flanagan, Sister Kenny, George C. Marshall, George Washington Carver, Alexander Fleming, Cordell Hull, Martha Berry, James F. Byrnes and Evangeline Booth.

Committee To Set Video Film Bureau

A committee has been named to plan a television film clearance bureau for the National Television Film Council, headed by William L. Roach, United Artists legal counsel, of the law firm of O'Brien, Driscoll, Raftery and Lawler.

Committee appointed by Council president Melvin L. Gold is comprised of William Holland, John Mitchell, Connie Lazaar, Paul White, Charles Basch, Waldo Mayo, Ed Evans, Andrew P. Jaeger, Robert Paskow, and Jerry Albert.

Loot Buffalo House

BUFFALO, May 2.—Burglars used sledge-hammers to batter open a safe in the Jubilee Theatre here and took between $300 and $400 in cash. Jubilee owner Sidney J. Cohen said thieves also took daily records from the safe, making it difficult to determine the exact amount stolen. This is the second time Jubilee was entered by thieves in a month.

Rank Film to Rivoli

J. Arthur Rank's "One Woman's Story" will have its American premiere at the Rivoli Theatre here on May 17. The film will be the first Rank picture to play at the Rivoli, according to Montague Salmon, managing director of the house. Released by Universal-International, it stars Ann Todd and Claude Rains.

Griffith Hearing

(*Continued from page* 1)

Oklahoma City office. Beiersdorf denied telling Joe Bryant and Preston Smith, Lubbock, Tex., that he couldn't afford to do business with them because Griffith was such a good customer.

He said he did not license film to Smith, cooperator of the Tech at Lubbock, because of the house's double bills, giveaways, low admissions and pass policies. Bryant, operator of the Midway, wasn't sold by 20th-Fox because Lubbock had plenty of runs without adding any, Beiersdorf stated.

McCarthy denied statements by Volney Hamm, independent at Elk City, Frederick and Altus in Western Oklahoma. Hamm testified earlier that McCarthy told him he could have only pictures that Griffith didn't want, and that he wouldn't want them either.

Int'l. Trade Group

(*Continued from page* 1)

Marion B. Folsom, General Electric chairman Philip D. Reed and honorary president Gerard Swope, William Benton, Robert P. Patterson, and American Broadcasting chairman Edward J. Noble. Johnston, Fox and Reed are members of the group's executive committee.

Goldberg To Build 3 and Modernize 8

OMAHA, May 2.—R. D. Goldberg plans to build three new neighborhood theatres. Goldberg, who owns seven Omaha houses and one in Council Bluffs, Ia., also announced a modernization program for all of his theatres.

Approve Dewey Veto

ALBANY, N. Y., May 2.—Industry leaders here have expressed satisfaction with Governor Thomas E. Dewey's veto of a bill that would have permitted boxing and wrestling shows in armories in cities of less than 100,000 population. Leonard L. Rosenthal, TOA counsel here, said in opposing the bill that it makes way for "another kind of competition through the use of tax-exempt properties."

Public Relations

(*Continued from page* 1)

the 20th Century-Fox bid for adjustments in rental terms, the showmen are said to be giving a large part of their time to exchanging ideas on promotion, including the effectiveness of certain lobby displays, the industry short subject series and like matters.

These, of course, have taken the form of informal discussions and follow the type of business that requires adoption of resolutions, appointment of committees and other formal action.

Griping about box-office returns is said to have hit a new low; television is a subject of concern in only a few areas; the industry anti-trust suit is given a minimum of attention and theatremen are awaiting a clarification on how music licenses are to be cleared —all these being the items which had in past been foremost in exhibitors' minds. And many are resigned to the belief that the 20 per cent Federal tax is here to stay at least for a substantial length of time.

The schedule of exhibitor meetings for May and June is as follows: Allied Independent Theatre Owners of Iowa and Nebraska, in Des Moines, May 4-5; Georgia Theatre Owners and Operators, Atlanta, May 9-10; Independent Theatre Owners of Arkansas, Little Rock, May 18-19; North Central Allied, Minneapolis, May 23-24; Independent Exhibitors of New England, Boston, May 25-26; Allied Theatre Owners of Texas, Dallas, June 1; Allied Independent Theatre Owners of Kansas and Missouri, Kansas City, June 7-8; Rocky Mountain Independent Theatre Owners, Denver, June 8-9; Associated Theatre Owners of Indiana, French Lick, June 22-23.

Loew's German Sales

(*Continued from page* 1)

home office, will be to coordinate British regional operations of the company and serve as central liaison in matters of sales control and interdepartmental sales policy.

Seymour Mayer has been named assistant to Morton Spring, Loew's International vice-president, on special sales and theatre operation assignments.

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TRI-STATES Theatre Corporation

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OPERATING THEATRES IN
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TELEPHONE 4-1104
PARAMOUNT BLDG.
Des Moines 9, Iowa

March 25, 1949

Mr. Milton Feinberg
National Screen Service
100 3½ High Street
Des Moines, Iowa

Dear Milt:

I just read a story on the front page of the March 23rd edition of Motion Picture Daily relative to your company's alertness in handling shipments of trailers and accessories during the current express embargo in New York City which brings to mind the many problems you must have incurred during the recent bad weather conditions that existed in this territory this winter.

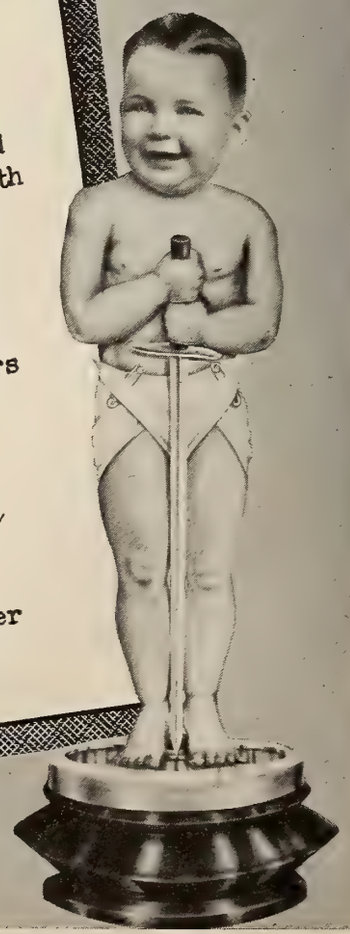
Too often, we, in this business fail to acknowledge the good things service organizations such as yours do when faced with complex problems. We wish to take this opportunity to compliment National Screen on the remarkable service we have received in the past, especially under adverse conditions. Slow deliveries and misouts are practically a thing of the past and your company is certainly deserving of a "junior Oscar" for always being on your toes to give the exhibitors the best in service at all times.

Sincerely yours.

R.C. Fraser

R.C. Fraser
Advertising Manager

RCF;mn



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 87 NEW YORK, U.S.A., WEDNESDAY, MAY 4, 1949 TEN CENTS

PCA-Okayed Production Increased 7.7%

Unacceptable Original Scripts Dropped in '48

The Production Code Administration gave certificates of approval to 435 feature films during 1948, an increase of 7.7 per cent over the previous year, when 404 productions were approved, according to an annual report by Joseph I. Breen, PCA director, to Eric Johnston, president of the Motion Picture Association of America, released here yesterday.

The report added that 58 scripts, which were found unacceptable in their original form, were revised and subsequently approved. During 1947 the scripts falling in this category amounted to 72. A total of 51 scripts, novels, plays and short stories were turned down by PCA during the last year and

(*Continued on page* 4)

So. Africa Report Studied by MPAA

Motion Picture Association of America here has received from South Africa official reports concerning restrictions against American motion pictures and although MPAA has chosen to withhold comment on the reports' character, it is understood that they closely resemble the unofficial, pessimistic advance reports which reached here last week. Little or no relief from the 50 per cent-of-earnings restriction on film imports is expected.

When MPAA international division director John McCarthy and other As-

(*Continued on page* 4)

Video on Agenda of Ia.-Neb. Allied Meet

DES MOINES, May 3.—The use of television as a theatre attraction will highlight the discussions at the annual convention of the Allied Independent Theatre Owners of Iowa-Nebraska at the Hotel Savery here tomorrow and Thursday. An attendance of 400 is expected. Other topics will include trade practices, children's shows, comfort and service and public relations.

"The meeting is being held concur-

(*Continued on page* 4)

NY 1st-Run Income Spotty; 'Strangers' Strong at $42,000

Business is varied at New York first-runs this week with grosses ranging from mild to impressive levels, and with the overall take a good deal short of the lofty returns registered during the previous two weeks when the Easter holiday period was an important factor.

The Astor has a big one in "We Were Strangers" which is likely to wind up an initial week with an estimated $42,000. "Adventure in Baltimore" with Enric Madriguera's orchestra on stage is slow at the start with only $35,000 apparent for a first week at the Capitol. Third newcomer is "Red Canyon" at the Criterion which looks for $15,000 in a mild single week. "Africa Screams" will follow at the Criterion today.

"Champion" continues strong at the

(*Continued on page* 4)

Oleo Amendment Would Cut Excises

WASHINGTON, May 3. — Senator Wiley, Wisconsin Republican, today formally introduced an amendment to be offered to the oleo bill, when it comes up, to cut the admissions tax and other excises back to the pre-war 10 per cent. Since Senator Johnson, Colorado Democrat, has already said he would offer the same amendment on the Senate floor, and since an amendment will fare better coming from the Democratic side, apparently Wiley's action today is merely a guarantee against any slip-ups. Wiley, who is leading the fight against the oleo bill, has previously introduced a separate bill to cut the excises back.

Loew's-U. A. Theatre Split - Ups Readied

Final auditors' figures are now being awaited as the last step preliminary to the dissolution of the joint operation of nine theatres by Loew's and United Artists Theatres, with both sides apparently agreeable to a numerical split primarily, in addition to whatever cash considerations that might be required.

Operated under the partnership are the Broad and Ohio Theatres, Columbus, O.; Loew's and Louisville, Louisville; Century, Valencia and Parkway, Baltimore, and the Penn and Ritz, Pittsburgh.

'IA' Refrains From Strike in TV Feud

IATSE probably will refrain from striking against the ABC and NBC television networks while the National Labor Relations Board here is taking testimony in that union's jurisdictional dispute with the National Association of Broadcast Engineers & Technicians, it was indicated yesterday as the broadcasters entered the second day of new contract negotiations with NABET.

The NLRB hearings were scheduled to begin again yesterday before Board hearing officer Chester Migden, following a three-week hiatus. NLRB's heavy schedule here has caused another postponement, however, with IATSE and NABET representatives tentatively scheduled to appear again at hearings three weeks hence.

The unions have clashed over which is to be the bargaining representative

(*Continued on page* 4)

Variety Sessions Start, Hoover Award Tonight

Renewal of Goldwyn RKO Pact Expected

Renewal of Samuel Goldwyn's distribution contract with RKO is expected to be formalized shortly, with representatives of the producer and the distributor already going on the assumption that extension of the present pact, which expires next month, is a foregone conclusion. Plans for distribution of Goldwyn's "Roseanna McCoy," which is not scheduled for release until late summer, are now being discussed.

SAN FRANCISCO, May 3.—Delegates to the annual convention of Variety Clubs International opened their first general business session today, with international chief barker R. J. O'Donnell presiding. Screen comedian Red Skelton was voted a gold membership card in recognition of his efforts in behalf of Variety Clubs' charitable work.

With some 1,600 delegates and visitors assembled here, tomorrow's highlight will be the presentation of the annual Humanitarian Award to Herbert Hoover, with Secretary of the

(*Continued on page* 4)

British Survey Warns Against Theatre Video

CEA Report Cites Many Obstacles to Use Now

LONDON, May 3.—Britain's exhibitors, and the industry in general here, must realize that the immediate installation of television in large numbers of theatres is an impossiblity, a sub-committee of the London and Home Counties Branch of the Cinematograph Exhibitors Association has declared in a report which will be made public here tomorrow.

The CEA investigators have found that large-screen television equipment has very severe limitations at the present stage of development. The installation of three or four theatre television units within six months might be possible, but it is doubtful whether the average exhibitor would consider it worthwhile when he realized the cost, difficulties and limitations involved, the report states.

The committee has been unable to

(*Continued on page* 4)

FCC Opens Radio to Location Filming

WASHINGTON, May 3.—Federal Communications Commission today opened the way for widespread use of radio for studio on-location work.

In a sweeping decision, effective July 1, the commission opened up the band over 300 megacycles for non-broadcast radio services. And taking advantage of this new band, the FCC raised on-location radio to the status of an independent, separately recognized service under the general category of industrial radio services.

This means that on-location radio

(*Continued on page* 4)

Wilson Still Weighs U. S. Quota Protest

LONDON, May 3.—British Board of Trade President Harold Wilson still is considering the U. S. quota protest report which he has received from his films division and, as yet, no reference has been made to the Foreign Office by BOT of the State Department's action.

Meanwhile, it is pointed out by government spokesmen that the present 40 per cent quota act requires that

(*Continued on page* 4)

Personal Mention

B. G. KRANZE, Film Classics sales chief, is in San Francisco on a tour of exchanges and will attend the Variety Clubs convention before returning to New York.

•

FRANK C. HENSLER, M-G-M field assistant sales manager for the Central area at Detroit, FRANK J. DOWNEY, Detroit branch manager, and EDWIN C. BOOTH, Cincinnati manager, are due here tomorrow for home office conferences.

•

BERNARD MAGUIRE, assistant to ANDY SHARICK, Universal-International sales contact, has returned to his desk after being confined to his bed for eight weeks with a broken leg.

•

HAROLD DUDOFF, Universal-International manager in Puerto Rico, has arrived in New York for a three weeks visit.

•

HAL ROSSON, M-G-M cameraman, and STANLEY DONEN, director, are due here tomorrow from the Coast.

•

TOM WALLER, director of information at the New York office of the MPAA, was in Washington yesterday.

•

DOAK ROBERTS, Warner district manager, was in Memphis from Dallas.

•

FRED RAPHAEL, Walt Disney Productions music exploitation director, is here from Hollywood.

•

GEORGE CUKOR, M-G-M director, has arrived here from the Coast.

•

TERRY TURNER, RKO exploitation director, is in Boston from New York.

•

HARRY POPKIN, producer, is in New York from Hollywood.

Rosmarin New RKO Argentine Manager

Charles Rosmarin has been appointed manager of RKO Radio's Argentinian office, replacing George Kallman, recently resigned after 13 years with the company. Rosmarin has been in motion picture business in Latin America since 1931, serving with Columbia, Monogram and Interamerica Pictures.

Madison Buys Old Films

Madison Pictures has purchased the entire 1944-1946 production program of Pathe Industries, Armand Schneck, Madison president, announces. The company had previously acquired Pathe product, which include Eagle-Lion, for the years 1940 to 1944.

Wm. J. Scully Services

HOLLYWOOD, May 3.—Funeral services were being planned here today for William J. Scully, 60, veteran production manager and director, who died at the weekend after an illness of several months.

Venezuela Remits $2,500,000 to U. S.

Washington, May 3. — Remittances to U. S. film companies from Venezuela in 1948 were estimated at about $2,500,000, according to a Commerce Department report. The report stated that last year U. S. films in Venezuela gained in popularity compared to Mexican films.

Industry Backs US Bond Drive 100%

The nationwide public information facilities of the industry have been placed at the disposal of the U. S. Treasury to stimulate public interest in the Opportunity Savings Bond Drive, May 15 through June 30, it is revealed by Maurice A. Bergman of Universal-International, who is chairman of the industry's participation in the drive.

Local industry drive chairmen and sub-chairmen have been appointed in cities and towns in all 31 exchange areas, with their task being to see that every theatre in the country serves as a "public information outlet" for the campaign. Six hundred prints of the drive short, "Spirit of '49," starring Jack Benny and produced with the cooperation of M-G-M's studios, Eastman Kodak and Pathe Laboratories, will be distributed free for showing in all theatres. A special 12-page pressbook has been prepared, outlining official policy and approach, and listing drive promotion and exploitation suggestions.

The Rivoli Theatre here will hold the first of more than 100 planned theatre bond premieres on May 16, when it devotes the opening of U-I's "One Woman's Story" to the campaign fund.

'Brothers' Premiere Linked to Bond Drive

KANSAS CITY, May 3.—Pegged on a local Opportunity Bond Drive in honor of President Truman, Warner Brothers' Great Plains area premiere of "The Younger Brothers" was launched here tonight. The premiere at the Paramount Theatre is the springboard of the entire festivities which take place in four other cities in this area.

Ceremonies today consisted of newsreel and radio coverage at bond booths at five central points in the city. Personal appearances were made by the players, including Alan Hale, Wayne Morris, Bruce Bennett and James Brown. The day's ceremonies reached a climax with the receipt of a message from President Truman.

Ida Lupino Reception

Ida Lupino will be the guest of honor at a reception to be given Monday afternoon at Hampshire House here by Film Classics. Miss Lupino's first producing picture, "Not Wanted," will be released shortly by Film Classics.

Ark. ITO 30-Year Meet Opens May 17

LITTLE ROCK, Ark., May 3.—A group of the original founders of the Moving Picture Theatre Owners of Arkansas, parent organization of Independent Theatre Owners of Arkansas, will be present for the 30th anniversary meeting to be held here May 17-19 at the Hotel Marion. The convention will honor Eli Whitney Collins, C. A. Lick, Sr., O. C. Hauber, Sidney M. Nutt, Will Mack, John Collins and D. E. Fitton, veteran exhibitors, who in 1919 formed the first exhibitor association in Arkansas.

E. W. Savage, president of ITO, announces that this year's meeting has been set up to deal with the many complex problems that theatres are facing today. Discussions and forums will be held on municipal and county admission taxes; television; film rentals and overhead; the high cost of a declining box office; the screen as a medium to combat taxes and unfair legislation; conciliation and public relations on the local level.

Gael Sullivan and Herman Levy, Theatre Owners of America executive director and counsel, respectively, and Dave Palfreyman of the Motion Picture Association of America, will be among the speakers. Mike Simons of M-G-M, and Leon Bamberger of RKO Radio will attend. Dave P. Callahan and Sam B. Kirby are in charge of the convention.

'Collarites' to Picket Key Loew's Houses

Picketing and leaflet distribution in front of key Loew's houses in New York's five boroughs will begin tonight as the result of action taken at a joint membership meeting held by the Screen Office and Professional Employes and the Screen Publicists guilds, both CIO, at the Park Sheraton last night.

The action, to take place seven nights a week and to be extended in subsequent weeks to other theatres, is an effort to force major film companies to negotiate new pacts with the "white collar" unions, a spokesman said. The membership also empowered the joint strategy committee of the two unions to take a strike vote in the event that negotiations, now deadlocked, do not progress.

Griffith Defense Says Bidding 'Competitive'

OKLAHOMA CITY, May 3.—Marion Osborne, local branch manager for 20th Century-Fox, testified today in the Griffith anti-trust hearing that competitive bidding and negotiation had been general in his district. He said that independents called as government witnesses had misquoted him.

Para. Votes Dividend

Paramount Pictures, Inc., yesterday declared a regular quarterly dividend of 50 cents per share on the common stock, payable June 24, 1949, to holders of record on June 3, 1949.

Newsreel Parade

EVACUEES in flight from Shanghai, and Loyalty Day activities at home mark current newsreel highlights. Blossom festival time, people in the news and sports round out the newsreels. Complete contents follow:

MOVIETONE NEWS, No. 36—Evacuees flee Shanghai as Reds close in. Loyalty Day parade in New York. Apple blossom festival. Berlin: new gambling casino opened. New Navy plane. Track meet. Gymnastics. Water ski clowns.

NEWS OF THE DAY, No. 270—Flight from Shanghai. World sees new kind of May Day. Berlin gets gambling fever. New Navy plane. Track meet. Water ski clowns.

PARAMOUNT NEWS, No. 73—May Day in U. S. and abroad. Zany water skiing. Shanghai: the great exodus. Blossom festival.

TELENEWS DIGEST, No. 18-A—Peace—it's wonderful! Ethiopia: prayer to the world. Washington: health bill debated. Princess Margaret Rose in Italy. Dutch move into former German territory. American Navy takes part in floral warfare on French Riviera.

UNIVERSAL NEWS, No. 244—Crowds flee Shanghai. Loyalty Day. Gymnastics. Soccer cup finals in England. Water skiing.

WARNER PATHE NEWS, No. 75—People in the news: Steve Early, Allied Military Governors in Frankfort, Princess Margaret Rose. Shanghai evacuation. Apple blossom festival. D.P.'s in America. AAU gymnastics. Water ski maniacs. Do you remember—World's Fair?

Industry Leaders at UJW Fete Tomorrow

LOS ANGELES, May 3.—Nineteen prominent industry figures have been invited to the speakers' platform at the industry dinner opening the United Jewish Welfare Fund drive Thursday, at the Beverly Hills Hotel here. They will share the dais with Jack L. Warner campaign president; Henry Ginsberg, industry division chairman; and the three guests of honor and principal speakers, Darryl F. Zanuck, 20th Century-Fox production chief; Quentin Reynolds, author, and Reuben Dafni, consul of Israel.

RKO-Disney Prod. Is Formed in Britain

LONDON, May 3.—RKO-Walt Disney British Productions, Ltd., has been formed here. It is understood that the company will utilize frozen sterling accrued here to the credit of Disney, with the Technicolor production of Robert Louis Steven's "Treasure Island" to be the first production of the new organization.

Directors of the new company are Thomas Swann (chairman), Robert S. Wolff (managing director), Stephen L. Forwood, George W. Dawson and Cyril James. Wolff is RKO Radio's managing director in Britain.

WB Sales Group Meets

BOSTON, May 3.—Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside at a meeting of the company's New England sales heads here tomorrow. Attending will be George W. Horan, district manager; Ray S. Smith, Albany manager; Al Daytz, Boston manager; E. A. Catlin, Buffalo manager, and Carl Goe, New Haven manager.

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A nationwide survey was conducted by Motion Picture Research Bureau. 1000 fans were interviewed in 18 cities from Coast to Coast as to which company consistently turned out the best pictures within the last few years. M-G-M was voted tops by the public in each of the 18 cities and the overall result was M-G-M 42%, next Company 15%, etc. 1000 exhibitors were circularized as to the movie Trade-Mark most popular with their patrons. The M-G-M Trade-Mark was voted tops with 71%, next Company 27%, etc.

VOTED TOP MOVIE TRADE-MARK!

The Roaring Lion, voted the top movie trade-mark, fulfills its obligation of leadership with the greatest production activity in our history. And we back our product with more advertising in newspapers, magazines and radio than any other company. You'll be happy to show the Friendly trade-mark on your screen all through M-G-M's Anniversary Year. Here are pictures to be proud about:

"LITTLE WOMEN"
(Technicolor)
June Allyson • Peter Lawford
Margaret O'Brien • Elizabeth Taylor
Janet Leigh

"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
Frank Sinatra • Esther Williams • Gene Kelly
Betty Garrett

"THE BARKLEYS OF BROADWAY"
(Technicolor)
Fred Astaire • Ginger Rogers • Oscar Levant

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas
Walter Huston • Ethel Barrymore
Frank Morgan

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall
Dean Stockwell

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"BORDER INCIDENT"
Ricardo Montalban • George Murphy

"NEPTUNE'S DAUGHTER"
(Technicolor)
Esther Williams • Red Skelton
Ricardo Montalban • Betty Garrett
Keenan Wynn • Xavier Cugat

"IN THE GOOD OLD SUMMERTIME"
(Technicolor)
Judy Garland • Van Johnson

"THAT MIDNIGHT KISS"
(Technicolor)
Kathryn Grayson • Jose Iturbi
Ethel Barrymore • Mario Lanza

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith

"MADAME BOVARY"
Jennifer Jones • James Mason • Van Heflin
Louis Jourdan

"THE FORSYTE SAGA"
(Technicolor)
Errol Flynn • Greer Garson • Walter Pidgeon
Robert Young • Janet Leigh

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

"SCENE OF THE CRIME"
Van Johnson • Arlene Dahl • Gloria DeHaven
Tom Drake

"BATTLEGROUND"
Van Johnson • John Hodiak
Ricardo Montalban • George Murphy
Marshall Thompson

"THE RED DANUBE"
Walter Pidgeon • Peter Lawford
Angela Lansbury • Janet Leigh

"ANNIE GET YOUR GUN"
(Technicolor)
Judy Garland • Howard Keel • Frank Morgan
Keenan Wynn • Edward Arnold

"MALAYA"
Spencer Tracy • James Stewart
Valentina Cortesa • Sydney Greenstreet
John Hodiak • Lionel Barrymore

"BODIES AND SOULS"
Glenn Ford • Janet Leigh • Charles Coburn
Gloria DeHaven

"KEY TO THE CITY"
Clark Gable • Loretta Young

"SIDE STREET"
Farley Granger • James Craig
Cathy O'Donnell • Paul Kelly

"ON THE TOWN"
(Technicolor)
Frank Sinatra • Gene Kelly • Betty Garrett
Vera-Ellen • Jules Munshin • Ann Miller

The Biggest Picture of All Time Is In Production: "QUO VADIS"

PCA Approvals

(*Continued from page* 1)

were not resubmitted for consideration.

In the report, Breen stated that 511 short subjects were approved last year against 544 in 1947, a decrease of 6.1 per cent.

A total of 41 foreign films from both member and non-member companies were approved by PCA last year, against 34 in 1947; 28 in 1946; 31 in 1945; 12 in 1944; 20 in 1943; 30 in 1942, and 22 in 1941.

7,071 Since 1935

The number of feature films approved by the PCA from 1935 to 1948 was 7,071, while over the same period 9,276 short subjects, including serials, were okayed. This includes domestic and foreign productions of member and non-member companies.

In a breakdown of literary material, Breen revealed that 244, or 56.1 per cent, of the feature films approved last year were based on original screen stories, compared with 233, or 57.7 per cent, in 1947. In addition, 26 were adapted from stage plays, against 17 in 1947; 76 from novels, compared with 87 in 1947; and 23 from published short stories, against five in 1947.

'48 Total Under '47

The report to Johnston also disclosed that a total of 4,353 original screen stories were approved by the PCA from 1935 to 1948. During the same 14-year period the average percentage of approved original screen stories was 62.6 per cent of all source material used for feature pictures.

The number of books, stage plays, synopses and scripts, including changes, analyzed by the PCA last year totaled 2,639, compared with 3,530 in 1947.

In an analysis of the types and kinds of features approved last year, the report classed 169 as melodrama, 94 Westerns, 81 drama, 12 crime, 48 comedy, and 31 miscellaneous, which includes sports, adventure, cartoon, fantasy and musicals.

Variety Sessions

(*Continued from page* 1)

Treasury John Snyder on hand to make the presentation and to deliver a message from President Truman.

Yesterday the international canvasmen discussed a proposal to have the international tent arrange and conduct the 1950 convention. Subject to ratification by the delegates, the next annual meet will be held at Boca Raton, Fla., starting April 9. Mid-year conference of the international officers will be held at New York, Oct. 25-27, to coincide with the induction of New York tent officers.

Prior to the New York session, the officers will inspect the Will Rogers Memorial Hospital at Saranac, N. Y., a project of Variety Clubs International. Officers of the hospital fund, set up as a separate corporation, were ratified yesterday, with chief barker O'Donnell as president; John H. Harris, chairman of the board; Chick Lewis, executive vice-president; A. Montague and Ted Gamble, vice-presidents; S. H. Fabian, treasurer and Marc J. Wolf, assistant treasurer.

O'Donnell reported that the Will Rogers Fund has $270,000 cash. In addition, major companies have pledged $75,000 annually for two years, making a total of $420,000 assured for two years' operation and rehabilitation.

NY 1st-Run Income

(*Continued from page* 1)

Globe where $28,000 is indicated for a fourth week. Roxy is chalking up fairly strong business with "Mr. Belvedere Goes to College," plus a stage show headed by Vivian Blaine, the third week's gross being estimated at $85,000.

"Connecticut Yankee in King Arthur's Court" with a stage show, probably will give the Music Hall a good fourth week's gross of $125,000; it will stay for at least another week, "The Stratton Story" being booked to follow. "My Dream is Yours," with Lionel Hampton's orchestra on stage, might reach $34,000, which is fair enough, in a third and final week at the Strand; it will be replaced on Friday by "Flamingo Road."

"Undercover Man" with Billy Eckstein and Duke Ellington's orchestra on stage is plenty strong at the Paramount where the second week's gross is estimated at $82,000. Fifth week of "Portrait of Jennie" probably will mean about $15,000 to the Rivoli; this is unimportant business. "Red Shoes" looks good for $14,500 in a 28th week at the Bijou.

At the Mayfair, "Wizard of Oz" should bring a fairly heavy $25,000 in a third week. Continuing a very successful engagement, "Quartet" has $14,200 in view for a fifth week at the Sutton. "Take Me Out to the Ball Game" at the State, should gross about $17,000 in a very modest eighth and final week; it will be succeeded today by "Barkleys of Broadway." "Hamlet" is still drawing close to capacity with $15,000 apparent for the 31st week. "Joan of Arc" probably will do about $11,000 in a mild 25th week at the Victoria; it will be replaced by "Home of the Brave" on May 11.

So. Africa Report

(*Continued from page* 1)

sociation foreign specialists have completed an examination of the South African reports it is expected that a foreign managers' meeting will be called to discuss possible action by MPAA. A mission to South Africa under the leadership of MPAA vice-president Francis Harmon was called off late last year pending further developments and official clarification in connection with the effect on films of planned import restrictions. The pending foreign managers meeting may decide whether such a mission should be undertaken in the near future, it is believed.

TV Labor Feud

(*Continued from page* 1)

for workers engaged in the telecasting of motion picture film. "IA" spokesmen have hinted that if a settlement satisfactory to "IA" were not forthcoming by April 30, the expiration date of NABET's contracts with the networks, strike action could be expected. Evidently, the delays which have extended the NLRB hearings have been unavoidable, with "IA" willing to bear with the issues because of that and await a final ruling.

Set Date for Inquiry

OTTAWA, May 3.—Royal Commission inquiry into the activities of the National Film Board, Canadian Broadcasting Corporation and other film and and radio groups will begin public hearings here August 1 and continue for five weeks, chairman Vincent Massey announced today.

Rank Organization Expands in Ireland

Dublin, April 30 (By Airmail).—The J. Arthur Rank interests have purchased four more of the larger theatres in Dublin. They previously were run by the Ging circuit. The fourth was constructed only recently and had its opening Easter Sunday.

Latest Rank move has been the subject of questions in the Irish Dail. The Minister of Industry and Commerce stated that he had been consulted and that he could see no objection.

Ia.-Neb. Allied Meet

(*Continued from page* 1)

rently with completion of postwar adjustments in the Hollywood studios, and the breaking up of the picture monopoly by the Federal courts," said Leo F. Wolcott, Eldora, chairman of the association's board. "This has resulted in the production and immediate release of a much-improved line of feature pictures."

Speakers tomorrow will include William L. Ainsworth, president of National Allied; Trueman T. Rembusch, Indianapolis, Allied treasurer, who will discuss television; and Kroger Babb, Hollywood, who will speak on practical showmanship.

Gov. William S. Beardsley is scheduled to speak at Thursday's session.

Wilson, Quota

(*Continued from page* 1)

both houses of Parliament be given six months' notice of any statutory order varying the quota. Hence, without an amending act of Parliament no alternation in the quota can be effective before at least the end of 1949. Legally and circumstantially, any early quota revision is regarded as unlikely and an informal intimation of this will be conveyed to the appropriate State Department official in Washington by the government in due course.

U.K. Theatre T.V.

(*Continued from page* 1)

obtain any definite figures of the initial cost of the direct projection equipment, but is led to believe that the first sets would probably cost between £8,000 ($32,000) and £10,000 ($40,000). As soon as quantity production commences, it was said, much lower figures should apply. With regard to the intermediate film system a price of $35,000 has been reported from the U. S.

It is not perhaps generally appreciated, the report says, that as long as the BBC is limited to its present 405-line transmission, theatre television can never give a picture comparable in definition to a film, and, unfortunately, the government has given a commitment to continue the 405-line transmissions until 1956.

Meanwhile, there would appear to be very few items in the present BBC programs suitable for theatre presentation and these would in almost every case involve copyright difficulties or the payment of substantial fees by exhibitors in addition to the capital and running costs of the equipment.

Summing up, the committee feels that its efforts will not have been wasted if the report induces an attitude of caution among exhibitors as to the present position on the equipment side and its potential value.

FCC Opens Radio

(*Continued from page* 1)

will be given the use of a minimum of 105 frequencies, shared with other industrial radio services. Previously, it had been on an experimental basis and had access to only four shared frequencies.

Spokesman for the studios, who had urged the Commission during hearings last fall to allocate more frequencies for on-location work, said they were well pleased with today's FCC action.

Portland Owners Retire

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There are now 18 bills pending to repeal or reduce the admissions levy.

PCA Approvals

(*Continued from page* 1)

were not resubmitted for consideration.

In the report, Breen stated that 511 short subjects were approved last year against 544 in 1947, a decrease of 6.1 per cent.

A total of 41 foreign films from both member and non-member companies were approved by PCA last year, against 34 in 1947; 28 in 1946; 31 in 1945; 12 in 1944; 20 in 1943; 30 in 1942, and 22 in 1941.

7,071 Since 1935

The number of feature films approved by the PCA from 1935 to 1948 was 7,071, while over the same period 9,276 short subjects, including serials, were okayed. This includes domestic and foreign productions of member and non-member companies.

In a breakdown of literary material, Breen revealed that 244, or 56.1 per cent, of the feature films approved last year were based on original screen stories, compared with 233, or 57.7 per cent, in 1947. In addition, 26 were adapted from stage plays, against 17 in 1947; 76 from novels, compared with 87 in 1947; and 23 from published short stories, against five in 1947.

'48 Total Under '47

The report to Johnston also disclosed that a total of 4,353 original screen stories were approved by the PCA from 1935 to 1948. During the same 14-year period the average percentage of approved original screen stories was 62.6 per cent of all source material used for feature pictures.

The number of books, stage plays, synopses and scripts, including changes, analyzed by the PCA last year totaled 2,639, compared with 3,530 in 1947.

In an analysis of the types and kinds of features approved last year, the report classed 169 as melodrama, 94 Westerns, 81 drama, 12 crime, 48 comedy, and 31 miscellaneous, which includes sports, adventure, cartoon, fantasy and musicals.

Variety Sessions

(*Continued from page* 1)

Treasury John Snyder on hand to make the presentation and to deliver a message from President Truman.

Yesterday the international canvasmen discussed a proposal to have the international tent arrange and conduct the 1950 convention. Subject to ratification by the delegates, the next annual meet will be held at Boca Raton, Fla., starting April 9. Mid-year conference of the international officers will be held at New York, Oct. 25-27, to coincide with the induction of New York tent officers.

Prior to the New York session, the officers will inspect the Will Rogers Memorial Hospital at Saranac, N. Y., a project of Variety Clubs International. Officers of the hospital fund, set up as a separate corporation, were ratified yesterday, with chief barker O'Donnell as president; John H. Harris, chairman of the board; Chick Lewis, executive vice-president; A. Montague and Ted Gamble, vice-presidents; S. H. Fabian, treasurer and Marc J. Wolf, assistant treasurer.

O'Donnell reported that the Will Rogers Fund has $270,000 cash. In addition, major companies have pledged $75,000 annually for two years, making a total of $420,000 assured for two years' operation and rehabilitation.

NY 1st-Run Income

(*Continued from page* 1)

Globe where $28,000 is indicated for a fourth week. Roxy is chalking up fairly strong business with "Mr. Belvedere Goes to College," plus a stage show headed by Vivian Blaine, the third week's gross being estimated at $85,000.

"Connecticut Yankee in King Arthur's Court" with a stage show, probably will give the Music Hall a good fourth week's gross of $125,000; it will stay for at least another week, "The Stratton Story" being booked to follow. "My Dream is Yours," with Lionel Hampton's orchestra on stage, might reach $34,000, which is fair enough, in a third and final week at the Strand; it will be replaced on Friday by "Flamingo Road."

"Undercover Man" with Billy Eckstein and Duke Ellington's orchestra on stage is plenty strong at the Paramount where the second week's gross is estimated at $82,000. Fifth week of "Portrait of Jennie" probably will mean about $15,000 to the Rivoli; this is unimportant business. "Red Shoes" looks good for $14,500 in a 28th week at the Bijou.

At the Mayfair, "Wizard of Oz" should bring a fairly heavy $25,000 in a third week. Continuing a very successful engagement, "Quartet" has $14,200 in view for a fifth week at the Sutton. "Take Me Out to the Ball Game" at the State, should gross about $17,000 in a very modest eighth and final week; it will be succeeded today by "Barkleys of Broadway." "Hamlet" is still drawing close to capacity with $15,000 apparent for the 31st week. "Joan of Arc" probably will do about $11,000 in a mild 25th week at the Victoria; it will be replaced by "Home of the Brave" on May 11.

So. Africa Report

(*Continued from page* 1)

sociation foreign specialists have completed an examination of the South African reports it is expected that a foreign managers' meeting will be called to discuss possible action by MPAA. A mission to South Africa under the leadership of MPAA vice-president Francis Harmon was called off late last year pending further developments and official clarification in connection with the effect on films of planned import restrictions. The pending foreign managers meeting may decide whether such a mission should be undertaken in the near future, it is believed.

TV Labor Feud

(*Continued from page* 1)

for workers engaged in the telecasting of motion picture film. "IA" spokesmen have hinted that if a settlement satisfactory to "IA" were not forthcoming by April 30, the expiration date of NABET's contracts with the networks, strike action could be expected. Evidently, the delays which have extended the NLRB hearings have been unavoidable, with "IA" willing to bear with the issues because of that and await a final ruling.

Set Date for Inquiry

OTTAWA, May 3.—Royal Commission inquiry into the activities of the National Film Board, Canadian Broadcasting Corporation and other film and and radio groups will begin public hearings here August 1 and continue for five weeks, chairman Vincent Massey announced today.

Rank Organization Expands in Ireland

Dublin, April 30 (By Airmail).—The J. Arthur Rank interests have purchased four more of the larger theatres in Dublin. They previously were run by the Ging circuit. The fourth was constructed only recently and had its opening Easter Sunday.

Latest Rank move has been the subject of questions in the Irish Dail. The Minister of Industry and Commerce stated that he had been consulted and that he could see no objection.

Ia.-Neb. Allied Meet

(*Continued from page* 1)

rently with completion of postwar adjustments in the Hollywood studios, and the breaking up of the picture monopoly by the Federal courts," said Leo F. Wolcott, Eldora, chairman of the association's board. "This has resulted in the production and immediate release of a much-improved line of feature pictures."

Speakers tomorrow will include William L. Ainsworth, president of National Allied; Trueman T. Rembusch, Indianapolis, Allied treasurer, who will discuss television; and Kroger Babb, Hollywood, who will speak on practical showmanship.

Gov. William S. Beardsley is scheduled to speak at Thursday's session.

Wilson, Quota

(*Continued from page* 1)

both houses of Parliament be given six months' notice of any statutory order varying the quota. Hence, without an amending act of Parliament no alternation in the quota can be effective before at least the end of 1949. Legally and circumstantially, any early quota revision is regarded as unlikely and an informal intimation of this will be conveyed to the appropriate State Department official in Washington by the government in due course.

U.K. Theatre T.V.

(*Continued from page* 1)

obtain any definite figures of the initial cost of the direct projection equipment, but is led to believe that the first sets would probably cost between £8,000 ($32,000) and £10,000 ($40,000). As soon as quantity production commences, it was said, much lower figures should apply. With regard to the intermediate film system, a price of $35,000 has been reported from the U. S.

It is not perhaps generally appreciated, the report says, that as long as the BBC is limited to its present 405-line transmission, theatre television can never give a picture comparable in definition to a film, and, unfortunately, the government has given a commitment to continue the 405-line transmissions until 1956.

Meanwhile, there would appear to be very few items in the present BBC programs suitable for theatre presentation and these would in almost every case involve copyright difficulties or the payment of substantial fees by exhibitors in addition to the capital and running costs of the equipment.

Summing up, the committee feels that its efforts will not have been wasted if the report induces an attitude of caution among exhibitors as to the present position on the equipment side and its potential value.

FCC Opens Radio

(*Continued from page* 1)

will be given the use of a minimum of 105 frequencies, shared with other industrial radio services. Previously, it had been on an experimental basis and had access to only four shared frequencies.

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Ia.-Neb. Exhibitors Hit Hayworth, Ingrid

DES MOINES, May 4.—The marital affairs of Ingrid Bergman and Rita Hayworth were under discussion at the Iowa-Nebraska AITO convention which opened here today, with the two stars expected to be the subject of a possible resolution of censure before the parley adjourns Thursday night. One association official, an Iowan, said that the pastors of his town had called on him and asked what he was going to do about "Rita Hayworth pictures," and threatened to urge people not to see Rita Hayworth films.

Speakers were unanimously agreed on the importance of creating good will between theatres and the public. Howard Brookings, Iowa theatre owner and state representative, urged independents to give passes to legislators and advised his fellow exhibitors to run for public office. Other speakers stressed the need for a rebirth of "showmanship" as it used to be in the 1920's, and told of the coming bond drive and its part in building good will.

Canadian Showmen Set Annual Meets

TORONTO, May 4.—The annual meeting of the national committee of Motion Picture Theatres Associations of Canada, of which J. J. Fitzgibbons is national chairman, has been scheduled for June at Niagara Falls, Ont. The all-Canadian conference will deal with censorship, amusement taxation, legislation and other matters of mutual interest to all provincial exhibitor groups.

The Alberta Exhibitors' Association will meet at Banff, in the Rockies, June 5-6, and the Manitoba association will have its annual meeting at Winnipeg June 13, after which the delegates from all Provinces will convene at Niagara Falls. Arch H. Jolley of Toronto, assistant secretary of the committee, is in charge of arrangements.

Film To Be Shot Here

Independent producer Edmund L. Dorfmann has announced that he will shoot his next film, "Guilty Bystander," in New York. Associated with him are Rex Carlton and Joe Lerner. Don Ettlinger is working on the screenplay and shooting will begin next month. Negotiations for a national release are under way.

Lockwood Allied Guest

BOSTON, May 4.—Arthur Lockwood, president of Theatre Owners of America, has accepted an invitation to attend the 21st annual banquet of the Independent Exhibitors of New England, an Allied States affiliate, at the Copley Plaza Hotel here, May 26.

Paderewski Services Held

Funeral services for Arthur 'Paki' Paderewski, Warner home office artist, were held Tuesday at the Park West Memorial Chapel here. Paderewski, who had been with Warner since 1942 and was the winner of numerous awards in the field of commercial art, died on Monday.

Personal Mention

SIR ALEXANDER KORDA, who is here following a visit to the Coast, will leave by plane for London on Saturday.

•

EDWARD J. WALL, Paramount field representative for the Buffalo and Albany territories, is in Buffalo. His son, ROBERT T. WALL, was married recently to MISS GLORIA ANN D'AIELLO of Saratoga Springs, N. Y.

•

EARL HUDSON, United Detroit Theatres president, and MRS. HUDSON, have left Detroit for a vacation at Lake Lure, N. C.

•

ARTHUR GOLDSMITH, RKO Cleveland salesman, suffered a sprained ankle when a ladder collapsed under him.

•

JOHN M. ANTONUK of Universal-International's sales promotion art department, will be married to ANNE ZORILA of Yonkers on June 4th.

•

ROSEMARY KELLY, secretary at M-G-M's Detroit branch, was chosen "Orchid Girl" by the *Detroit Times*.

SAM ECKMAN, JR., M-G-M managing director for Great Britain, has recovered from his recent illness and has left New York for a two weeks' vacation.

•

JOSEPH PASTERNAK, M-G-M producer, and MRS. PASTERNAK, sailed yesterday from here for a European vacation.

•

JAMES STEWART is due here over the weekend from the Coast and will leave for Indiana, Pa., to visit his family.

•

MARION B. FOLSOM, Eastman Kodak treasurer, has been reelected to the board of the National Industrial Conference.

•

GEORGE SEATON, writer-producer, has arrived here from the Coast with his family and is scheduled to sail for Europe tomorrow.

•

WILLIAM B. ZOELLNER, M-G-M short subjects sales head, left here yesterday for Oklahoma City.

Production Total Unchanged at 26

HOLLYWOOD, May 4.—The production total remained the same as last week, 26. Seven pictures were started, and seven completed.

Shooting started on "Blondie's Hero," "Beyond These Walls," Col.; South of Rio," Republic; "The Bail Bond Story," RKO Radio; "Skyliner," Screen Guild; "Three Came Home," 20th-Fox; "Abandoned," U-I. Completed were: "Forgotten Women," "Range Rogues," Monogram; "The Fighting Kentuckian," "The Arizona Cowboy," "Flaming Fury," Republic; "Father Was a Fullback," 20th-Fox; "The Octopus and Miss Smith," Warners.

Book 'Champion' for 30 Loew's Cities

Thirty Loew's cities will begin circuit bookings of "Champion," Screen Plays-United Artists film now playing New York and Los Angeles, early in June, Gradwell Sears, UA president, announced yesterday.

Negotiations for similar bookings across the Warner circuit will also be concluded within the next few days, Sears said.

Broders Here for Meet

Paul Broder, Realart president, arrived here yesterday from Detroit accompanied by Si Lipson to attend a series of Realart board meetings. Jack Broder, Realart vice-president, has arrived from Los Angeles for the meetings.

SIMPP Housewarming

Ellis Arnall, president of the Society of Independent Motion Picture Producers, and his staff here will be hosts at a reception at the organization's new headquarters offices here today in the International Bldg., Rockefeller Center.

New Censor Board Set in W. Memphis

MEMPHIS, May 4.—Mayor P. M. Dacus, West Memphis, Ark., and his city council, have constituted themselves as the official board of censors of West Memphis.

Mayor Dacus announced the new board today and said all pictures banned in Memphis by censors would be screened before being permitted to show in West Memphis. In the past all pictures in Memphis were shown in West Memphis—just across the Mississippi River from Memphis—and theatres there were attended by many Memphians. First two such pictures—"A Song Is Born" and "New Orleans"—which were banned in Memphis—were okayed for West Memphis showings.

Radio, Video Show on Censorship of Films

"America's Town Meeting" program over American Broadcasting radio and television networks next Tuesday evening will take up the question, "Should Minority Groups Exercise Censorship Over Books and Films?" George V. Denny, Jr., will be moderator and the affirmative speakers will be Harry Epstein, chairman of the National Community Relations Advisory Council, and Robert J. O'Donnell, professor of philosophy, Iona College. Taking the negative will be Morris L. Ernst, attorney and author, and John Mason Brown, author and drama critic.

O'Dea Heads Irish Equity

Denis O'Dea, Irish actor who appears in Alfred Hitchcock's Transatlantic production, "Under Capricorn," has been elected the first president of the Irish Actors Equity Association, according to a report received here by Warner Bros., which will distribute the film.

Coming Events

May 9-10—Georgia Theatre Owners and Operators annual convention, Henry Grady Hotel, Atlanta.
May 15-June 30—Industry participation in the U. S. Treasury's Savings Bond Drive.
May 18-19 — Independent Theatre Owners of Arkansas annual convention, Hotel Marion, Little Rock.
May 23-24—North Central Allied annual convention, Minneapolis.
May 25-26—Independent Exhibitors' 21st annual convention, Copley-Plaza, Boston.
May 30-31 and June 1—Allied States Association board meeting, and Texas Allied Theatre Owners convention, Dallas.
June 7-8—Allied Independent Theatre Owners of Kansas-Missouri annual convention, Kansas City.
June 8-9—Allied Rocky Mountain Independent Theatres annual convention, Brown Palace Hotel, Denver.
June 21-23—Associated Theatre Owners of Indiana annual convention, French Lick Hotel, French Lick, Ind.

Army Report Hits German Film Trust

WASHINGTON, May 4.—The German decartelization law has not yet been "implemented" to break up monopoly in the German film industry, and "there has been no deconcentration of any kind in the industry," according to the report of a special committee appointed by former Army Secretary Royall to study decartelization in Germany.

The report admitted that breaking up the German film monopoly was "an enormous job." It praised the basic decartelization policy, but criticized present A.M.G. officials for not carrying out the stated policy.

The report said, "There has been no deconcentration of any kind."

NAM 'Freedom' Short Screened for Press

A special press screening of the National Association of Manufacturers' new film, "The Price of Freedom," was held here yesterday at the RCA Exhibition Hall. The 23-minute subject, which is intended for distribution to television stations as well as clubs and civic organizations, is available free in 16 and 35 mm.

Produced by Apex Film Corp., it emphasizes the role of a free press in maintaining our democracy. Jack Chertok produced, and William J. Thiele directed.

SPG Names Goldsmith

Len Goldsmith has been appointed the Screen Publicists Guild's business manager and organizer. He replaces Honore Armstrong who recently resigned. Goldsmith was formerly with the New York Newspaper Guild.

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Based on a Play by ROBERT and SALLY WILDER

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MICHAEL CURTIZ

PRODUCED BY
JERRY WALD

Defense, Gov't Clash At Griffith Hearing

OKLAHOMA CITY, May 4.—W. S. Miller, Dallas sales manager for 20th Century-Fox, told Judge Edgar S. Vaught today that a government witness had misrepresented the case in earlier testimony in the Griffith mandate hearing.

Miller's testimony was marked by bitter controversy between C. B. Cochran, attorney for the circuits, and George Wise, Assistant Attorney General, over introduction of several exhibits, which Cochran said were designed to prove that the distributors had distributed films to theatre owners with the best grossing possibilities. After Wise demanded that the tabulations set forth additional information concerning play dates, percentage deals and other facts, Judge Vaught suggested that Cochran withdraw them as being incomplete.

Cochran quizzed Miller regarding the competition in Lubbock, Tex., between Joe Bryant, an independent, and Theatre Enterprises, Inc., successor firm to the Griffith circuits. Miller said Bryant had not sought to buy first run product after taking over the Midway Theatre in Lubbock, but had told him he wanted old pictures which he could exploit at a greater profit. Nevertheless, Miller testified, Bryant obtained two road shows, "Wilson" and "Song of Bernadette" which would have grossed more in the Linday (Griffith) theatres at Lubbock.

Act on K-B, Warner Dispute by June 15

WASHINGTON, May 4.—District Court Judge Matthew McGuire promised to dispose of all motions by June 15 in the legal battle between K-B and Warners over the jointly-owned MacArthur Theatre.

Lawyers for K-B, Warners and the Kass Realty Corp. wrangled for one and one-half hours in District Court today, with McGuire showing obvious irritation with them for not having gone through with a tentative out-of-court agreement reached previously.

Warners and K-B had agreed on terms for Warners getting out of the MacArthur, subject to a K-B agreement with Kass on terms for freeing Warners of all financial liability for a second theatre to be built by Kass for K-B.

K-B counsel advised Judge McGuire that there was no reason he could not rule on K-B's motion to require Warners to sell its interest in the MacArthur to K-B at terms stated in a 1945 contract setting up the joint venture. McGuire said he would study the briefs and rule on this matter as well as the Kass motions by June 15. Warners has countered the K-B motion by asking the court to dissolve the joint venture and sell the assets at public sale.

Show Films in Suit

LOS ANGELES, May 4.—Hearing on RKO's injunction suit against the showing of Screen Plays' "Champion" started today before Federal Judge Pierson Hall, with the day devoted to screening "Champion" and RKO's "Set-Up" for the court at General Service Studio. Arguments in the case will start tomorrow.

Reviews

"It Happens Every Spring"

(20th Century-Fox) *Hollywood, May 4*

DON'T try to guess this one by looking at it in a projection room or reading a synopsis. It plays like a house afire when submitted, as in the instance here reported, to a mixed audience of all ages that's paid its way into the theatre. The thing is a baseball comedy, with Ray Milland portraying a college professor who pitches St. Louis to a world championship by means as delightfully incredible and amusing as Belvedere's achievements, and raises laugh after laugh with surprise twists and good old-fashioned trick photography. Don't analyze it—just play it straight across the plate and watch the runs come in. (Bill Paul—"Letter to Three Wives"—Douglas, too, who's even better in this than in that.)

Milland, a penurious professor experimenting with a chemical concoction to make wood repellant to animal matter, finds himself accidentally possessed of a liquid which, applied to the cover of a baseball, detours the pellet around the most gifted batsman's hickory. He can't reproduce it, but he's got enough to carry him through a big league season, so he finagles himself a berth on the St. Louis club on a contract entitling him to $1,000 for each game he wins and nothing for each game he loses. So he wins 38 straight games, and then the world series, concealing his identity the while lest he lose his college job and sweetheart for playing professional baseball, and winds up in a hilariously happy ending with his secret and his fortunes intact.

Milland and Douglas, the latter doing a classic job as the catcher who doubles as Milland's baseball guardian, have the proceedings largely to themselves, with Jean Peters, Ted de Corsia, Ed Begley, Ray Collins and other competents going along.

William Perlberg produced and Lloyd Bacon directed from a script by Valentine Davies, the three of them blending their talents with rare effectiveness to make an essentially slight story an immensely amusing picture.

Running time, 87 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

"The Younger Brothers"

(Warner) *Hollywood, May 4*

EXCITING incidents in the explosive career of the Younger brothers, contemporaries and part-time collaborators of the James boys, are photographed here in Technicolor and with considerable emphasis on gunplay, making up a lively addition to the currently popular list of Old West attractions. A bit light on names, but clearly rooted in historical research, the film figures to give best satisfaction to audiences well versed in the lore of the period, 1876. The Youngers are portrayed by Wayne Morris, James Brown, Bruce Bennett and Robert Hutton, and Janis Paige, Alan Hale, Fred Clark, Monte Blue and Tom Tyler are other principals.

Saul Elkins, who's produced quite a string of black-and-white melodramas for the studio, was given his first opportunity in the color medium here, and assigned the veteran Edwin L. Marin as director. The screenplay by Edna Anhalt is from a story by Morton Grant based on historical research undertaken to ascertain what really went on back there in the era when newspapers never let mere matters of fact spoil a good story about the Youngers and the Jameses.

The picture picks up the Youngers near the end of their parole, when they are awaiting expiration date to return to their native Missouri and a life of farming. Miss Paige, as Kate Shepherd, a bandit leader in her own right but desirous of having the Youngers join up with her, first offers them a partnership deal and then, embittered, attempts to force them to break their parole. Similarly intentioned is Clark, a vengeful former detective still able to raise a posse, and the efforts of both come to focus in a bank robbery for which they attempt to get the Youngers blamed. But the Youngers thwart this scheme, obtain and return the money, and return finally to Missouri and legal freedom. Plenty of complications, riding, shooting and killing, accompany all this.

Running time, 82 minutes. General audience classification. Release date not set.

W.R.W.

Puente Suit to Trial

LOS ANGELES, May 4.—The suit of Steve and Emma Chorak, owners of the Puente Theatre, against the Edwards theatre circuit and virtually all major distributors went to trial today before Federal Judge Benjamin Harrison, without jury. The suit charges a conspiracy to deny plaintiffs first-run pictures on the same basis as competitors in the same area, and asks $241,500, representing treble damages suffered, and $131,000 for their investment in the theatre.

Everett House Burns

CHARLOTTE, May 4.—Everett Enterprises here, which operates the Catawba Theatre at Newton, reports that theatre swept by fire during a 11 o'clock matinee. Twenty-five children were led out safely, and five employes also escaped injury.

Albany Variety Golf Date

ALBANY, N. Y., May 4.—The Albany Variety Club will hold its annual golf tournament and dinner at the Shaker Ridge Club on June 13th, Arthur Newman, chairman of the committee in charge, announces.

Renamed to FCC Post

WASHINGTON, May 4.—President Truman today renominated Edward M. Webster for another seven-year term as a member of the Federal Communications Commission. Senate approval is required.

Balto. Theatre Robbed

BALTIMORE, May 4. — A masked bandit held up the Harlem Theatre here and escaped with $2,500. William Zell, owner of the house, said he and a woman ticket taker were bound together by the armed robber.

Variety Award

(Continued from page 1)

and said, "In many lands uncounted multitudes of men, women and children will bless Herbert Hoover's name and be grateful to the providence which sustained his labors."

The award was accepted by Dr. Van Arsal Lee of Stanford University, a close personal friend of Hoover.

Earlier in the day, delegates chose New Orleans as the 1950 convention city, with Atlantic City as an alternate. Houston put in a strong advance bid for the 1951 convention.

Steve Broidy, Monogram-Allied Artists president, spoke to the delegates on the handling being given to "Bad Boy" in various tent centers and pointed out that its yield to VCI had been substantial where appropriate efforts had been put behind it. R. J. O'Donnell, international chief barker, spoke glowingly of the results obtained with the picture in Texas and encouraged its vigorous exploitation in spots not yet covered.

San Francisco, May 4.—A proposal by Paul Short, producer of "Bad Boy" and "Variety Girl," to produce another film, tentatively titled "Showman," will be introduced to the delegates tomorrow by R. J. O'Donnell, it was learned here tonight. The proposed film, based on a story by Short to appear in *Collier's*, would trace the career of a young man who entered exhibition following World War I and would incorporate a full history of Variety Clubs.

O'Donnell paid tribute to Martin Quigley, Charles E. Lewis, of *Showmen's Trade Review,* and Arthur Ungar, editor of the Hollywood edition of *Daily Variety,* for their steadfast support of VCI interests and proposed to all chief barkers that trade press representatives be made associate members without fee.

Lewis, who is convention director, presented to the delegates a proposal made by Walter Brooks, Roundtable editor of the *Motion Picture Herald,* that a petition be made for the mintage of VCI commemorative half-dollars to be used for fund-raising purposes. It was referred to a committee.

Delegates yesterday heard William McCraw report that premieres for Allied Artists' "Bad Boy" have returned $115,000, to be used for Variety Clubs' charitable enterprises, with more premieres scheduled to be held. Approved was the rehabilitation and operation of the Will Rogers Memorial Hospital, Saranac, N. Y.

McCraw today disclosed that VCI fund-raising participation in motion picture productions had netted more than $400,000 to date.

Delegates from 19 tents using talent for benefits agreed to enter into the International's blanket agreement with the American Guild of Variety Artists, which calls for contributions to AGVA's insurance fund which covers 34,000 members. The agreement will go into effect August 1. A proposal to increase dues for the International tent from $2 to $3 annually was passed unanimously.

Groucho Marx to CBS

The Groucho Marx quiz show, "You Bet Your Life," now on American Broadcasting, will join CBS next fall. Elgin-American will continue sponsorship.

Krim Resigns

(*Continued from page* 1)

til three pictures now on the schedule and ready to go have been completed, unless a successor is named before that time.

Krim, who has been president of E-L since shortly after the company was founded in 1946, released the following text of his telegram of resignation to Purcell:

'Irreconcilable Differences'

"After much deliberation I have decided to resign as president of Eagle Lion and I am herewith tendering my resignation effective as soon as a successor is designated. I have made this decision because of the irreconcilable differences which have arisen between management and ownership.

"I feel that with revenues at their present high point and with substantial backlog, and the studio about to reopen with three pictures set to go, a sound groundwork has been laid for the future of Eagle Lion. I wish the company every success."

Krim's reference to the "irreconcilable differences between management and ownership" was interpreted in the trade as meaning the insistence of Robert R. Young, railroad magnate and principal owner of the company, on dividing authority between E-L management and his direct representatives in the company. According to some sources this has resulted in policy and administrative decisions which have been completely at odds with the views of management.

See Product Shortage

The E-L studios were closed last November and the company is now almost certain to feel a product shortage in the late summer. It has filled in its release schedule with J. Arthur Rank's British pictures and David Selznick's reissues recently.

Reportedly siding with management, against Young, is Sergei Semenenko, vice-president and motion picture adviser of the First National Bank of Boston, which has advanced an estimated $7,500,000 to E-L, largely through its parent, Pathe Industries, in recent years. Semenenko has been endeavoring to interest outstanding industry people in acquiring ownership of E-L. He is here at present and reportedly has conferred with a group said to be headed by Sam Katz, former M-G-M studio vice-president and former head of Paramount Theatres, on bidding for E-L. Conferences with other interested principals are said to be in the offing, both here and in New York.

'President's Week' On

Krim's resignation came at the outset of Eagle Lion's current sales drive in his honor. The drive is known as "President's Week" and is continuing through Saturday. William J. Heineman, E-L vice-president and sales manager, estimated in New York yesterday that the company's business for the week, based on early returns, will be approximately 50 per cent higher than any other week in the company's history.

E-L has made steady progress during its brief career as a national producing-distributing company, with the credit going to Krim, Heineman and Max Youngstein, vice-president in charge of advertising-publicity. In its second year it was well on the way to overcoming early losses and late last year was at the breakeven stage.

Krim is an attorney and partner in the industry law firm of Phillips, Nizer, Benjamin & Krim. He served as treasurer of National Screen Service before joining E-L.

Reviews

"The Crooked Way"

(Benedict Bogeaus—United Artists)

TWO saleable star names—John Payne and Sonny Tufts—are offered by this Benedict Bogeaus production of a broadly melodramatic screenplay by Richard Landau. It is a picture which lends a new twist to the conventional antagonisms that keep underworld bullets flying. Payne, a war hero, reenters civilian life with his memory of the past completely blank in consequence of head wounds received in combat. He goes back to his home city determined to pick up the threads of the past and thus establish his true identity. In no time the mild young man discovers that before the war he was a flagitious racketeer turned stool-pigeon, and that Tufts, now No. 1 man of the town's underworld, is out to settle a score with him. Payne learns also, to his great surprise, that he was the husband of pretty Ellen Drew, who since has become a hostess in Tufts' gambling joint.

Director Robert Florey has fired these ingredients with some sharp action, but at times the film waxes a bit static in its reliance on dialogue to tell much of the story. There is a bang-up climax, however, which should satisfy audiences with the thrills at which the title hints. In a warehouse surrounded by a police cordon Payne and Tufts engage in a bloody gun duel and fist fight, and the former emerges the victor, with police aid. Payne, too, wins again the love of his wife to whom he was a pretty brutal husband before his permanent amnesia set in. Tufts, hoarse and grim, does well in a role that is a complete departure from his usual assignments. Rhys Williams is daring as a police detective, and Percy Helton contributes a good characterization as one of Tufts' sycophants. John Doucette, Charles Evans, Greta Granstedt and others round out the cast. The script was based on a radio play by Robert Monroe.

Running time, 89 minutes. General audience classification. April release.

CHARLES L. FRANKE

"Special Agent"

(Pine-Thomas—Paramount)

PRODUCED by William H. Pine and William C. Thomas, "Special Agent" delves into a field of detective work which has remained virtually untapped by motion pictures: railroad policing. This film emerges, however, as an undistinguished cops-and-robbers affair patterned closely after the general run of the genre. Light on names, "Special Agent" will require vigorous selling efforts by exhibitors if it is to give a better-than-average account of itself on single bills.

William Eythe plays a young railroad agent who is plagued by boredom in a post where nothing seems to happen to test his merit. Suddenly, however, a train hold-up in his sector gives him a chance to pit his wits against two robber brothers who take to banditry to secure funds which would enable them to recoup family losses and prestige. Thomas, directing from a screenplay by Lewis R. Foster and Whitman Chambers, has given much more attention to keeping things moving than to generating suspense. Eythe is relentless in his pursuit of the Devereaux brothers, played by Paul Valentine and George Reeves, and ultimately corners them in a cave hide-out exhausted and bitter. Frank Puglia contributes a compelling performance as the brothers' despairing grandfather, while Laura Elliot is decorative as Eythe's sweetheart. Rounding out the cast are Carole Mathews, Tom Powers, Raymond Bond and Walter Baldwin.

Running time, 71 minutes. General audience classification. Release date, July 22.

C. L. F.

U. A. Theatres

(*Continued from page* 1)

F-WC and is expected to emerge with these in addition to a few others dependent on which of several alternative plans is adopted by the board. The actual split is not expected before several more months.

UATC board will meet in New York at about the same time with the agenda said to be comprised of only routine administrative matters.

GPE's 3-Month Sales Put at $6,273,952

General Precision Equipment and subsidiaries consolidated net sales amounted to $6,273,952 for the three months ended March 31. This compares with $5,575,884 for the corresponding three months of 1948. Net income for the first quarter of 1949 amounted to $124,779, compared with consolidated net income of $109,505 for the similar period of the previous year.

Directors have declared a dividend of 25 cents per share on the common stock outstanding, payable June 15 to stockholders of record May 25.

U. K. Takes

(*Continued from page* 1)

sentative here, is not planning to call a meeting of American company managers in London, the general opinion of the trade here is that the Washington meetings were inconclusive and resulted in nothing to justify early action by Wilson.

This impression is confirmed by hints from B of T higher-ups who infer that nothing has transpired yet which concerns them. They also emphasize that any change in the quota law prior to 1950 demands legislation, which they regard as most unlikely.

A meeting of the British Film Producers Association is scheduled for next Wednesday at which time anything emanating from the Washington meeting would come up for action.

Paramount Sets Four More for Production

HOLLYWOOD, May 4.—Four features will be put into production by Paramount between May 23 and June 16. They are: "I Married a Dead Man," "Where Men Are Men," "Let's Dance" and "Postal Inspector."

Theatre Video Cost

(*Continued from page* 1)

clusive of the cost of external relay equipment, pickup cameras, or the expense of installation.

Sullivan, who commented yesterday on the costs, engineering and other problems which TOA is weighing preparatory to deciding whether to enter the theatre television field as an organization, said TOA will recommend also to SMPE theatre video specialists today at a scheduled meeting that the latter organization embark on a cooperative study with RCA involving the equipping of theatres in a test city with large-screen television. If such an experiment proved successful it could influence TOA to enter the field, other factors such as cost being acceptable, Sullivan indicated.

The TOA theatre television committee, headed by Mitchell Wolfson, met here yesterday preparatory to conferring today with representatives of SMPE, the two organizations having recently established an agreement to work together on theatre television problems. In addition to Wolfson and Sullivan, the meeting was attended by Dave Wallerstein, S. H. Fabian, Robert W. Coyne, Walter Reade, Jr., Stanley Prenosil, Leo Brecher, John Phillips, Oscar Doob, Nate Halpern and Marcus Cohen.

Theatre Lobby TV Approved by NBC

Doubts which have troubled exhibitors as to the legal propriety of presenting television receptions in theatre lobbies have been dissipated by NBC in a letter to Theatre Owners of America.

Accepting lobby television on so-called "home sets" as contributing to the expansion of the existing television audience, NBC has given the practice tacit approval by describing it as "more akin to normal home television reception than to theatre television." The network assured TOA that no "steps to prevent this type of use" have been taken by NBC. Denny pointed out that theatres do not charge for lobby video receptions.

Following the meeting here yesterday of the TOA television committee, TOA executive director Gael Sullivan and committee chairman Mitchell Wolfson said NBC's expressions of opinion are the first to come from any network on the subject.

Yesterday's meeting, Sullivan reported, gave the video committee a grasp of the extent of the problems that challenge large-screen theatre television. When the committee meets today with theatre video specialists of the Society of Motion Picture Engineers, they will be told that TOA regards present theatre video equipment as "adequate," but views as a "big gamble" the factors of cost and continuity of programs.



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 89 NEW YORK, U.S.A., FRIDAY, MAY 6, 1949 TEN CENTS

$2,034,000 to Welfare from Variety Clubs

Expect an Increase of $500,000 in 1949-50

SAN FRANCISCO, May 5.—During 1948-49 Variety Clubs International will spend $2,034,655 in welfare activities through the 32 tents in the United States, Canada, and Mexico. Nathan D. Golden, Washington, D. C., chairman of the Heart Committee, reported at the 13th annual convention, being held here this week. This is an increase of $14,520 over the pledges made last year at the convention in Miami. It is expected that pledges for 1949-50 will go over $2,250,000.

Through their generosity and civic activities, the 8,563 members of Variety International, whose international chief barker is Robert J. O'Donnell of Dallas, aided more than 220,000 people, 90 per cent of whom are children.

Variety Clubs' welfare activities

(*Continued on page 4*)

Granada Theatres To Scan U. S. Video

LONDON, May 5.—Despite the Exhibitor Association's recent pessimistic report on the practicability of theatre television here, Cecil Bernstein, managing director of Granada Theatres, Ltd., is en route to New York on the *Queen Mary* to examine the latest American television developments and "to continue negotiations already started by Granada Theatres."

Granada has applied for a television station license to transmit programs to its London theatres. The J. Arthur

(*Continued on page 4*)

Harry Gold Leaves Hughes Productions

Harry Gold, in charge of sales for Howard Hughes Productions, has left the company. His post and the firm's New York office have been dispensed with. Gold had been inactive with the Hughes unit since its office here was closed about seven weeks ago. However, there were contractual commitments until this week, it is understood.

Originally, Gold had supervision over "Vendetta," "The Outlaw" and "Mad Wednesday," which Hughes had slated for release through United Artists. However, when Hughes sub-

(*Continued on page 3*)

TOA May Ask Gov't For Video Channel

Theatre Owners of America yesterday took its theatre television problems to the Society of Motion Picture Engineers at a meeting between members of the former's television committee and SMPE video specialists. Along with inquiries relating to costs, techniques, and program continuity, SMPE was asked if a sound and reasonable brief can be presented to the government for the establishment of an exclusive television channel for large-screen use by TOA.

It was indicated following the meeting that SMPE would cooperate to the best of its ability toward "finding the answers" for TOA. The Society is expected to announce today exactly how far it will be able to help the TOA. The exhibitor organization has completed a number of studies of its own to determine the nature of the problems which have delayed widespread use of large-screen television in theatres.

Para. Video Status Under Decree Asked

WASHINGTON, May 5.—Paramount today told the Federal Communications Commission that the reorganization approved by its stockholders did away with any possibility that its subsidiaries should be denied television stations because of anti-trust law violations.

Outlining the reorganization, a brief filed by Duke Patrick of Hogan and Hartson declared that when "this

(*Continued on page 4*)

Retirement Rumors Spiked by Zukor; Not Quitting Post

Adolph Zukor will continue on the job until his health gives out and from all appearances that's not likely to be for a long time. The Paramount board chairman, in good spirits and apparently in good health, yesterday put the quietus on rumors that he intends to resign, reporting there is "no basis for them" and branding the reports as "unfair and completely without any authorization at all."

Zukor's post with the new Paramount Pictures Co., upon its formation with the reorganization of the corporation, is uncertain, he said, pointing out that election of officers will be the duty of the new board of

(*Continued on page 4*)

FCC's 'Freeze' on Video Is Extended

COLUMBUS, O., May 5.—Federal Communications Commission Chairman Wayne Coy admitted here today that he had been too optimistic about how soon the FCC could lift the television "freeze," and said that "perhaps" it could be done now in another three or four months.

When the freeze was ordered last September, Coy said it would be lifted in six to nine months. Recently, he pushed the date back to July 1, and now, apparently, it will be August or September at the earliest before the freeze is lifted.

Coy also backed down slightly on

(*Continued on page 4*)

Distributors Seek a Music Fee Formula

Ascap Decision Prompts Copyright Men to Action

The producer-distributors' copyright specialists have launched here an intensive inquiry into possible new methods of paying for music performing rights in light of Federal Judge Vincent L. Leibell's recent decision outlawing collection from theatres of a performance fee for Ascap music in films.

Although the copyright men, in company with distribution attorneys, already have held a number of meetings in their attempt to arrive at a new compensation formula, they have yet to come up with a suggestion that can be translated into an agreement. A representative of one of the companies said yesterday that the meetings are still in the "conversation stage."

Next conference will be held within two weeks. Meanwhile, those connected with the meetings are looking into

(*Continued on page 4*)

Griffith Case Differs From Para.: Vaught

OKLAHOMA CITY, May 5.—Griffith anti-trust case differs from the Paramount case because distributors are not parties to it, U.S. District Judge Edgar S. Vaught said here today.

Vaught, trying the Griffith mandate case, agreed with defense attorney C. B. Cochran, who pointed out that the Court's eventual "order here is not going to tie the distributor."

"Whatever we do," said the judge, "is going to have to be directed insofar as it can be done, to prevent Grif-

(*Continued on page 3*)

Jack Warner Names Committee for UJW

HOLLYWOOD, May 5.—Formation of a special gifts committee to aid the motion picture industry local division in attaining its quota for the United Jewish Welfare Fund campaign was announced today by Jack L. Warner, campaign president, and Henry Ginsberg, division chairman.

The committee will be composed of Samuel J. Briskin, Harry Cohn, William Goetz, William Gordon, Abe Lastfogel, Louis B. Mayer, Dore Schary, Joseph H. Schenck, David O. Selznick, Leo Spitz and Harry M. Warner.

U. S. May Defer Taxes On Frozen Earnings

WASHINGTON, May 5.—The U. S. Treasury is understood to be considering the deferment of Federal income taxes on frozen foreign earnings of American motion picture and other firms until the income is eventually released for remittance to this country. Film companies are probably affected the most by tax payments on frozen funds and their representatives have repeatedly complained of what they describe as the unfairness of the Treasury's insistency that they pay income taxes here on such funds.

Under present rules—upheld in Federal courts—the Treasury is entitled, in most instances, to demand some income taxes on this frozen foreign paper money, even though the taxpayer

(*Continued on page 4*)

Industry Commended For Its Aid Abroad

Washington, May 5.—"The American motion picture industry, by its attempt to mirror the daily living problems of the American people, has acted as a super salesman for Americanism at home and abroad," stated Rep. Isadore Dollinger (R., N. Y.) today on the floor of Congress in citing Darryl F. Zanuck, 20th-Fox vice-president, and his production of "Pinky" and other 20th-Fox films.

Ia.-Neb. Allied Votes Discipline for Stars

DES MOINES, May 5.—Members of the Iowa-Nebraska Allied Independent Theatre Owners today voted in favor of the "Finneran plan," which calls for disciplinary action against "erring" stars. The resolution, proposed by the directors and adopted unanimously, was an outgrowth of complaints made to members by patrons concerning entanglements of Ingrid Bergman and Rita Hayworth.

The convention, attended by some 200 exhibitors, elected 22 members to the board of directors, which in turn elected the following officers:

Leo F. Wolcott, Eldora, Ia., board chairman; A. C. Myrick, Lake Park, Ia., president; J. P. Lannan, West Point, Neb., vice-president; Elmer Huhnke, Omaha, treasurer for Nebraska; T. J. Evans, Clinton, Ia., treasurer for Iowa; Charles Niles, Anamosa, Ia., national director. All except Huhnke were re-elected; Huhnke's job is new.

Wolcott, in closing the convention, urged theatre owners to put television lounges in their theatres if it threatens as a competitor. He said this would help wear off the novelty of television. The next convention will be held in Omaha during May, 1950.

Cite Charities Com.; Brewer New Head

HOLLYWOOD, May 5.—For raising $10,000,000 for charity funds since 1942 a certificate of appreciation addressed to the Permanent Charities Committee of the Motion Picture Industry and the thousands of industry workers who have supported it was presented to the committee's retiring president, George Marshall, by Paul K. Yost, president of the Community Welfare Federation of Los Angeles here today.

Roy M. Brewer, IATSE international vice-president, was unanimously elected president of the Permanent Committee, with Edward Arnold, executive vice-president and treasurer, and Regis Toomey, secretary, both re-elected.

Miss O'Brien at Rivoli

As part of the industry's "Opportunity Treasury Bond Drive," May 15 through June 30, Margaret O'Brien will be at the Rivoli Theatre here today at noon selling bonds. The theatre will hold a bond premiere of U-I's "One Woman's Story" on May 17, according to Montague Salmon, managing director of the house. Admission will be by purchase of a bond only.

To Film Pilgrimage

HOLLYWOOD, May 5.—Ralph Ravenscroft, former Paramount publicist, is forming a corporation with S. A. Schwartz and J. Ernest Bass to make a feature film of the annual summer Hollywood Bowl Pilgrimage Play.

Joseph Kennedy, 59

HALIFAX, N. S., May 5.—Joseph Kennedy, 59, former actor and a member of a film company here in the early days of the industry, died today.

Personal Mention

HAL WALLIS, of Wallis-Hazen Productions, left here yesterday for Hollywood.

•

HELEN HUBER, cashier at Paramount's Buffalo exchange, who will become a member of the company's 25-Year Club next Friday, will leave Buffalo on May 21 for a vacation at Pasadena, Cal.

•

HOWARD HIGLEY, manager of Warners' Allen Theatre at Cleveland, has become the father of his first child, LINDA JEAN, born at the Lakeside Hospital.

•

MILTON HARRIS, for many years publicity director for Loew's theatres at Cleveland, has been appointed manager of the new Roundup Theatre, Denver.

•

WILLIAM HUTT, formerly with National Theatre Supply, Atlanta, has been appointed Southeastern sales manager for Southeastern Theatre Supply and Equipment.

•

HAROLD HENDEE, RKO Radio research director, will speak today before the state convention of the Indiana Endorsers of Photoplays, at Fort Wayne.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here over the weekend for Charlotte.

•

B. E. ADDY and MRS. ADDY, of Atlanta, have assumed operation of the Shell Theatre at Shellman, Ga.

•

JOEL LEVY, Loew's out-of-town booker, will leave here today for a Miami vacation.

•

L. J. KAUFMAN, Warner Theatres executive, left here yesterday for Pittsburgh and Cleveland.

•

JIMMY DURANTE has returned to the Coast from New York.

EDWARD I. CHEYFITZ, assistant to ERIC JOHNSTON, president of the motion Picture Association of America, will address the Catholic Committee of the South on May 11 at Lexington, Ky.

•

MARIE GIROLAMI, daughter of LOUIS GIROLAMI, Movietone News sound engineer, will be married to GIUSEPPE DE STEFANO, Metropolitan Opera tenor, on May 23 at St. Patrick's Cathedral here.

•

GEORGE H. BEESTON, president of General Theatres Investment Co., Ltd., Toronto, has been elected a director of the United Amusement Corp., Ltd., Montreal, succeeding the late D. ALLEN MURRAY.

•

SAM BONANSINGA of IATSE Local No. 323, Springfield, Ill., has been elected to a fifth consecutive term as president of the Springfield Federation of Labor.

•

SCOTT R. DUNLAP, studio assistant to STEVE BROIDY, Monogram president, has returned to Hollywood from New Orleans.

•

PHILIP A. WAXMAN, Broadway stage producer, left here yesterday for London to confer in England on a film deal.

•

MICHAEL KAPLAN, head of Sightmaster Corp., has been elected president of the Television Manufacturers Association.

•

JACK MULLEN, secretary of IATSE Local No. 516, Chester, Pa., has been elected president of the Delaware County Central Labor Union.

•

CARTER T. BARRON, Loew's Eastern division manager, has been elected a director of the Washington Board of Trade.

•

HERMAN RIPPS, M-G-M assistant Eastern sales manager, is in Boston from New York.

Stars To Troupe for U. S. Bond Drive

HOLLYWOOD, May 5.—Three troupes of Hollywood stars will spark the opening of the U. S. Treasury's "Opportunity Savings Bond Drive," Dore Schary, Hollywood bond committee chairman, has announced. One group will participate in a pre-drive meeting at Washington on May 13, with individuals fanning out for appearances in New York, Boston and Philadelphia. Another group will be on hand for the opening on May 15 at Kansas City, then covering other Midwest and Southern cities.

Participating will be George Jessel, Larry Parks, Betty Garrett, Lisbeth Scott, Jean Hersholt, Dennis Morgan, Alexis Smith, Craig Stevens and Dan Dailey.

K. C. Repeals Curfew

KANSAS CITY, May 5.—The City Council here has repealed the curfew law, saying it was neither needed nor enforced.

Commonwealth Sets Three New Drive-Ins

KANSAS CITY, May 5. — Commonwealth Theatres will open three new drive-ins within the next few weeks, it was disclosed here as J. A. Braunagle, director of drive-in operations for the circuit, announced the appointment of managers for two of the open-air theatres.

New drive-in at Sedalia, Mo., opened there last week and will be managed by Edward Kirk. Robert Walters will run the one at Columbia, Mo., due to open May 20. The third is scheduled to open early in June at Lawrence, Kan.

Set "IA" District Meet

CHATTANOOGA, May 5. — Twenty-first convention of IATSE locals of the seventh district will be held at the Hotel Patten, here on June 20-21, it is announced by international trustee R. E. Morris, who is also district secretary.

Overseas Program Aids U. S. Position

WASHINGTON, May 5.—Secretary of State Dean Acheson said here today that the State Department's overseas information program, which features American motion pictures as one medium, is "beginning to pay significant dividends in our foreign relations," and that the world situation made it imperative that the objectives of U. S. foreign policy be clearly and widely understood abroad.

Acheson made the statement in requesting the Senate Appropriations Committee to restore $2,00,000 cut by the House from the 1949-50 budget of the Department's information and educational activities. The Department had asked $36,000,000, but the House voted only $34,000,000.

Postpone Realart Meet

Realart board meetings, scheduled to start here yesterday, have been postponed to an undetermined day next week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE
In King Arthur's Court"
Color by Technicolor
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
GLENN FORD
in "THE UNDERCOVER MAN"
with NINA FOCH
IN PERSON
DUKE ELLINGTON
And His WORLD FAMOUS ORCHESTRA
plus HOWELL & BOWSER
PECK & PECK
plus BILLY ECKSTINE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES
"Portrait of Jennie"
Joseph COTTEN
DOORS OPEN 9:30 A.M.
POPULAR PRICES
RIVOLI
Broadway at 49th St.

CLIFTON WEBB - SHIRLEY TEMPLE
"MR. BELVEDERE GOES TO COLLEGE"
A 20th Century-Fox Picture
ON VARIETY STAGE — VIVIAN BLAINE
LEO DE LYON - McCARTHY & FARRELL
On Ice Stage—The ROOKIES - Joan HYLDOFT
ROXY 7th Ave. & 50th St.

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Peru and Sweden Revise Censorship

WASHINGTON, May 5.—Peru and Sweden are overhauling their censorship set-ups, according to a Commerce Department report by film chief Nathan D. Golden.

The Swedish Minister of Education has appointed a special committee to investigate Swedish censorship and the question of producing Swedish pictures. Among the subjects the committee will study is the possibility of establishing a special reviewing council of parent and teacher groups, to work with the Censorship Board.

In Peru, all previous censorship measures have been abrogated and a new structure established. The new decree prohibits showing of 'immoral" films, pictures which may cause social disturbances, pictures which are contrary to patriotic sentiments, and those which may "injure the dignity of other nations."

The new Peru decree also specifies that minors will not be allowed to attend films which are "harmful to their spiritual formation." The exhibition of trailers or synopses of films which have not yet been cleared by the censors is also banned.

RKO Plans Video Ads in Four Cities

ALBANY, N. Y., May 5.—Television stations in four cities will be used to promote the premiere of RKO's "The Great Joe Young," Terry Turner, RKO exploitation director, told exhibitors attending a luncheon following a preview here today of the picture, which will be released July 13.

Schenectady, Buffalo, Boston and New Haven are the sites of the stations which will be used to present trailers of the picture, Turner said. G. Emerson Markham, manager of the four General Electric video stations, also spoke at the luncheon and observed that no one in the area has yet used TV to stimulate theatre attendance.

Foreign Heads Confer Here on So. America

Conditions in South America, Ecuador particularly, was the principal subject discussed at a meeting here yesterday of the foreign managers at the Motion Picture Association of America. The managers are expected to meet again soon to discuss the earnings restriction situation in South Africa.

Yesterday's meeting was presided over by John McCarthy, managing director of MPAA's international division.

Six for 'Adults Only'

CHICAGO, May 5.—Six films were placed in the "adult only" classification during April by the Chicago police censor board. They are: "Edward, My Son," M-G-M; "Too Late for Tears" and "The Crooked Way," United Artists; "Vampire," Italian-Continental, "Bells of the Old City" and "Incorrigible," Swedish.

Lux Imports in 16mm.

All imports of Lux Films will be ultimately reduced to 16mm., with English titles, it was announced by Bernard Jacon, production vice-president, with the Italian pictures, "Eternal City" and "Professor, My Son," the first to be completed.

Reviews

"The Forbidden Street"

(20th Century-Fox)

PRODUCER William Perlberg's celluloid version of the Margery Sharp novel, "Britannia Mews," portrays in somewhat grotesque terms the slum life of late 19th century London. It is a film wherein "atmosphere" dominates, with such drama elements as narrative, action, conflict and pace subordinated to mood and setting. The mood is somber, for the most part, and the major setting is the cobblestoned, unkempt quarter of the city, where horses are stabled and impoverished folk live in intimate squalor. The story is about a young woman of family and breeding who is attracted to this mews by a vague fascination, and eventually goes there to live with a worthless, drunkard artist whom she marries against her parents' wishes. Her efforts to stimulate her husband to work and ambition serve to change to scorn what little love he had for her. He dies in a fall following an argument with her, and the girl continues to live in the mews in the blackmailing grip of a weird old hag, played in robust caricature by Dame Sybil Thorndike.

The principal roles are filled with reasonable conviction by Dana Andrews and Maureen O'Hara, whose marquee draw should mark this interestingly-titled picture for satisfactory returns in nearly all situations, with acceptance likely to be best in metropolitan areas. Jean Negulesco, directing from a script by Ring Lardner, Jr., has made the most of the picture's few touches of mild humor. The film develops a lightened tone toward the end when Miss O'Hara acquires a boarder who closely resembles her late husband, although unlike the former he wears no beard. In fact, Andrews plays both roles. Prevented by circumstances beyond their control from marrying, they occupy separate quarters in the same house in the mews, but are able to marry ultimately. Meanwhile, by their joint efforts they bring themselves to fortune and distinction. The sizeable cast also includes Fay Compton, A. W. Matthews, Diane Hart, Ann Butchart, Wilfred Hyde White, Anthony Tancred and others.

Running time, 91 minutes. Adult audience classification. For June release.

CHARLES L. FRANKE

"The Big Cat"

(Moss—Eagle-Lion)

A HUNT for a cougar that has been preying on livestock provides "The Big Cat" with its central appeal. Many dramatic elements make it a reasonably interesting film in a formula groove. It has the benefit of Technicolor and a cast headed by Lon McCallister, Peggy Ann Garner and Preston Foster. Rural communities should react especially to the the picture.

The screenplay, by Morton Grant and Dorothy Yost, is set in the mountain area of the West in the depression year of 1932. When young McCallister arrives in the drought-ridden community following his mother's death, he finds a fierce feud between his mother's brother, Forrest Tucker, and her former sweetheart, Foster. Between this feud and the search for the deadly mountain lion, McCallister is almost too busy to note the affectionate glances of Miss Garner. Because of McCallister's neglect with a rifle, Foster is clawed to death by the lion. There follows McCallister's vengeance on the animal and the resultant happy ending. It was produced by William Moss and directed by Phil Karlson. Others in the cast are Skip Homeier and Sara Haden. The story was by Morton Grant.

Running time, 75 minutes. General audience classification. April release.

MANDEL HERBSTMAN

"Rimfire"

(Lippert—Screen Guild)

THE double task of recovering a stolen shipment of United States gold and getting to the bottom of a series of mysterious murders falls to James Millican in "Rimfire." The production has greater plot development than the usual Western, and as such stands up rather well. Others in the cast include Mary Beth Hughes, Reed Hadley, Henry Hull and Fuzzy Knight.

The customary amount of fisticuffs and shooting fill out the picture. Upon his arrival in a little Western community, where the mortality rate is scandalously high, Millican is made a deputy. There follow his attempts to ferret out the evil mastermind, which after several frustrations, lead to the sheriff himself. With the town thus cleansed of its villainy, Millican proceeds to take Miss Hughes as his bride.

As editor of the local paper, Hull snoops about in old journalistic fashion, while Knight, as Millican's aide, provides some patternized laughs. A Lippert production, it was produced by Ron Ormond and directed by B. Reeves Eason. The original screenplay was by Arthur St. Clair and Frank Wisbar.

Running time, 64 minutes. General audience classification.

M.B.

Denver Leading as Depinet Drive Ends

RKO Radio's Denver exchange continues to hold first place at the end of the 19th week of the 1949 Ned Depinet Drive, as of April 28. Charlotte is second, with Sioux Falls and Atlanta in that order. Walter Branson's Western division leads with Canada first among the districts, the latter headed by L. M. Devaney. The drive covered 20 weeks, ending yesterday.

Mankiewicz Wins Directors Award

HOLLYWOOD, May 5.—Joseph Mankiewicz was named winner of the Screen Directors Guild's quarterly award for his direction of "Letter to Three Wives."

Previous quarterly winners were Fred Zinneman, Howard Hawks and Anatole Litvak. One of the four will be chosen by ballot to receive the Guild's first annual award on May 22.

Griffith Case

(*Continued from page* 1)

fith from exercising its circuit buying power to the detriment of its individual competitors. That is the issue before this Court—what we're going to do as to Griffith, not as to the distributors, and we are going to do the best we can."

Vaught disagreed with government attorney George Wise, who said distributors should use a double standard in dealing with independents and circuits such as the Griffith chain. Wise complained that distributors do not give independents a chance to buy, except product which Griffith does not want. On the other hand, he said, distributors have in some cases stopped doing business with independent customers when Griffith moved in to compete.

"Under your theory, they would have a right to do that, would they not, if they could get a better price?" Vaught asked.

"I think you have to apply a different measure to a monopoly situation than you do to an independent," said Wise.

"They could hardly be expected to hold a primary in every town to determine which one was the best purchaser," Vaught replied.

Gold Leaves Hughes

(*Continued from page* 1)

sequently acquired control of RKO he switched the three films to that company in a deal with UA which is now near consummation.

Negotiations of the UA transaction were begun last September and since that time Hughes Productions has had no product for release. Company's other properties include "Hell's Angels" and "The Front Page."

Alec Moss, who had been advertising-publicity director of Hughes Productions, is now with Motion Picture Sales Corp., where he has charge of sales, bookings and promotion of "Sins of Our Fathers," Canadian-made-hygiene production.

Gold could not be reached for comment on his plans.

Asks FCC to Reconsider

WASHINGTON, May 5.—United Detroit Theatres Corp. has told the Federal Communications Commission that its status as an applicant for a Detroit television station had been changed completely as a result of the Paramount consent decree and reorganization, and that the Commission should reconsider its decision throwing out United's application.

Plan Area Improvements

KANSAS CITY, May 5.—Representatives of the RKO Missouri Theatre, local house now being remodeled, met with property owners and merchants yesterday to discuss plans for improvement of the area in preparation for the opening scheduled for July. Paving and lighting improvements were announced, with other nearby business concerns planning modernization.

Harry Gaffney Expands

KANSAS CITY, May 5.—Harry Gaffney, formerly with Warner Brothers, lately branch manager for Monogram, who bought an interest in Screen Guild of Kansas City last fall, has now acquired the entire ownership from Julian King Enterprises. King Enterprises also operate in Des Moines and Omaha.

Variety Clubs

(*Continued from page* 1)

are varied and unique, ranging from the adoption of young children to the operation of boys' camps, maintenance of hospitals, boys' clubs and the showing of films to shut-ins at institutions.

The "Mother Tent", in Pittsburgh, where Variety Clubs were founded in 1927, continues its support of the Roselia Foundling Home and Camp O'Connell. Cincinnati, too, supports a Variety foundling home. Spastic children are the main interest of the showmen of St. Louis. The Detroit Tent, as well as many others, makes the fight-on-cancer their chief humanitarian effort. A cerebral palsy clinic is Buffalo's "heart" interest, while Albany maintains a Variety Club Boys' Camp for underprivileged children.

Coast to Coast

The Boston Tent which raised more than $300,000 through its "Jimmy" drive to create the Variety Clubs of New England Children's Cancer Research Foundation, and on the other side of the continent the Los Angeles Club erected and opened a $200,000 Variety Boys' Club so that youngsters may enjoy proper environment and guidance.

Toronto is building "Variety Village" at an equipment cost of $400,000. This village will be a vocational training school for crippled children. Mexico City has had a successful year in its contributions to anti-tuberculosis campaigns, its maintenance of orphanage charities and child hospital relief.

Indianapolis sponsors a Boy Scout Troop while in Washington, the club is undertaking to build a wing at Children's Hospital. Miami has peldged itself to operate a 92-bed children's hospital.

Texas Boys' Ranch

At the University of Minnesota, there is now under construction an 80-bed hospital, to be known as the "Variety Club of the Northwest Heart Hospital." A new type of camp is being built by the Philadelphia Tent, the first privately-operated camp for handicapped children and infantile paralysis victims. The chief "Heart" interest of the Dallas Club is the operation of the Variety Club Boys' Ranch at Coppers Cove, that is being built, which when completed, will represent an investment of $600,000.

These same humanitarian efforts in behalf of underprivileged are to be found in the Variety Clubs of San Francisco, Des Moines, Atlanta, Houston, Omaha, New York, Dayton, Baltimore, Buffalo, Memphis, Columbus, Oklahoma City, Chicago, Cleveland, Grand Rapids, Milwaukee, Charlotte, Toledo and New Haven.

Variety Pledges Support of Showmen to U. S. Bond Drive

SAN FRANCISCO, May 5.—Variety International chief barker Robert O'Donnell of Dallas outrightly pledged the complete support of America's showmen to U. S. Secretary of the Treasury John W. Snyder in the forthcoming "Opportunity Bond Drive" at the Humanitarian dinner last night at the Palace Hotel. Pledge was made in response to Snyder's address presenting the Humanitarian Award to Herbert Hoover, in the course of which Snyder read a letter of commendation from President Truman.

Presentation by Snyder was followed by speeches by John H. Harris, William McCraw, Edward Arnold and Roy Rogers, with the program opened by an unseen "Voice of Variety," dramatic presentation composed and narrated by Lou Ashe, barker of local Tent No. 32, and which will be distributed in recording form to all members.

Today's business session was devoted to reading "heart" reports by individual tents. The meeting adjourned early to permit delegates to attend a rodeo at the Rowell Ranch. The local tent held open house this evening.

Due to time pressure, presentation of a proposal for the production of another Variety-sponsored feature picture by Paul Short, producer of "Bad Boy," originally scheduled for today, was postponed for consideration tomorrow or at the mid-winter meeting.

Reviews

"Stampede"

(*Allied Artists*) *Hollywood, May* 5.

A STURDY story of the Old West filmed in Sepia, "Stampede" has as its principals an exploitable quartette made up of Rod Cameron, Gale Storm, Johnny Mack Brown and Don Castle. Some majestic background scenery further enhances the production. The root of the story is the historic struggle between cattlemen and squatters, and from this root has been developed a tale of strong wills clashing, fists and bullets flying, climaxed by a stampede sequence of extraordinary magnitude and realism. Produced by John C. Champion and Blake Edwards, under personal supervision of Scott R. Dunlap, and directed with skillful timing and precision by Lesley Selander, the picture is richly stocked with ingredients that have become sure-fire box office.

Cameron is cast as the unyielding elder son of a pioneer rancher whose dying instruction was to retain possession of his range land at any cost against all contenders, a policy in which he persists in defiance of laws which have opened his holdings to farmers from Illinois and Indiana arriving by wagon train as the picture opens. Brown is a powerful figure as the sheriff, torn between his friendship for Cameron and his legal obligations of office, and Castle, as Cameron's younger brother, gives a blithe note to the story until he is shot down from ambush by forces intent upon ruining Cameron by stampeding his herds and dynamiting a dam depriving the settlers of water. After that point the story turns grim, with Cameron and his enemies engaging in violent conflict of every description, ending with Cameron's decision to see things the lawful way, which includes the way of Miss Storm, a settler's daughter who has pitted her strength and wits against him and fallen in love with him the while. John Miljan, Jonathan Hale and John Eldredge are capably present in supporting roles. The script is by Champion and Hale, based on a book by Edward Beverly Mann.

Running time, 78 minutes. General audience classification. Release date, not set.

"Tucson"

(*20th Century-Fox*) *Hollywood, May* 5.

A STANDARD comedy drama, the film derives its title from the home city of the University of Arizona which serves as a setting for some campus capers. Although the film is by no means distinguished, it is rendered palatable mostly by the presence of a supporting pair of humorous youngsters and the scenes of baby Deanna Wayne.

In lieu of plot and pace, the film resorts to a number of forced situations and other contrivances, the most annoying of which is a prolonged serio-comic feud between two students' fathers. Jimmy Lydon, a young man of proven talent in other pictures, is a student who would rather race his ranch horse than study. His regeneration is somewhat ingeniously and unconvincingly accomplished by his buckling down to work in atonement for carelessly blinding a fellow student during a chemistry experiment.

Romantic complications, not much more convincing, are also thrown into the story, with some slight question raised as to whether Lydon may lose Penny Edwards to his arch rival in the intercollegiate rodeo. Several stock shots of bucking steers give a lift to a rodeo sequence, which does not quite reach the cheering stage even in its featured horse race between the Bryants and the Reeves. Sol M. Wurtzel produced and William Claxton directed, from an original screenplay by Arnold Belgard.

Running time, 64 minutes. General audience classification. Release date, April 28.

Granada Theatres

(*Continued from page* 1)

Rank Organization also has applied for a television license and six of its London theatres are preparing for TV reception. Associated British Picture Corp. is understood to be making similar arrangements for several of its key London theatres.

Zukor Not Quitting

(*Continued from page* 1)

directors. In any event, "I'll be here (at his office) as long as I am capable of it," he said.

Quality of production will determine the future of the new picture company, Zukor said, adding that the company's completed films, those in work and the others being prepared, all measure up to high calibre levels. He was especially enthusiastic about Cecil B. DeMille's latest, "Sampson and Delilah," which, he said, is "a perfect production, and efficiently made with every production dollar spent represented on the screen in entertainment value."

It is understood that negative costs for the new DeMille picture amounted to about $2,500,000 which, for DeMille, is said not to be a big budget.

Drive - In for Cape Cod

BOSTON, May 5.—Construction of the first drive-in on Cape Cod will start this month at East Dennis, Mass., with Louis Segrini, Mansfield, Mass., contractor, to build and operate the 1,000-car theatre.

Seek Music Fee

(*Continued from page* 1)

possibilities individually, and there is hope that more suggestions will be contributed at the next meeting.

The hunt for a generally acceptable formula is somewhat urgent, since the companies are reluctant to leave themselves open to charges by composers that the rights to music in films have not been paid for. Any payment formula agreed upon by producers-distributors will be added to film rentals collected from exhibitors.

May Defer Taxes

(*Continued from page* 1)

may not be able to convert it into the dollars he needs to pay the U. S. tax collector.

Treasury experts are now said to have worked out a new regulation to give these taxpayers a better break. Top officials have the proposal under study now. If they approve, it would be legal to defer reporting earnings in foreign currencies as taxable income so long as a foreign government's rules make it illegal to convert them into U. S. dollars. Taxes would of course, have to be paid eventually whenever the earnings could be turned into dollars.

Para. Video Status

(*Continued from page* 1)

program is completed, the nature of Paramount's business and its organization will be completely changed and the disability, if any, which may have existed because of anti-trust proceedings, must of necessity fall."

The FCC has adopted a policy of granting only temporary renewals to the television licenses of Paramount subsidiaries, pending a decision on FCC policy towards firms convicted of violating the anti-trust laws. Paramount, soon after the Consent Decree, urged the Commission to grant permanent renewal of these licenses on the ground that if there ever had been any question about its eligibility, the Consent Decree removed that question. Today's brief was in further support of the request for permanent renewal of the licenses.

FCC's Video 'Freeze'

(*Continued from page* 1)

earlier statements that the FCC would definitely go into the ultra-high frequencies for additional television channels. Today he stressed the problems of expanding into that field and said merely that the FCC "hoped" to get additional channels there.

Speaking at Ohio State University, the FCC chairman made two other key remarks:

First, that he believed that the West Coast would be linked with the East by television within two years by a combination of microwave and coaxial cable relays; second, that he thought one way of getting around the high cost of television station construction, and incidentally getting television into smaller communities, would be for the little towns to set up secondary, satellite stations, hooked into stations in larger towns.

Show Interest in Reviews

CHICAGO, May 5.—Motion picture reviews in the *Chicago Tribune* caused 3,895 comments or inquiries by readers during 1948, a company survey of reader response disclosed.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 90 NEW YORK, U.S.A., MONDAY, MAY 9, 1949 TEN CENTS

Para. Profit For '48 Was $24,357,102

Stockholders' Dividends Exceeded $13,000,000

Net earnings of Paramount Pictures for the year ended Jan. 1, 1949 totalled $24,357,102 after all charges including estimated provision for taxes on income, according to the annual report of the company to be issued today by Barney Balaban, president. These earnings include approximately $2,360,000 net capital gains, after provision for taxes thereon, and $1,788,000 representing Paramount's direct and indirect net interest as a stockholder in the combined undistributed earnings of partly owned-non-consolidated companies.

Earnings for 1947, restated on the same basis, were $31,440,477, including a $3,429,000 share of undistributed earnings of partly owned non-consolidated companies.

There are not included in the con-

(*Continued on page 7*)

$500,000 E-L Sales From 'Krim Week'

"President's Week" in Eagle-Lion's current Jack Schlaifer testimonial sales drive, during which the company's sales force paid tribute to E-L president Arthur B. Krim, broke every sales record in the history of Eagle-Lion with revenue more than 64 per cent higher than any previous week since the formation of the company, it was announced here Friday by William J. Heineman, sales vice-president in charge of distribution.

Wehrenberg Dead at 68; Rites Tomorrow

ST. LOUIS, May 8.—Services will be held at Ziegenheim Mortuary here on Tuesday for Fred E. Wehrenberg, 68, veteran exhibitor and long-time president of Motion Picture Theatre Owners of America, who died of pneumonia in St. Anthony's Hospital on Friday night. Interment will be in Sunset Burial Park.

Wehrenberg operated 13 theatres here and was honorary chairman of Theatre Owners of America. His widow, a daughter, Mrs. Paul Krueger, and a grandson, Donald Krueger, survive.

Para. Meeting Starts Today

Paramount's divisional sales meetings for 1949 will start today in New York's Hotel Pierre, to continue for the next two days. The second meeting, which will take place in Pittsburgh on May 12, will run through May 14.

Home office executives who will attend all meetings include board chairman Adolph Zukor, general sales manager A. W. Schwalberg, assistant sales manager E. K. (Ted) O'Shea, short subjects sales manager Oscar Morgan, advertising manager Stanley Shuford, and Fred Leroy and Richard Morgan. Each division manager will preside at his own area meeting, with Hugh Owen and Harry Goldstein appearing at their sessions this week. The New York meeting will also be attended by president Barney Balaban, Y. Frank Freeman, Paul Raibourn, Austin Keough, Fred Mohr-

(*Continued on page 7*)

Hays Nears Ruling On French Money

With Gerald M. Mayer, European manager of the Motion Picture Association of America, here from Paris to testify this week before arbitrator Will H. Hays, the hearings being held in New York by the latter to determine an equitable division among the major distributors of unfrozen

(*Continued on page 7*)

Cautions Exhibitors On New Clauses

Boston, May 8.—Independent Exhibitors, Inc., cautions theatre owners when signing new contracts with any company to be on the lookout for new clauses and changes in other clauses which may have a direct bearing on a deal.

As an example it cites 20th Century-Fox's clause pertaining to clearance, adding: "Unless you eliminate this clause, you are agreeing in writing to accept any clearance set up by Fox when you sign the contract."

Nomikos Files 2nd Anti-Trust Action

CHICAGO, May 8.—Van A. Nomikos, local exhibitor, has filed a second anti-trust suit in Judge Phillip Sullivan's U. S. District Court on behalf of the Olympic Theatre at Cicero, charging four distributors with granting clearance priorities of 14 days to the B. and K. Marbro and Paradise. The Olympic now plays first-run product from 20th-Fox, RKO Radio and M-G-M.

Defendants are Paramount, Warners, Columbia, United Artists and B. and K. Nomikos last week filed a similar suit for the Empress Theatre on the southside of Chicago.

Plaintiff's attorney is Seymour Simon.

Life Magazine to Quiz Industry Men Here Today

Johnston Due Here On Staff Revisions

Eric Johnston, Motion Picture Association president, and Joyce O'Hara, executive assistant, will be here tomorrow from Washington to complete the far-reaching reorganization of the MPAA's operation and personnel begun several weeks ago.

Previously reported revision of the foreign, exhibitor relations, community relations and other activities are in prospect, accompanied by naming of new department heads and changes in their personnel.

Final Eastern session in *Life* magazine's round-table discussions of motion pictures will be held here today after which the panel will move to the West Coast for a three-day session at the Arrowhead Springs Hotel, Lake Arrowhead, Cal., from Friday through Sunday.

Participating in the New York discussion today will be Joseph I. Breen, vice-president of the Motion Picture Association and Production Code Administrator; Francis Harmon, MPAA vice-president; Y. Frank Freeman, Paramount vice-president; J. Robert Rubin, Loew's vice-president and general counsel, and Kenneth Clark, MPAA public relations head. Joseph Hazen, president of Hal Wallis Productions, was among those interviewed earlier.

Previous discussions were held in

(*Continued on page 7*)

Telecasters, Ascap Split On Pact Terms

Negotiations Collapse; Boycott Is Threatened

Negotiations on terms of music licensing contracts between Ascap and the television industry collapsed at the weekend, threatening a repitition of the break with the broadcaster in 1939 when Ascap music was not used by radio stations for about nine months.

Fred E. Ahlert, Ascap president, disclosed that the organization has proposed to put the issues before a board of three arbitrators, one representing each side, and the third to be appointed by U. S. Attorney General Tom Clark.

A spokesman for Robert P. Myers, National Broadcasting counsel, who is acting as chairman of the television music committee of the National Association of Broadcasters, disclosed that the video interests are opposed to

(*Continued on page 7*)

RCA to Provide TV Theatre Equipment

Radio Corporation of America is ready to lease large screen theatre television, it was understood here at the weekend. RCA would install and service the equipment on a rental basis and would provide exclusive theatre type of programs through its affiliate, NBC, it was said.

RCA is reported to be negotiating the sale of $60,000,000 of new debentures to finance this and other television developments.

Kelly to UK Today; UA Board to Meet

Arthur W. Kelly, executive vice-president of United Artists, will leave here today for London in a new attempt to gain additional bookings from the Odeon Circuit in which UA has substantial stock interests but which is controlled by J. Arthur Rank.

Kelly's trip will be taken up by the UA board at a meeting at the home-office this morning. The agenda also includes administrative affairs.

Company has been considering sale

(*Continued on page 7*)

Personal Mention

JOSEPH SEIDELMAN, Universal vice-president and foreign distribution head, is scheduled to leave here Wednesday for Sweden.

•

WILLIAM H. PINE of Pine and Thomas Productions, left here yesterday by plane for Atlanta, where he will join DAN DURYEA in a personal appearance tour.

•

LEE KOKEN, head of RKO Theatres' concession department, left here over the weekend for Boston, Providence and Lowell, Mass.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and reprint sales, is due back in New York today from Oklahoma city.

•

EDWARD LACHMAN, president of Carbons, Inc., will leave New York tomorrow for Philadelphia, Detroit and Chicago.

•

HAROLD WILSON, president of the British Board of Trade, will leave London tomorrow by plane for Canada.

•

WILLIAM MOFFAT, managing director of Associated British Pathe, has returned to London from New York.

•

NED E. DEPINET, RKO president, left New York for Hollywood over the weekend.

•

WILLIAM BARNETT of Massce-Barnett Co., will leave here Thursday for Europe.

•

TED GAMBLE is due here today from Portland, Ore., and Louisville, Ky.

•

SAMUEL GOLDWYN will leave here for the Coast on Friday.

Fire Safety Record 100% at Exchanges

The 400 film exchanges and shipping depots of member companies of the Motion Picture Association of America completed their third successive year without any loss from fire, according to an annual report to Eric Johnston, MPAA president. These exchanges ship, repair and service to the nation's theatres more than 21,000 miles of film daily.

In his report for 1948, John B. McCullough, director of the Association's conservation department, stated: "It is doubtful that any industry of comparative business volume can match this record."

Pointing out that over the last 23 years there were only 16 film fires in member-operated exchanges in the U. S., an annual average fire loss of only $211, McCullough declared it is "evidence of the value of compliance with the self-regulatory conservation program instituted by the member companies 26 years ago."

Officers Elected by Variety; Up Pledge

SAN FRANCISCO, May 8.—R. J. O'Donnell was re-elected international chief barker for his seventh term at the closing session Friday of Variety Clubs International annual convention. Delegates also voted to increase their pledge to the Heart committee to a total of $2,800,000.

Annual Charity Award went to the Southern California tent, whose chief project was its Boys' Club.

Other officers elected include: Marc Wolf, Indianapolis, first assistant barker; Jack Beresin, Philadelphia, second assistant barker; Murray Weiss, Boston, property master; and George Eby, Pittsburgh, dough guy.

William McCraw was re-appointed executive director, Nathan Golden, Heart committee chairman, Carter Barron, executive aide to O'Donnell, C. J. Latta, European representative, and Charles Lewis was named to a new post, international press officer.

Portal, UK Probe Head, Dies Suddenly

LONDON, May 8.—Lord Portal of Laverstoke, chairman of the British government's inquiry into motion picture production and distribution, died suddenly on Friday at the age of 64. It is not anticipated that his unexpected death will delay completion of the inquiry, all evidence having been gathered and the committee having already started writing its conclusions. There has been speculation here for some time over whether the committee will recommend industry divorcement.

Lord Portal was reputed to be a millionaire with extensive interests in paper-making and other industries. He was formerly associated in the film business with the late C. M. Woolf and subsequently with J. Arthur Rank, establishing General Film Distributors.

HenryElman,Pioneer Chicago Distributor

Henry Elman, 57, pioneer film distributor and chief barker of the Variety Club of Illinois, died Thursday at Wesley Memorial Hospital after a short illness. He operated the Capitol Film Co. and Henry Elman Enterprises which distributed Real Art, Astor, Madison, English and Devonshire product. He was formerly associated with Monogram, PRC, Columbia and Tiffany.

Surviving is the widow, Pearl. Services will be held tomorrow.

Services for R. Catley, 61

OAKLAND, Calif., May 8.—Funeral services will be held tomorrow for Robert E. Catley, 61, Fox Oakland Theatre manager, who died Friday. Catley, a native of Australia, had been a stage manager for Fanchon and Marco before joining Fox West Coast 25 years ago. The widow survives.

See Griffith Hearing Ended in Fortnight

Oklahoma City, May 8.—Both government and defense attorneys expressed hope that the Griffith anti-trust hearing may be ended within a week or two. The defense has eight or 10 more witnesses, according to C. B. Cochran, Griffith attorney, while the government has not yet determined whether or not to present rebuttal testimony.

Fred M. Jack, United Artists division sales manager from Dallas, testified Friday that Griffith contracts for product on an individual, rather than circuit, basis.

SMPE Will Try to Hasten Theatre TV

With another conference set for June 28, theatre television committees of Theatre Owners of America and the Society of Motion Picture Engineers cleared the way at last week's parley for a thorough examination meanwhile by SMPE of possibilities for speeding up theatre video installations. Equipment, standards and costs factors will be studied by the SMPE at TOA's invitation, the former indicated in a statement issued on Friday.

SMPE reported also that it will assist in future hearings before the Federal Communications Commission on the assignment of exclusive television channels for theatre use. The theatre men stated at the meeting that equipment was available to them now only on an outright purchase basis, but that initial costs are too high and to few programs are now available. To date, SMPE reported, neither organization has learned of any plans for large scale production of equipment, suitable programs, or the rental of necessary theatre equipment.

WB Cancels Bid for Chicago Television

WASHINGTON, May 8.—Warner Brothers has withdrawn its bid for a Chicago television station but has told the Federal Communications Commission that it plans to go ahead in its attempt to get one in Los Angeles.

The film firm, on Friday, asked the FCC to dismiss without prejudice its application for a Chicago video outlet because the Commission has already delayed a year in acting on the application.

Delay'Champion'Decision

LOS ANGELES, May 8.—Federal Judge Pierson M. Hall ended day long arguments by both sides in RKO's suit for an injunction to restrain United Artists from releasing "Champion" by ordering both RKO and Screen Plays, producers of "Champion," to edit separate prints of the production, with the fight scenes at issue deleted, for his review. Both are to return to court next Wednesday.

Newsreel Parade

THE lifting of the Berlin blockade is a highlight in all current newsreels. Other items include Israel's first anniversary, the arrival and departure of notables, and sport items. Complete contents follow:

MOVIETONE NEWS, No. 37—Russia agrees to end Berlin blockade; Big Four meeting; Barge canal dispute; Israel's anniversary. Arrival of Madame Pandit. U.S. Army's Col. Demarest. Leo Durocher incident. Horse show. Motorcycling.

NEWS OF THE DAY, No. 271—Army bids farewell to Gen. Clay, as Soviet yields on blockade. Queen Juliana has 40th birthday. Elizabeth and Philip honored in Wales. Art inspires new fashions. Salute to Israel. Durocher case.

PARAMOUNT NEWS, No. 74—Entire footage of this reel is devoted to the Berlin blockade.

TELENEWS DIGEST, No. 18-B—"Peace" breaks out. Washington: labor pains. Manila: Quezon funeral. Sweden builds airpower. Israel's first anniversary. Portugal inaugurates President Carmona. Queen Juliana's 40th birthday. Durocher is back.

UNIVERSAL NEWS, No. 245—Big Four agree to lift Berlin blockade. Israel's anniversary. Tokyo fire. Marine review. Queen Juliana. Physical education drill. Durocher returns. Diving.

WARNER PATHE NEWS, No. 76—Departing: the Deweys, Dr. Weizmann, Jane Wyman. Madame Pandit arrives. Big Four meeting in New York. General Clay farewell in Berlin. Stars sell bonds. Israel anniversary. Japanese fire. Yachting. Durocher incident. Fancy diving.

3 Warners, Brandt Report Stock Deals

WASHINGTON, May 8.—Trading in film company stocks by officers and directors was light during the period from March 11 to April 10, according to a report released today by the Securities and Exchange Commission.

Harry M. Warner made three separate gifts totaling 5,100 shares of his firm's common stock, and at the end of the period held 268,950 shares in his own name and 16,000 more in trust accounts. Jack L. Warner made five gifts totaling 5,000 shares, but purchased another 5,000 shares, leaving his net holdings unchanged at 426,500 shares, plus 21,500 in trust accounts. Albert Warner bought 400 common shares, to bring his holdings to 444,900 shares, plus 21,000 in trust.

Harry Brandt bought 1,300 shares of Translux Corp. common, to bring to 92,165 the number of shares held in his own name. In addition, Broad York, Inc., owns 1,000 shares, Harday, Inc., 1,400 shares, Brandt Foundation, 800 shares, and Mrs. Harry Brandt, 14,700 shares.

Theatre Heads Here To Aid Bond Drive

Metropolitan New York theatre executives have accepted membership on a special Broadway savings Bond Committee to coordinate local motion picture industry cooperation with the Treasury's bond drive which will run from May 15 through June 30, it was announced on Friday by Maurice A. Bergman, Universal-International executive and chairman of the industry's participation in the drive.

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Industry in Holland Is on the Decline

By PHILIP DE SCHAAP

AMSTERDAM, May 2 (By Airmail).—A sharp decline has set in in the motion picture industry in this country. The decline is general with both distributors and exhibitors becoming victims of the government order which obliges municipalities to levy 35 per cent admission taxes; in the past they have amounted to only 20 per cent. Business was good during 1945-1947, but most exhibitors used that money for the restoration of their theatres. Distributors used their earnings for investments in new pictures.

Another complicating factor is the quality of pictures. Only now and then does a picture really prove to be a big hit. Too many pictures are imported to this small country with its 461 theatres. During 1948, Hollywood sent in 290, England 64, France 39, Italy 18, Sweden and Spain four, Russia and Switzerland three, Denmark and Czechoslovakia five, and Mexico, Canada and Argentina one each.

Distributors are having a hard time selling pictures. Trade shows are obligatory and block booking is not allowed. Maximum film rental is 32½ per cent and distributors are forced to sell product to many theatres to even pay expenses. The lot of the independents is even harder. German and Austrian pictures are expected to do big business here eventually.

Crescent Applies for Two Drive-in Permits

NASHVILLE, May 8.—Already granted permission to construct theatres in the Green Hills subdivision near Nashville and at Madisonville, Ky., Crescent Amusement has applied to the U. S. District Court for permission to construct drive-ins near Dyersburg and Columbia.

An application for the construction of a drive-in near Hopkinsville, Ky., previously denied without prejudice to a possible renewal, has been reviewed. The Hopkinsville denial is the only one that the court has made to date.

Profits Rise for 2 Canadian Firms

OTTAWA, May 8.—Two theatre companies here report increased earnings for 1948. Confederation Amusements earnings were up 23 per cent. and Consolidated Theatres reported a 10 per cent gain. Confederation lists net profits of $112,651, compared to 1947's $91,263, and Consolidated reports $145,414 for 1948, against $131,666 for 1947.

Consolidated modernized its Princess Theatre during the year, with costs to be written off over a five-year period, while Confederation redeemed maturing bonds to the extent of $20,000.

Two Join Warner Studio

HOLLYWOOD, May 8.—Steve Brooks and Mervin Houser have reported to Warner Brothers' publicity department for new posts. Brooks will head the publicity art department, and Houser is assigned to forthcoming releases but will sit in meanwhile for Bill Rice, assistant to Alex Evelove, studio publicity director, Rice being currently on vacation.

Reviews

"Susanna Pass"

(Republic)

REPUBLIC'S latest in its Roy Rogers series has Trucolor, plenty of outdoor action, and an interesting plot, enlivened by Rogers, Trigger and the usual accompaniment of the Purple Sage Riders, aided in song by Foy Willing.

The background is California but this time the cowboys are forest rangers who spot two escaped convicts starting a fire in the woodlands and ride to the scene. However, the two make their getaway through the underbrush. One of the convicts, a nephew of the town's newspaper publisher, plans to get even with his uncle who framed him. The publisher's brother, owner of a fish hatchery, is murdered. Rogers discovers that the man was killed because his brother wanted to gain possession of the lake where there were valuable oil deposits. Dale Evans, the hatchery owner's assistant, inherits the hatchery. The convicts and the unscrupulous newspaper owner are captured and are brought to justice.

Musical numbers include the title song, "Susanna Pass," "Brush Those Tears from Your Eyes," "A Good, Good Mornin'" and "Two-Gun Rita," which is presented by Estelita Rodriguez.

Edward J. White was the associate producer and William Witney directed. Sloan Nibley and John K. Butler wrote the screenplay. Others in the cast are Martin Garralaga, Robert Emmett Keane, Lucien Littlefield, Douglas Fowley, David Sharpe and Robert Bice.

Running time, 67 minutes. General audience classification. Release date, April 29.

"Arson, Inc."

(Screen Guild Productions)

Hollywood, May 8

DIFFICULT though it may be to envision arson, pyromaniacs and insurance swindlers as adding up to a pleasing picture, Lippert Productions has turned the trick with this inexpensive venture. Despite the inevitably violent nature of much of its proceedings, "Arson, Inc." is so intelligently handled that it overrides its title.

Credit for the relatively good taste in treatment should probably be shared by producer Williams Stephens, director William Berke and screenwriters Arthur Caesar and Maurice Tombragel. An unobtrusively handled flashback, story-telling technique permits the use of a fire chief as narrator, thus providing a seemingly authentic atmosphere as background for the action.

Robert Lowery is the young fireman assigned to the undercover job of breaking up an arson ring by pretending to join with the leader, Douglas Fowley, and chief arsonist Edward Brophy. Lowery finally succeeds in trapping Brophy while Fowley, along with secretary and girl friend Marcia Mae Jones, go to a fiery grave when their speeding car crashes off a mountain cliff and is engulfed in flames. This retributive inferno is an indication of how "Arson, Inc." neatly effects its moral balance and escapes any real degree of sordidness.

Performances by the principals, including straight feminine lead Anne Gwynne, are universally good, but it is comic character actor Brophy who comes into his own with this film. His portrayal of the firebug, who sets off fires for love or money, proves his ability goes beyond diaphramatic laughter.

Running time, 65 minutes. General audience classification. Release date, April 28.

"The Mutineers"

(Columbia)

JON HALL and Adele Jergens share the lead in a pirate story which, although devoid of the usual swashbuckling to-do, manages to whip up sufficient action and general interest in the course of its economically-budgeted 67 minutes of footage.

Even more entertaining than the knock-down-and-drag-out brawls between the loyal crew and the hijackers, shooting and all, is the battle of wits between first mate Jon Hall and cut-throat leader Georges Reeves. Hall's ingeniously nautical device of rigging up sails from every scrap of canvas aboard the steamship, after Reeves' gang has taken over the engine room, is especially enjoyable.

While the plot, which doesn't identify the destination of the smugglers' weapons cache, is slightly familiar, "The Mutineers" steers a wide berth of one film cliche. There's really no romance to speak of, unless a mildly recurrent triangle between gang chief Reeves, traveling companion Adele Jergens and a lieutenant of the mob may be so construed. And Miss Jergens' unsubtle overtures towards hero Hall also come to naught, as she's led away by the Lisbon police, with the rest of the gang—without even a farewell kiss.

Several of the scenes in the crew's quarters achieve a quality far beyond the general standards of the film, thanks to some effective dialogue and natural bits by a number of unidentified players, including a baritone of excellent voice. Producer of "The Mutineers" was Sam Katzman. Jean Yarbrough directed.

Running time, 67 minutes. General audience classification. Release date, April 27.

German Film Needs Outlined in Report

A loosening of credit regulations and increased exports of German films are necessary before the German film industry can really get going again, according to a report reaching here from the Office of the U. S. Military Government for Bavaria.

The report declares that financial difficulties are still hampering the industry, with only one film presently being shot at the Bavaria Filmkunst Studios. The immediate reason, according to the report, is the restriction on long-term credit from German banks. Producers who have released some films can finance new ones partly from the proceeds of the first films, but new production groups are running into stone walls in their attempts to raise money.

As the second reason for the industry's difficulties, the report points out that film showings in the three Western zones of Germany allow only the slightest profit margin for a new film, so that a wider market abroad is necessary.

'IA' Make-Up Artists Local Formed in N. Y.

A new IATSE local, No. 789, has been established in New York for motion picture and stage make-up artists and hair stylists, it is reported by the union.

Pending election of permanent officers, Fred Ryle will serve as temporary chairman, and Rudolph Liszt, temporary recording secretary. The local was organized by Sal J. Scoppa of Local No. 52 Studio Mechanics here under special assignment by "IA" international president Richard F. Walsh.

New Film Company Formed in Quebec

OTTAWA, May 8.—A new motion picture company, Les Productions Renaissance, has been formed in Quebec, with the charter allowing the company to produce, sell, operate, buy and distribute films, operas and plays.

Incorporators are Dr. Paul Gilbert, Rene Chaloult and Samuel L. Gagne, business manager.

RMA To Honor Pioneers

WASHINGTON, May 8.—Pioneers of the radio industry will be honored at the "Silver Anniversary" convention of the Radio Manufacturers Association, to be held in Chicago on May 16-19, the association announced here. Senator Homer E. Capehart, (Rep., Ind.) who is a pioneer radio manufacturer, will be a guest speaker.

'Obstructed View' Bill

DETROIT, May 8.—A bill requiring tickets for seats situated behind any obstruction to be so identified by large type has been introduced in the state legislature by Rep. Stanley Novak.

Asks Ban on 'Addicts'

NASHVILLE, May 8.—The local board of censors has been asked by Mayor Thomas L. Cummins to ban all films whose casts include persons convicted of narcotic charges.

PARAMOUNT'S FIFTH GREAT COLOR SHOW IN THE GOLD RUSH OF '49 IS COMING YOUR WAY FOR DECORATION DAY!



The Thrill-Story of The First Texas Rangers...and of the Fiery "Blonde Bobcat" who cast her lot with Three Outlaw Buddies under the Rangers' guns.

"Streets of Laredo"

Color by Technicolor

Produced by ROBERT FELLOWS · Directed by LESLIE FENTON

Screenplay by Charles Marquis Warren · Based on a Story by Louis Stevens and Elizabeth Hill

See and Play: *"Eyes on Hollywood"*—the free short that sells your pictures and your industry.



"You Can't Kill A Texas Ranger and Get Away With It!"—one of the many spectacular action scenes.

starring

WILLIAM
HOLDEN

WILLIAM
BENDIX

MACDONALD
CAREY

MONA
FREEMAN

"We've Been Pals for Years, But Now I've Got to Bring You In—Dead or Alive!"..the Roaring Climax of Paramount's Successor to "Whispering Smith."



Prohibit Pay Cuts For Mexican Players

MEXICO CITY, May 8.—The pay of film players must not be cut, according to a mandate of Serra Rojas, president of the industry's own bank, the Banco Nacional Cinematografico, which controls many producers through financing. There had been fear of cuts among players because of the economies which the bank had advised the industry to undertake.

Rojas, in his orders to keep players' pay at least at present levels, said that cutting their wages would not be economy because fair pay makes for discipline and good work.

New Finances Will Aid Radox Growth

PHILADELPHIA, May 8.—Financing arrangements for expansion of the use of "Radox," a radio and television audience measuring device, have been announced by Albert E. Sindlinger, president of a company bearing his name, who said that a group of Chicago businessmen will back operations on a national scale.

For the present, use of the device will be concentrated here, where 200 sample homes have installed the instrument which records all dial activity on radio or television receivers. At present 11 per cent of sample homes have video installations. Next city to be covered is New York, Sindlinger said.

FCC Authorizes NBC Video Experiments

WASHINGTON, May 8.—The Federal Communications Commission has authorized National Broadcasting to go ahead with experimentations for sending television over ultra-high frequencies into special receivers in a select group of homes. This will be the first actual home reception of television broadcast over the very high frequencies. Until now, it has been on a laboratory experimental basis.

The Commission gave NBC permission to build a special satellite station in Bridgeport, Conn., to carry out the experiment. This station will take programs off WBNT in New York and "pipe" them over an ultra-high channel into the special receivers in the selected homes in the Bridgeport area. The Commission said NBC must notify it if RCA starts selling such receivers widely around Bridgeport.

Sets 'Circus Days' Areas

Screencraft Pictures announces its production, "Circus Days," will be handled by the following franchise-holders: Bert Kulick, Greater New York and Northern New Jersey; Max Rosenberg, Buffalo and Albany; Ed. Klein, New England; Dave Moliver, Philadelphia; Bob Pinson, Charlotte, Atlanta and Memphis; Max Shulgold, Pittsburgh; Bernie Rubin, Cleveland; Harry Price, San Francisco, Oregon and Washington; Equity Film Exchanges, Washington, D. C.; and Jack Zide, Detroit.

Reviews

"Sky Dragon"

(*Monogram*)

A BLOW-BY-BLOW account of this latest in the Charlie Chan series would suggest that the plot is somewhat confusing, but it really isn't—anymore so than most pictures trying to keep the audience guessing wrong until the final scene. Roland Winters does a smooth job as Chan; Keye Luke stands out in the familiar role of Lee Chan and Manton Moreland gets the most out of several comedy situations as the Chan chauffeur.

Story centers around a murder and $250,000 robbery aboard a commercial airplane with passengers and crew figuring as suspects. Romantic interest is light but well handled by Noel Neill, a stewardess, and Milburn Stone, the pilot and chief suspect until Chan ferrets out the real villain. As the latter, Paul Maxey, a insurance company detective, ingeniously seems justified in his several opportune shootings until his motives are exposed.

Oliver Drake and Clint Johnson warrant a bow for their tightly knit screenplay, which was effectively brought to the screen by producer James S. Burkett and director Lesley Selander. The stock device of Chan re-enacting the crime, by way of revealing the real killer, is especially well executed in "Sky Dragon."

Running time, 64 minutes. General audience classification. Release date, April 27.

"Daughter of the West"

(*Film Classics*)

A STORY of life on an Indian reservation, "Daughter of the West" has some standard elements of melodrama and is enhanced by Cinecolor.

Philip Reed is an educated Indian leader who strives to make his people self-sufficient by irrigating their lands and developing natural resources. Martha Vickers is an orphaned school teacher who goes to the reservation to instruct the Indian children. The girl was brought up at the local Mission, both her parents being Indians. All the principal actors give competent performances.

The happiness and security of the Indians are endangered by an unjust Indian agent, played by Donald Woods. Reed discovers that the agent is planning to gain, unlawfully, title to some of the Indian lands, which contain deposits of copper. The agent tries to have Reed banished from the reservation by making it appear that he murdered an Indian. However, Reed proves his innocence, and the agent and his accomplice are sentenced to death for their crimes of murder and theft by an Army court. Reed is appointed Indian agent and he marries the school teacher. Martin Mooney produced and Harold Daniels directed. Robert E. Callahan was associate producer.

Running time, 77 minutes. General audience classification.

"Courtin' Trouble"

(*Monogram*)

JIMMY WAKELY heads the cast of this Western which has cattlemen feuding with businessmen. The customary amount of hard riding and fighting transpires before Wakely solves the differences and brings the culprits to book.

Wakely captures a man who is accused of shooting and robbing a cattleman. The leader of the gang hires a young lawyer, played by Virginia Belmont, to defend the gunman. When the witness is found murdered, the killer is freed. The girl overhears the schemes of a saloon owner and his henchmen and is captured by the gang. Wakely and Cannonball Taylor go to her rescue and the murderers are killed or apprehended in a fierce gun fight. Cannonball Taylor is responsible for the comedy and Wakely sings a couple of Western ballads. The film was produced by Ford Beebe and was directed by Louis Gray. Ronald Davidson wrote the screenplay.

Running time, 56 minutes. General audience classification.

"Search for Danger"

(*Film Classics*)

PRODUCED and directed by Jack Bernhard, this latest of "The Falcon's" unending cinematic adventures has John Calvert in the role of the suave hero, who locates a missing person and discovers two corpses, all within 24 hours. This is a fast-moving story of murders and the eventual capture of the criminals.

The Falcon, of course, is suspected by the police and is also hunted by members of the underworld. He is hired by night club owners to locate a partner who had disappeared, and is successful in finding the man. However, the man is found murdered and $100,000 is missing. The other victim is a man who was engaged to watch the Falcon. There is mystery and exciting situations throughout. Supporting cast includes Myrna Dell as the girl friend of the missing night club partner and Douglas Fowler as the police inspector. The screenplay was by Don Martin, from a story by Jerome Epstein.

Running time, 63 minutes. General audience classification. Release date, not set.

Form Promotion Firm

CLEVELAND, May 8.—Harry Urbansky and Stanley Barach have formed More Sales Distributors here, an affiliate of Theatrical Enterprises, which specializes in promotions for theatres.

TV Soon for Charlotte

CHARLOTTE, May 8.—A television station, operated by Jefferson Broadcasting Co., is scheduled to go into operation here during June, according to Charles Crutchfield, company vice-president.

See US Independents An Aid to Mexico

MEXICO CITY, May 8.—Announcement by Seymour Nebenzal that he and other American independent producers will make at least five pictures in English here during the coming year has been greeted with mixed reactions. Part of the trade sees the move as an intrusion, with others inclined to view it as a help to all Mexican production.

The industry's own bank, the Banco Nacional Cinematografico S. A., favors the plan and has announced that it is willing to finance the American production in part. Jorge Negrete, actor and head of the players section of the Picture Production Workers Union, says that the players like the plan and see it as a good chance for employment. The Americans will use the Churubusco studios here.

Germans to Assume Censorship Duties

The U. S. Military Government for Bavaria, in a report which arrived here this week, predicted that the German film industry will sometime this month assume responsibility for film censorship in the three Western Zones of Germany—French, British, and American.

German film producers, distributors and exhibitors of all three Western zones met in Bad Reichenhall and agreed on the structure of a censorship committee and a moral code stating the aims of an industry self-censorship plan. A working committee of the three groups was formed and has been at work ever since, and now seems close to being ready to take over, according to the AMG report.

Press Junket Sees 'The Lady Gambles'

HOLLYWOOD, May 8.—A total of 44 Hollywood newspaper and trade press representatives boarded a chartered Western Airlines DC-4 this morning to attend a special press preview of U-I's "The Lady Gambles" this afternoon in Las Vegas.

Las Vegas resort interests are backing "The Lady Gambles" in the same manner that the liquor industry backed "The Lost Weekend," according to the distributor. Special invitations were mailed to the press by managements of the Flamingo and Last Frontier Hotels in the Nevada resort city.

Rob Portland Theatre

PORTLAND, ORE., May 8.—The Liberty, an all-night house operated by the Evergreen circuit, was robbed of $2,000. As assistant manager was forced to open the safe by the robbers.

Madison Gets Ivy Film

BOSTON, May 8.—Distribution rights to "A Touch of the Times," a film made by a group of Harvard students who have formed Ivy Films, have been acquired by Madison Pictures of New York, it was announced here by Lew Breyer, Madison New England representative.

Para. Profit for '48

(*Continued from page* 1)

solidated results for 1948 the earnings of subsidiaries operating outside of the United States and Canada except to the extent that income was received therefrom. Film revenues from such subsidiaries are included only to the extent of the remittable portion thereof or, with respect to certain countries, only to the extent that dollars were received in New York.

The amount earned per common share for 1948 was $3.63 on 6,715,039 shares outstanding, which compares with $4.43 per share for 1947 on 7,092,839 shares outstanding on January 3, 1948.

Operating revenues for 1948 amounted to $173,528,284, as against $186,301,570 for the previous year.

Dividends paid during the year amounted to $13,788,978, compared with $14,347,778 in 1947, or $2.00 per share for each year.

The consolidated balance sheet shows current assets of $81,628,553 and current liabilities of $13,664,405, leaving a net working capital of $67,964,148. The current assets included cash and government securities of $32,372,460, all located in the United States and Canada, and an inventory of $42,483,137.

Working Capital Decrease

Balaban states in the report: "During 1948 we spent approximately $8,600,000 for net additions to fixed assets and investments of the company and subsidiaries, $3,500,000 for reduction of the company's bank debt, $8,269,000 for acquisition of shares of the company's common stock and $13,788,000 for payment of dividends to stockholders, with the result that the net working capital decreased $10,420,000 during the year.

"Between Nov. 11, 1946, and April 26, 1949, we reduced our common stock outstanding in the hands of the public to 6,588,139 shares by the purchase of 916,133 shares at an aggregate cost of $22,392,000 disregarding dividends which would have been paid if the shares had been outstanding on the several dividend payment dates. Thus, we reduced our outstanding capital stock by 12.21 per cent and we paid approximately $37,000,000 in dividends, or a total cash outlay of approximately $59,000,000 in less than two and one-half years.

Sees Hope in TV

"There is a great deal of speculation about television as a threat to our future prosperity," Balaban continued. "Television may turn out to be our companion rather than our antagonist. Just as radio developed our greatest personalities such as Bing Crosby and Bob Hope, I believe that television will be an unparalleled medium for the development of talent for motion pictures. It will also be an unprecedented advertising facility for the showing of short sections of movies in homes to stimulate the interest of those who are not now patrons of the movies.

"As a motion picture company we have pioneered in the development of television. We have developed here in Paramount a system of large screen television which enables us to photograph the image from a television receiver and project it on a large screen within 40 seconds of the occurrence of the event which is portrayed.

"Motion picture attendance has fallen off in the past on the evenings of broadcasts of some major event, which kept people at home to listen. With our large screen television, people need not stay at home because they will know that they can see the regular program and the special event at their motion picture theatre.

Life Magazine Quiz

(*Continued from page* 1)

New York with film critics and writers, including Robert E. Sherwood, and with educators, anthropologists and others; one was held in Chicago with exhibitors, and another in Bryan, O., with film patrons. The Coast session will be attended by studio executives and producers whose names *Life* declined to reveal, "not because they are secret but because all invitations have not been accepted yet." *Life* spokesmen said those conducting the discussions with Eric Hodgins, moderator and former publisher of *Fortune,* will "stand off" from the Hollywood meeting, leaving the discussion of the industry to the industry people present.

Exhibitors Met in Chicago

The Chicago session with exhibitors, held at the Ambassador East Hotel, was attended by James Coston and Alex Halperin of Warner Brothers Theatres there; Arthur Schoenstadt, Trueman Rembusch of Allied Theatre Owners of Indiana; Elmer Balaban of the H. and E. Balaban circuit; Weldon Allen of the Grove Theatre, Galesburg, Ill., subject of a recent *Fortune* article, and Ed Zorn, president of United Theatre Owners of Illinois, Pontiac.

In addition to providing material for an article on motion pictures to appear in *Life* this summer, the magazine's spokesmen describe the sessions as a means of briefing reporters and editors on motion picture views and operations. The magazine has clamped the lid of secrecy on the discussions, even pledging those participating to refrain from divulging information, on the grounds that the story is for its own use.

See No Antagonism

Life spokesmen have expressed surprise that some industry quarters regard the sessions with suspicion and others view them as unfriendly to motion pictures and the industry. Some industry people who have participated here say there was no indication of antagonism and some of the film critics reported that their own discussions developed many expressions favorable to motion pictures.

On the other hand, exhibitors at the Chicago session reported that leading questions, such as "Why are *better* films made in Europe?" were asked. In the main, though, that session appeared to seek exhibitor opinions of films and theatre business, public reaction to films and how films could be improved. The theatre owners felt that exhibitors should be consulted on production, criticized Hollywood extravagance, executive salaries and some trade practices, particularly designated play-dates.

Kelly to UK Today

(*Continued from page* 1)

of its Odeon stock for some time but that it will do this is unlikely at this time unless a formula can be devised for converting British pounds into dollars, or otherwise putting blocked money to use.

UA figures its stock in Odeon to be worth about $3,000,000. Its shares are non-voting.

Para. Meeting Today

(*Continued from page* 1)

hardt, Louis Phillips, Ben Washer, Bill Danziger, Monroe Goodman, Marty Friedman, Joe Walsh, George Schur, Jack Roper, Lou Wechsler, Pat Scollard and Knox Haddow. Gordon Lightstone is expected to come from Canada for the New York meeting. Harry Goldstein will also attend.

In addition the following will attend:

From Boston: A. M. Kane, John Moore, John Brown, H. O. Lewis, John Gubbins, Edward Bradley, James Harris, Wendell Clement and Arnold Van Leer. From New Haven: Henry Germaine, John Kane and Richard F. Carroll. From Albany: Edward Maloney, James Moore, Peter Holman and Edward J. Wall. Buffalo: Maurice Simon, John Good, John McMahon and Edgar A. Fitter, Jr. New York: Henry Randel, Myron Sattler, Edward Bell, Philip Isaacs, Jack Perley and Nathan Stern. Atlanta: Clyde Goodson, Edward Fitzgerald, Frank Folger, William Word, Paul Morgan, John Flood and Leonard Allen. Jacksonville: William Holliday, Fred Mathis and Robert Stevens. Charlotte: Albert Duren, Edward Chumley, Paul Cockrill, Edmund DeBerry, Lawrence Terrell and Everett Olsen. New Orleans: William G. Bradley, Edgar Shinn, Harold Wyckoff and Foster Hotard.

The Pittsburgh divisional sales meeting will be attended by the following:

From Philadelphia: Ulrik F. Smith, John Bergin, Herman Rubin, Clement Reck, John Kane, Francis Rodgers, Ralph Garman and William F. Brooker. Washington: Albert Benson, Herbert Thompson, George Kelly, Russell Ricker, John Bryan, Robert Cunningham, Jack Howe and J. Maxwell Joice. Pittsburgh: David Kimelman, William Brooks, Robert Caskey, Charles Mergen, Harry Passarell and Leo Wayne. Cleveland: Saul Frifield, Thomas Irwin, John Gardner, Aaron Wayne, George Bressler, Howard Roth and Jack Levine. Cincinnati: James J. Grady, Vincent Kramer, Fred Myers, William Meier, James Doyle, Virgil Miller and John Rodman. Detroit: Hilland E. Stuckey, John Himmelain, Robert Lamb, Jack Thompson, Jack Young, T. L. Henrick and John Gentile.

Hays Nears Ruling

(*Continued from page* 1)

French remittances are viewed as entering their final stage.

Hays, former president of the Motion Picture Producers and Distributors Association, and special adviser to the MPAA, was named last October by MPAA president Eric A. Johnston to arbitrate the companies' dispute over the sharing of $1,572,138, which is part of the sum France has agreed to pay the American industry under the U.S.-French film pact.

At the suggestion of Johnston the presidents of the major companies, having accepted responsibility for resolving the dispute amicably, agreed to be governed by the advice of Hays. Involved are Paramount, United Artists, 20th Century-Fox, Warners, Loew's, Columbia, Universal and RKO Radio.

The issue between the eight arises from (1) an alleged agreement in New York on their part to use gross billings in France during the period ending June 30, 1947, as the basis for the division of dollar remittance, and (2) the insistence of the French government that payments be made to the companies in proportion to cash on hand as of June 30, 1947.

Settles Columbia Suit

HOLLYWOOD, May 8.—F. Hugh Herbert, screen writer and playwright who sued Columbia for $1,000,000, alleging interference with the sale of screen sequel rights for his play, "Kiss and Tell," has announced an out-of-court settlement. Herbert will produce the sequel, "A Kiss for Corliss," by his own company, Berthugh, Inc., at the General Service Studios.

Telecasters, Ascap

(*Continued from page* 1)

any arbitration of a plan which would entail payment for "special licenses" in addition to general licenses.

Ascap offered use of its music, Ahlert said, at the rate of three per cent of revenue which the telecasters derived from advertisers, less 15 per cent to compensate telecasters for advertising agency discounts. Additionally, Ascap asked added fees for "special uses" of its music.

Ahlert said that the telecasters offered rates which would be 58 per cent under the amounts paid by radio on a network basis and 40 per cent under what local radio stations pay.

Negotiations began early this year with the stipulation that any pact would be retroactive to Jan. 1. Ascap's contracts with the video industry have been on a gratis basis.

I wouldn't trade jobs with anybody!



My job is making people happy. I greet them with a smile, get acquainted with them, see that they're comfortable. When mealtime comes around, I bring them the most delicious food served on any airline.

Being a Mainliner stewardess is fun because the nicest people just naturally seem to choose United. Perhaps it's the little extra things we do to help them enjoy their trips. Perhaps it's because United takes them where they want to go and gets them there on time. Anyhow, I like them, and I'm sorry to say good-by.

I'm proud of my smart uniform, not just because it's becoming, but because it's a symbol. It means I'm a member of the team that serves the public over the Main Line Airway.

Mary Mainliner

P. S. I'm looking forward to welcoming *you* aboard some day soon! M. M.

UNITED AIR LINES

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ADVENTURE

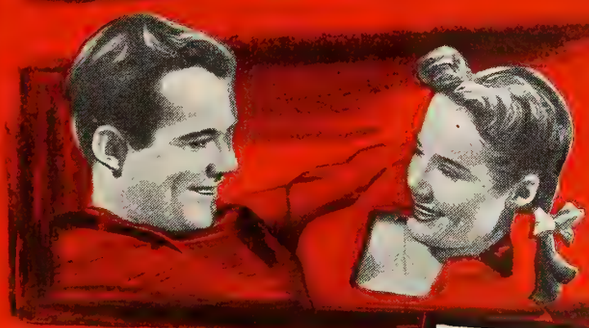
. . . as rugged as the wilderness!



THRILLS

. . . as towering as the mountain peaks!





ROMANCE

. . . as tender as a first kiss!

THE BIG CAT

COLOR BY TECHNICOLOR



Starring **LON McCALLISTER**

as DANNY . . . the boy they called a quitter!



PEGGY ANN GARNER

as DORIS...the girl who trusted her love—and nothing else!



PRESTON FOSTER

as TOM . . . whose burning hatred was a deadly weapon!

with FORREST TUCKER • SKIP HOMEIER . Produced by WILLIAM MOSS • Directed by PHIL KARLSON

Screenplay by Morton Grant and Dorothy Yost • Story by Morton Grant • Presented by WILLIAM MOSS PICTURES, INC. • Released by EAGLE LION FILMS

EAGLE LION'S Great Outdoor Action Hit . . . in Technicolor!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 91 NEW YORK, U.S.A., TUESDAY, MAY 10, 1949 TEN CENTS

$8,000,000 in UK Held Under Monetary Pact

3 Millions Remittable To U.S. Firms in June

American film companies will have blocked earnings estimated at $8,000,000 in England upon the conclusion of the first year of operation of the Anglo-U. S. monetary agreement on June 14, according to film company executives here, who are in close touch with foreign markets.

Of this amount, the companies collectively will be permitted to remit next month the dollar equivalent of the earnings of British pictures here in the past year, figured to amount to about $3,000,000. Contributing the lion's share of the British profit here are "Hamlet," which already has surpassed $1,000,000 in distribution gross, and "The Red Shoes," which is not far behind.

Although the trade and money

(*Continued on page 6*)

Ascap Out of Video's Plans

Telecasters' licensing of music performance rights directly from the music publishers is in prospect as a result of the weekend collapse of negotiations between Ascap and the National Association of Broadcasters.

Convinced that chances for an agreement with Ascap before June 1 are remote, if not impossible, the video networks and individual stations already are mapping plans for future operations which exclude Ascap entirely. Either they will use no music from the Ascap repertoire at all, or, wherever feasible, they will clear the

(*Continued on page 6*)

Services Today for Fred Wehrenberg

ST. LOUIS, May 9.—Scores from exhibition and other branches of the industry will attend funeral services here tomorrow for Fred E. Wehrenberg, 68, a dean of exhibitor association leaders, who died in St. Anthony's Hospital Friday night following a short illness. Theatres of the Wehrenberg circuit here closed tonight.

Among those who will attend serv-

(*Continued on page 2*)

Johnston Reports to MPEA Board Today

A meeting of the executive committee of Motion Picture Export Association will be held here today with Eric Johnston presiding. Details of the tentative agreement reached at the recent Washington meeting of the Anglo-U.S. Film Council are scheduled to be reported to the directors and other foreign market development will be discussed.

Trade Relations Hit At *Life's* Seminar

CHICAGO, May 9.—Exhibitors who participated in the *Life* magazine motion picture symposium held at the Ambassador East Hotel here reported today that considerable displeasure over exhibitor-distributor relations was voiced at the session.

Goodwill between the two branches of the industry often is found lacking, the session was told, and this was attributed to distributor indifference to exhibitor problems and needs. Clearance problems and effects of Federal court decisions in industry cases also were subjects of inquiry at the round-table meeting.

The exhibitors were asked about their attitudes toward stars who receive unfavorable publicity, with responses divided as to whether they felt such personalities should be boycotted by producers and/or exhibitors.

Final Eastern session of *Life's* mo-

(*Continued on page 6*)

Hearings Start on Admission Taxes For Municipalities

WASHINGTON, May 9.—Congress was told today that if the Federal Government left the admission tax to the states, some states would be helped a lot while others would receive relatively little help.

The statement came from Colorado Governor Knouss, one of the opening witnesses at a joint House-Senate committee hearing on the need for a national commission on inter-governmental relations. All of the witnesses urged approval of legislation for such a commission, citing overlapping and duplicating taxes as the field where such a commission could do the most good.

Knouss told the committee that thickly-populated states with large theatre attendances would be helped considerably if the Federal Government got out of the admission tax field, whereas less populous states as his own might not be helped much at all.

Strong support for turning the ad-

(*Continued on page 6*)

Maas' MPEA Contract Renewed for 2 Years

WASHINGTON, May 9.—Irving Maas, vice-president and general manager of the Motion Picture Export Association, has contracted for another two-year tenure in those posts, it is reported here by the Motion Picture Association of America. Maas, whose previous contract with MPEA expires this month, recently returned to the U. S. from an extensive tour of Continental Europe.

UA, National Partnership Ending Oct. 1

40 Houses to Schenck; He Pays Over $300,000

United Artists Theatre Circuit and National Theatres have agreed to dissolve their jointly-owned California circuit, United West Coast Theatres, on Oct. 1, with the UA company, headed by Joseph M. Schenck, emerging with 40 houses and paying National in excess of $300,000 under terms of the deal, Schenck revealed here yesterday.

The 40 which UA Theatres will take over comprise those houses which it originally had placed into the pool in addition to four others which National originally had owned, these being one each in Palo Alto, San Jose, Fresno and Richmond, all California.

Schenck disclosed that UA is now organizing a new company to operate the houses, which presently are being

(*Continued on page 6*)

3 More Fox Divisions

Three additional sales divisions, in the East, Mideast and Midwest, have been created by 20th Century-Fox, "as the first steps towards reciprocal betterment of buying and selling conditions with its customers." These changes are preliminary to a statement of sales policy which will be made today by Spyros P. Skouras, president.

The company's distribution operations will now consist of eight divisions rather than five. They are: New England, Ed Callahan, division manager, Boston, New Haven, headquarters,

(*Continued on page 6*)

British Theatres Face Wage Crisis

LONDON, May 9.—Executive council of the National Association of Theatrical and Kine Employes, representing 125,000 British theatre workers, today rejected an offer of nominal wage increases by the Cinematograph Exhibitors Association and, declaring the film industry's negotiating machinery obsolete, decided to report the wage dispute to the Labour Ministry

(*Continued on page 6*)

20th Sets Deals With 18 For Philadelphia Runs

Twentieth Century-Fox has completed competitive negotiations with 18 Philadelphia theatres in as many zones for first-run neighborhood availability, after downtown first-run, under the new selling plan which the company is launching in that city, A. W. Smith, Jr., vice-president and general sales manager, announced here yesterday.

The deals were made for "Mr. Belvedere Goes to College," which is now set for May 26 in each zone. Under the new plan of flexible availability, the 18 theatres are being granted an opportunity to play the company's product on a 21-day availability after first-run downtown. Previously only eight or nine houses had the neighbor-

(*Continued on page 6*)

Ireland Cuts Rural And Newsreel Taxes

Dublin, May 9.—In his budget speech, Minister for Finance P. McGilligan announced the removal of all import duties on newsreels and also the complete exemption from the entertainment tax for all film shows in rural areas where the population is under 500.

The measure wil take effect on June 1 and will cost the government about $100,000 a year.

Wehrenberg Services

(*Continued from page* 1)

ices for the former president of the Motion Picture Theatre Owners of America are Ted R. Gamble, Herman Levy, Morris Loewenstein, Robert W. Coyne, S. H. Fabian.

Meanwhile, countless expressions of mourning have been received here from various sections of the country. Representative of them is a statement by Arthur H. Lockwood, president of the Theatre Owners of America, of which Wehrenberg was honorary chairman. Said Lockwood: "The motion picture industry has lost a trusted and valued leader. Throughout his career as a showman, he worked untiringly for the progress and welfare of all segments of show business. His labors for the industry were vast, his success outstanding, his prestige and influence well-established."

The head of the 13-theatre Wehrenberg circuit opened a nickelodeon here in 1906, and four years later built the city's first motion picture house. Wehrenberg was a Spanish-American War veteran and vice-president of the Jefferson Gravois Bank here. Rites will be held at Ziegenheim Mortuary, with interment in Sunset Park.

Services for Salomons

Funeral services will be held tonight for Robert Y. Salomons, Sr., 57, cashier of the Warner home office, at St. Johns Lutheran Church, East Williston, Long Island. Salomons, who joined Warners in 1929, died suddenly Friday at his home. He is survived by the widow, Ruth, a son, Robert Y., Jr., a daughter, Joyce Smith, two sisters, two brothers, and four grandchildren. The funeral will be tomorrow, with interment at Nassau Knolls Memorial Park.

Paul Sanders, Exhibitor

LOUISVILLE, May 9.—Paul H. Sanders, 53, for 30 years owner and general manager of the Alhambra and Cozy theatres, Campbellsville, Ky., died unexpectedly at the Rosary Hospital there on April 30, it was learned here today. Survivors include four daughters and three brothers. Sanders also had a new drive-in theatre under construction.

Harold Beaudine, 55

HOLLYWOOD, May 9.—Harold Beaudine, 55, veteran film director and the brother of William Beaudine, also a pioneer director, died this morning after a long illness. A military funeral will be held tomorrow afternoon at the Veterans Administration Hospital, Sawtelle, Calif. In addition to the brother, the widow and mother survive.

Map 'Jimmy' Fund Drive

BOSTON, May 9.—Martin J. Mullin, New England Theatres general manager, and Lou Perini, Boston Braves president, who are serving as co-chairmen of the "Jimmy" fund drive for the Boston Children's Hospital, met with the governors of six New England states over the weekend to map plans for the drive. Mullin and William Koster, executive director of the Boston Variety tent, will leave immediately on a speaking tour of principal cities of the territory.

Personal Mention

OSCAR F. NEU, president of Neumade Products, is on the Coast where he attended the Variety International convention. He will stop off at Chicago when returning to New York to complete plans for the convention late this summer of the Theatre Equipment Supply Manufacturers Association.

•

IRVING SCHIFFRIN, former Eagle-Lion salesman at Boston, has been transferred to the New Haven exchange, with MORRIS WEINSTEIN becoming booker-salesman at the New Haven exchange.

•

NEIL AGNEW, Motion Picture Sales president, has arrived in Paris from New York. After a trip to London, he will go to Italy to confer with WILLIAM DIETERLE.

•

CLIFF GIESSMAN, Northcoast Theatres district manager, returned to his San Francisco office yesterday, following a recent illness.

•

RICHARD MULLENS, manager of the Bard Theatre, Louisville, and MRS. MULLENS are the parents of their second child, Barbara.

•

ROBERT CLARK, Associated British Pathe executive director of production, has left here for Hollywood.

•

IKE and HARRY KATZ of Kay Film Exchanges, Atlanta, are in New York and are staying at the Astor.

•

WILLIAM JOHNS has been appointed manager of the Prudential circuit's Playhouse at Ridgefield, Conn.

•

E. E. WHITAKER, Georgia Theatres executive, has returned to Atlanta after a trip to the Coast.

JOSEPH I. BREEN, Production Code Administrator, will leave here for the Coast tomorrow.

•

LEON J. BAMBERGER, RKO sales promotion manager, is in Atlanta from New York for the convention of the Theatre Owners and Operators of Georgia. He also plans to attend the convention of the Independent Theatre Owners of Arkansas, to be held at Little Rock on May 18-19.

•

JESSE LASKY, JR., and MRS. LASKY left New York yesterday by plane for Venice, by Royal Dutch Airlines, where he will direct "Thief of Venice," which he also wrote.

•

LARRY PARKS and his wife, BETTY GARRETT, have arrived in New York from the Coast and are scheduled to be in Washington Friday for the preopening show of the U. S. Treasury savings bond drive.

•

KROGER BABB, Hallmark Productions president, plans to leave Hollywood within two weeks on a plane trip to Hawaii, the Philippines and Australia.

•

ADRIAN WEISS, of Louis Weiss and Co., has left Hollywood on a tour of the nation's television stations, to end with a stay of several weeks in New York.

•

NORMAN D. OLSEN, Sr., DeVry Corp. export manager, has returned to the Chicago home office from a tour of Latin America.

•

JIM PRICHARD, Monogram Southern district manager, left Hollywood yesterday for Dallas.

•

PETE HARRISON is in New York from the Coast for a week's visit.

300 at Convention of Georgia Exhibitors

ATLANTA, May 9.—Georgia Theatre Owners and operators convened here today at the Henry Grady Hotel for the second annual convention of two days. The day opened with a luncheon address by Mayor William Hartsfield followed by Governor Herman Talmadge. Addresses of the day also included those by Francis Hare, Mike Simons and R. B. Wilby. The day closed with a cocktail and buffet dinner given by the Motion Picture Advertising Co. of New Orleans. J. H. Thompson was master-of-ceremonies. Approximately 300 are in attendance.

Anyhow, Rank's Flour Business Is Good

LONDON, May 9.—Rank's Ltd., holding company for the flour milling concerns of which J. Arthur is a director and his older brother, James Voase Rank, is chairman, has announced a dividend of 18 per cent, instead of the usual 15 per cent, on the company's ordinary stock.

Announcement was marked by a rise in market value of the shares.

Theatre Burns in Texas

HAMILTON, Tex., May 9.—An explosion and fire destroyed the Texas theatre here and injured seven persons, one seriously. The theatre was about half-filled and a line of customers was outside at the ticket booth. Most of the injured were cut by flying glass. The fire burned for two and a half hours and caused an estimated $50,000 damage to the theatre and three other buildings.

FC Host to Ida Lupino

Film Classics was host to Ida Lupino at a reception given here yesterday at the Hampshire House. Miss Lupino's first self-produced picture, "Not Wanted," will be released shortly by FC. Among those present were Montague Salmon, Joseph Bernhard, Lester Cowan, B. G. Kranze, Sol Schwartz and Harry Brandt.

UA Board Meets

Routine meeting of the United Artists board of directors yesterday preceded executive vice-president Arthur W. Kelly's departure for London. Kelly aims to obtain better booking deals with J. Arthur Rank's Odeon Theatres.

Says M-G-M Sold Griffith By Towns

OKLAHOMA CITY, May 9.—William B. Zoellner, formerly M-G-M branch manager here and now national sales manager for short subjects and reprints, testified today at the Griffith mandate hearing that he made it a practice to deal with Griffith town by town at the time when the circuit allegedly exercised illegal buying power.

Zoellner's testimony contradicted that of two complaining witnesses, J. D. Wineland and A. A. Molder, who competed with Griffith at Picher and Sapulpa, Okla., respectively, during the period before the anti-trust action was started in 1939.

Zoellner claimed that he wouldn't negotiate with Wineland because he was not a steady customer.

In reply to a question from Judge Edgar S. Vaught, Zoellner said he wouldn't make a deal with only a part of the Griffith circuit towns, however, even though he was dealing on an individual town basis. Vaught asked the question after Milton Kallis, government attorney, had inquired why M-G-M hadn't sold "Honky Tonk" in 1941 to Griffith in closed towns when that film was sold to independents in all competitive cities.

Zoellner, here since last Wednesday, plans to return to New York tomorrow.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY
Rhonda FLEMING - Wm. BENDIX
Sir Cedric HARDWICKE
"A CONNECTICUT YANKEE In King Arthur's Court"
Color by Technicolor
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents JILLIAN HOLDEN · WILLIAM BENDIX MACDONALD CAREY · MONA FREEMAN
"Streets of Laredo"
Color by TECHNICOLOR
In Person PETER LORRE and THE PIED PIPERS with FRANK FONTAINE FOUR EVANS Extra Added Attraction VICTOR LOMBARDO And His Orchestra GEORGE WRIGHT at the ORGAN
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

Jennifer JONES Joseph COTTEN
"Portrait of Jennie"
DOORS OPEN 9:30 A.M.
POPULAR PRICES
RIVOLI Broadway at 49th St.

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Extraordinary OPENINGS! * Unprecedented PRAISE!

"Box-office power . . . indicates long and prosperous runs."
—*M. P. Daily*

"Distinguished motion picture. Huston's genius flames brightly."—*N.Y. Herald Tribune*

"A rousing experience in the theatre."—*N.Y. World-Telegram*

"Outstanding . . . intensely vivid and exciting."—*N.Y. Journal-American*

"A masterpiece and a miracle."
—*N.Y. Daily Mirror*

"Strong b.o. thriller . . . can't help but do business everywhere."
—*Variety*

"Great emotional wallop . . . It could very well be considered for the Oscar of 1949."—*Collier's Mag.*

"Fascinating . . . taut dramatic film . . . Every part is well acted."
—*N.Y. Daily News*

"Desperate melodramatic tale . . . staggeringly pictorialized."
—*N.Y. Times*

*Outstanding business in every pre-release engagement!

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JENNIFER JONES JOHN GARFIELD

PEDRO ARMENDARIZ in JOHN HUSTON'S

WE WERE STRANGERS

A COLUMBIA PICTURE

with
Gilbert Roland · Ramon Novarro · Wally Cassell · David Bond · Screen Play by PETER VIERTEL and JOHN HUSTON
from ROBERT SYLVESTER'S novel, 'ROUGH SKETCH' · AN HORIZON PRODUCTION · Directed by JOHN HUSTON · Produced by S. P. EAGLE

Production Spurts 35 Films in Work

HOLLYWOOD, May 9.—The production index took the biggest leap forward this week in many months, with nine new pictures started, for a total of 35. Twelve new pictures went into production, while three were finished.

Shooting began on "Cow Town," Columbia; "Side Street," M-G-M; "Cattle King," Monogram; "Golden Stallion," Republic; "Trouble in Texas" and "Make Mine Laughs," RKO Radio; "12 O'Clock High" and "I Was a Male War Bride," 20th-Fox; "Mrs. Mike" (Bischoff), and "Gun Crazy" (King Brothers), UA; "Francis," U-I; "White Heat," Warners.

Finished were "Prison Warden" (formerly "Beyond These Walls"), Columbia; "Red Danube," M-G-M; "Skyliner," Screen Guild.

Film Advertising to Help U.S. Bond Drive

Major film companies are expected to include in forthcoming trade advertising liberal promotion of the U. S. Treasury's "Opportunity Savings Bond Drive" which will run from May 15 through June 30, Maurice A. Bergman, chairman of the industry's participation in the drive has revealed.

It was announced simultaneously yesterday by Charles Einfeld, 20th Century-Fox advertising - publicity vice-president, that all 20th-Fox trade advertising and New York Roxy Theatre advertising will contain drive promotions.

Additional Talent Tours for Bonds

HOLLYWOOD, May 9.—Paul Lukas, Wayne Morris and Cesar Romero have been added by the Hollywood Coordinating Committee to the list of screen stars who will help launch the Treasury's "Opportunity Savings Bond Drive," May 15-June 30. Lukas and Morris will take part in a rally at Kansas City May 16, with Lizbeth Scott. Romero is set for Chicago May 19. Following Kansas City, Lukas will fly to Dallas for a rally on May 18, while Morris will appear at Atlanta and Miss Scott at Detroit on the same date.

The star tours, a part of the industry's cooperation with the Treasury, were planned by the industry's over-all committee, headed by Maurice A. Bergman and Dore Schary, M-G-M studio vice-president.

Penna. TV Stations Fight Censorship

PHILADELPHIA, May 9.—Five Pennsylvania television stations asked Federal Judge William H. Kirkpatrick to declare invalid the state regulation passed last Jan. 24 which requires that all TV films bear the approval of the state Board of Censors.

Witnesses appearing in behalf of the appeal were William B. Lodge, CBS-TV engineering vice-president, Emerson York, New York independent video film producer, and Joseph MacDonald, ABC-TV vice-president. They declared that the present regulations destroy the "immediacy" value of television; interfere with the authority of the Federal Communications Commission; place an undue burden on interstate commerce; and, if sustained, would give the TV industry a considerable setback.

Reviews

"The Window"

(RKO Radio)

THE continuous excitement and suspense that arises out of believable situations sets "The Window" apart from the usual run of melodramas. Produced by the late Frederic Ullman, Jr. of This Is America note, the film, which largely was shot on the streets of a tenement section of Manhattan, has settings of marked naturalism.

With Bobby Driscoll playing the focal role, the story concerns a 10-year-old boy who is known in the neighborhood for some of the fancy tales he spinned. One night, however, the boy witnessed a murder from his fire escape perch, and when he tried to convince his elders of what he had seen, they would not believe him. Thus the screenplay, by Mel Dinelli, draws a contemporary parallel of the Aesopian tale of the boy who cried "Wolf" too often.

The cast is a convincing one that also includes Barbara Hale and Arthur Kennedy as the boy's parents; and Paul Stewart and Ruth Roman as a homicidal couple. Once the boy fails to impress his parents or the police with the authenticity of his story, his life becomes endangered by the guilty couple who then become bent on eliminating the one witness to their deed. There follows the boy's lonely, terror-stricken flight from the couple's clutches. It is these scenes which give the picture a curious fascination, even though an occasional melodramatic device is resorted to in order to heighten tension. The ending is one which will satisfy the mass audience. From the top of an abandoned tenement house, where the hectic chase ends, the boy jumps to the safety of a police net while Stewart plunges to his death. Ted Tetzlaff's direction is taut throughout. Dore Schary was in charge of production.

Running time, 73 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"The Gay Amigo"

(United Artists) *Hollywood, May 9*

IN view of liberties taken over the years with his softly-accented, indestructible Cisco Kid, the late O. Henry should experience only a restful half-turn over "The Gay Amigo," latest in the perpetual series of the good badman. Perhaps it was more in deference to Mexican-American relations than to the original author that producer Philip Krasne, director Wallace Fox, screenwriter Doris Schroeder and associate producer Duncan Renaldo, who plays Cisco, decided to play down certain uncomfortably familiar aspects of these pictures. (The film is even labeled "An Inter-American Production.")

At any rate, the result—while still hardly gratifying from the objection point of stereotyping racial characters—combines a palatable degree of international goodwill comment and some generally acceptable philosophy, along with the usual amount of hard riding, gunplay and a standout slugging match between Cisco and Joe Sawyer as the tough, slow-thinking Sgt. McNulty of the U. S. Cavalry. (Pains were taken here to cast no slur of defeat upon the uniform by its removal before the battle.)

With the typically philosophical if moot comment, "There's good in most of us and bad in all of us," in answer to a charge that Mexican banditos have been terrorizing the border town, Cisco and his trusty, joking compadre Pancho proceed to prove to the U. S. authorities and one and sundry that the real culprits are the American town's newspaper publisher and its blacksmith with a gang disguised as Mexicans. For a dash of romance, there is cantina girl Armida, whom the gallant Cisco leaves to the Sergeant. Others in the cast are Leo Carrillo, Walter Baldwin and Fred Kohler, Jr.

Running time, 60 minutes. General audience classification. Release date, May 5.

Video Could Dominate In 5 Years, Says Coy

COLUMBUS, O., May 9.—Removal of four bottlenecks will speed television's growth so that within five years it will be the dominant broadcasting medium, said Wayne Coy, chairman of the Federal Communications Commission, before a meeting of the Institute for Education by Radio of Ohio University.

Coy listed these as bottlenecks: FCC's freeze on new station permits, limitation of present 12 video channels, scarcity of new network facilities and the huge cost of station construction and operation. Coy also said that AM broadcasting within five years, although improved and extended, will "be attracting less of the advertisers' dollars and less of the listeners' attention."

Schwalberg ATOI Guest

A. W. Schwalberg, Paramount vice-president in charge of distribution, will be guest speaker at the annual convention of Associated Theatre Owners of Indiana, June 21-23.

Two Horizon Films Set for Columbia

HOLLYWOOD, May 9.—The next two films to be produced by Horizon Pictures, the John Huston-Sam Spiegel company, will be released by Columbia. The pictures will be a screen adaptation of Frank Harris' "Reminiscences of a Cowboy," which Huston will direct next year and "The Deserters" or "The Third Secret," for which another director will be engaged. Huston is also committed to make "Quo Vadis" for Metro-Goldwyn-Mayer and then a documentary on the need for world unity.

Ohio ITO Fights Tax

COLUMBUS, O., May 9.—The Independent Theatre Owners of Ohio is fighting Senate bill No. 354, introduced by Senator Guthrie, which would empower township trustees to impose admission taxes up to five per cent. The bill has the backing of the powerful Ohio Municipal Association, composed of mayors and other officials of the state municipalities.

This Scene Is
"A TOP TH
"A REAL TH
"A REAL TH
This Picture I
"A NATURA
"TRIPLE-PO
"A SURE-FI
Starring
DOROTHY
LAMOUR
DAN
DURYEA
STERLING
HAYDEN
with
IRENE HERVEY
PHILIP REED
HAROLD VERMILYEA · ALAN NAPIE
ART SMITH
Directed by LEWIS R. FOSTER
Screenplay by Lewis R. Foster
and Whitman Chambers



"Establishes a new high for the William H. Pine-William C. Thomas producing partnership."—*M. P. Herald*

A PARAMOUNT GOLD RUSH HIT

See and Play: *"Eyes on Hollywood"*—Paramount's free short that sells your pictures and your industry.

UA, National

(*Continued from page* 1)

operated by Fox West Coast, National's wholly-owned subsidiary, in the pool. Schenck and Charles Skouras, head of FWC, are both in New York from California, and spent part of yesterday in talks with George Skouras, head of Skouras Theatres here, who appears slated for a prominent part in Schenck's theatre expansion plans.

As previously reported, Schenck has submitted his resignation as 20th Century-Fox studio executive to obtain legal sanction for acquisition of new theatres, but this will not be acted upon until May 17 when the board meets. He said yesterday that his contract with the company has about five more years to run.

If the board accepts his resignation, Schenck said, he will exercise his option to purchase 50 per cent of the stock of Northern California Theatres, which operates 105 houses through its subsidiaries, Golden Gate Theatres and T. and D., Jr., Enterprises. Northern California is headed by Michael Naify.

Life's Seminar

(*Continued from page* 1)

tion picture roundtable heard from Francis Harmon, Joseph I. Breen and Kenneth Clark of the Motion Picture Association at the magazine's offices in the Time-Life Building, Rockefeller Center, here yesterday. The magazine group, under Eric Hodgins, moderator, moves on to Lake Arrowhead, Cal., now for a three-day session with producers and studio executives starting Friday. Results will be published in a mid-summer issue of the magazine.

Participants in yesterday's session, like those in previous ones, said they had been pledged to silence by the *Life* people, but observed that there appeared to be no undercurrent of unfriendliness to the industry in the attitudes of those conducting the questioning or in the questions asked.

Apprised of this, one industryite remarked: "But you can't tell how those people (on *Life*) will use the information."



20th's Phila. Deals

(*Continued from page* 1)

hood first-run and on a 28-day availability. Two or three theatres are situated in most zones and all are invited to compete for the run on the basis of competitive negotiations.

In terms of days, the availability under the flexible plan for these subsequent runs will be 21 to 35 days, so that between the 21st and 35th day there will be a period of time when these theatres will have clearance over the next cycle of houses.

For the theatres that will follow the first group of 18, the availability will be 35 to 49 days under the same flexible plan as that used for the first subsequent run. On the 50th day after first-run the picture will be offered to all theatres in their proper playing position.

Implementing a publicity campaign, 20th-Fox is offering bond awards in the amounts of $100, $50 and $25 to the managers of the 18 theatres whose campaigns on behalf of the May 26 openings of "Mr. Belvedere" are deemed best.

Howard Minsky, Mideastern division sales manager, and Sam Diamond, Philadelphia branch manager, handled the negotiations for 20th-Fox.

Theatres involved in the early playdate plan starting May 26 are: Zone 1, Broad; zone 2, Benson; zone 3, Tower; zone 4, Girard; zone 6, Nixon; zone 7, Iris; zone 8, Carman; zone 9, Logan; zone 10, Jeffries; zone 11, Roosevelt; zone 12, Fernrock; zone 13, Ogontz; zone 14, Bandbox; zone 15, Mayfair; zone 16, Oxford; zone 17, Erlen; zone 18, Keswick Theatre, Glenside; Main line, Suburban Theatre, Ardmore. Zone 5 theatres did not come in on the plan.

British Theatres

(*Continued from page* 1)

for reference to the national arbitration tribunal.

This implies that in the event of the Ministry failing to take action within 21 days, NATKE has the right to issue a strike call involving all theatres.

As an additional preliminary step, Tom O'Brien, head of NATKE, warned the union's 7,000 studio members to be prepared to take sympathetic action if necessary, threatening a shutdown of the entire industry.

In a statement to the press O'Brien declared that 80 per cent of the workers receive wages below the subsistence level. He claimed that despite the CEA offer of increases ranging from two and one-half to seven and one-half per cent, average wages would remain less than $9 per week for women and $17 for men.

O'Brien charged that after six months of negotiations the exhibitors made no offer which removes even the elementary injustices complained of.

O'Brien's action is regarded largely as propaganda in a process of jockeying for position. Nevertheless, the CEA, appreciating the potential gravity of the situation, called an emergency meeting of its executive council today. Smaller theatres maintain that any further increase in operating costs would result in putting them into the red and claim that the last wage agreement negotiated with NATKE in September, 1946, represented their maximum concession. They point out that since then attendance has fallen and without some reduction of the heavy entertainment tax it would be impossible to meet NATKE's new demands.

3 More Fox Divisions

(*Continued from page* 1)

Boston; Empire State, Martin Moskowitz, division manager, New York, Albany, Buffalo, headquarters, New York; Mideast, Howard Minsky, division manager, Philadelphia, Pittsburgh, Washington, headquarters, Philadelphia; Midwest, Edward Aaron, division manager, Kansas City, St. Louis, Des Moines, Omaha, Minneapolis, Milwaukee, headquarters, Kansas City; Central, Raymond E. Moon, division manager, Chicago, Detroit, Cleveland, Cincinnati, Indianapolis, headquarters, Chicago.

The following divisions are unaffected by the change: Western, Herman Wobber, division manager, Bryan D. Stoner, assistant division manager, Los Angeles, Portland, Salt Lake City, San Francisco, Seattle, headquarters, San Francisco; Southern, Harry Ballance, division manager, Paul Wilson, assistant division manager, Atlanta, Charlotte, Dallas, Oklahoma City, Memphis, New Orleans, headquarters, Atlanta; Canada, Arthur Silverstone, division manager. Calgary, Montreal, St. John, Vancouver, Toronto, Winnipeg.

"These changes in the company's operating setup have been accomplished without any elimination of manpower," said 20th-Fox.

Callahan was formerly Boston branch manager; Moskowitz was executive assistant to Andy W. Smith, Jr.; Minsky was assistant Eastern division sales manager; Aaron was Eastern sales supervisor, while Moon was Eastern division sales manager.

Moon replaces J. H. Lorentz as Central divisional sales manager. Lorentz, who is ill, has been transferred at his request to Milwaukee as branch manager succeeding J. R. Neger. The latter becomes branch manager in Kansas City succeeding George W. Fuller, Jr., who is temporarily inactive because of poor health.

Ascap Out of Video

(*Continued from page* 1)

rights through publishers who are willing to license their compositions on an individual basis.

Ascap's present gratis contracts with the telecasters had been extended from January 1 to June 1 on condition that any agreements on non-gratis pacts in the interim would be retroactive to January 1.

Spokesman for both sides say they are "hopeful" a settlement will be reached but admit the feeling is based only on the fact that amicable settlement would be helpful for all concerned, but there are no apparent facts which would indicate an agreement is likely.

Principal issue is Ascap's proposal to license the regular use of its music in a blanket contract but reserving for its members the right to license special uses of music, such as where costumes and scenery are involved. Actually, Ascap members have not authorized the Society to license these special rights.

Robert Myers, NBC counsel and chief negotiator for the video industry, said here yesterday that the telecasters must insist on a contract which would cover all uses of music, and that "special uses" is a term not always definable and could lead to innumerable disputes.

New Westrex Recorder

A 16mm. re-recorder has been announced by Westrex.

UK Blocked Money

(*Continued from page* 1)

agreement with the British is in effect almost a full year, American companies only now are reaching the full volume of business in that country as a result of the boycott of the British market early last year. When shipment of films to England was resumed on June 14, 1948, American companies found that for the most part the principal money outlets—first-runs and the circuits—were booked for six months in advance with British product and U. S. re-issues.

Also accounting for the unusually low earnings in England for 1948-49 were the new playing time quota of 45 per cent for British pictures, American companies' retaliation policy of refusing to sell a U. S. picture to play on a double bill with a British film, and a drop-off in theatre business. J. Arthur Rank told associates here on his visit last month that exhibition revenue in England is 10 per cent under the 1948 level.

Under terms of the agreement which lifted the boycott, which in turn had stemmed from the short-lived British 75 per cent *ad valorem* tax, American companies are permitted to remit earnings of $17,000,000 annually in 12 monthly installments. Computation and distribution of the remittable earnings are made by British government-appointed auditors.

Additionally, the equivalent of British earnings here will be determined next month and subsequently will be allocated to the U. S. companies by the Joint Control Committee which supervises operation of the monetary agreement.

It was pointed out here that the figures on blocked money and remittables do not reflect actual profits in England, a market which has yielded in the past up to $70,000,000 a year. It was explained that a substantial amount of blocked money in the past year has been used for production and allied purposes, retirement of debt and numerous other permitted uses.

Hearings Start

(*Continued from page* 1)

mission tax back to the states and municipalities will probably be voiced before the committee tomorrow, when representatives of the U. S. Conference of Mayors, the American Municipal Association and various groups of county officials testify. These groups may meet tomorrow afternoon to work out a joint program.

Jeffery Names Wilson

ATLANTA, May 9.—C. O. Jeffery, district manager of Alexander Film Co. of Colorado Springs, has appointed Jimmy Wilson Atlanta branch manager.

A JOB WITH A FUTURE!

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Starting Salary $100-$125

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VOL. 65. NO. 92 NEW YORK, U.S.A., WEDNESDAY, MAY 11, 1949 TEN CENTS

20th-FOX SETS NEW SALES PLAN

Favors Sliding Scale, Reduced Clearances, Gives Field Autonomy

Completing its two months' study of market conditions with the aim of mutually benefiting exhibition and distribution revenue, 20th Century-Fox yesterday announced its new sales policy.

The detailed program was presented in a statement by Spyros P. Skouras, president. It emphasized the company's desire to reduce clearances, to create multiple first and second runs, to increase the use of sliding scale formulas in selling to virtually all but small town and late subsequent run exhibitors and to give specific aid in improving the merchandising of pictures regionally and in winning increased theatre patronage.

As a corollary of the new policy, 20th-Fox has granted complete autonomy to its field forces to negotiate and approve firm, binding deals with exhibitors.

Skouras Selling Policy Statement:

In recent years, all branches of the motion picture industry—production, distribution and exhibition—have been caught between a rise in costs and some decline in box-office. Unless steps are taken to resolve this pressing problem, film revenue will no longer sustain the continued production or exhibition of high quality motion pictures. I have sought an answer to

(*Continued on page* 4)

Highlights of 20th-Fox Plan

FOLLOWING are highlights of the new 20th Century-Fox sales plan announced by the company yesterday:

Complete autonomy being granted to 20th-Fox men in the field to make and close deals without home office approval.

Favors reduction of clearances, creation of multiple first and subsequent runs in large cities and increase in saturation releases.

Favors the sliding scale sales methods wherever practicable and fair flat rentals where preferred in small towns and late subsequent runs.

Pledges full awareness of and consideration for problems peculiar to individual theatre situations.

Plans, as business builders, increased regional picture premieres with star appearances, increased help with children's matinees and encouragement of better weekend programming.

ANGLO-U. S. AMITY PROGRAM REACHED

Next U K-U S Meeting Here

Next meeting of the Anglo-U. S. Film Advisory Council will be held here about the middle of next month to work out further details in connection with the proposals for settlement of the differences between the two industries and to exchange reports on acceptance of or objections to the proposals by organizations and companies concerned on both sides.

A final Council meeting on the proposals will be held in London in August only in the event the necessary approvals, including that of the British government, are obtained.

The June meeting will be attended by Sir Alexander Korda and Sir Henry French of the British Film Producers Association. J. Arthur Rank, the other British member of the committee, will not be present. If the August meeting is held, Eric Johnston, Nicholas M. Schenck and Barney Balaban, the American Council members, will attend in London.

Tentative Agreement Requires Approval of British Government

The tentative agreement for ending the differences existing between the British and American film industries advanced at the recent Washington meeting of the Anglo-U. S. Film Council provides for the following:

1. Extension of the best efforts of the British Film Producers Association toward (a) the enactment by the British government of a lower film quota as soon as possible and (b) revision of the currency remittance agreement on a basis more favorable to American companies after expiration of the present agreement, June 14, 1950;

2. Guaranteed playing time on the three principal British circuits (J. Arthur Rank's Gaumont-British and Odeon circuits and Associated British Pictures Corp. circuit) of 100 American "A" features annually for a three or five-year period, allocated on the basis of not more than 15 such features annually for any one American company.

The American companies in return would agree to:

1. Eliminate the all-American program booking requirement now in effect for British theatres:

2. Establish a subsidy for British film producers out of unremittable American company earnings in Britain, the amount of which would

(*Continued on page* 5)

17 U-I Releases Set For Next 6 Months

Universal-International has set the tentative release of 17 pictures for the coming six months, William A. Scully, U-I sales vice-president announces. The schedule includes three J. Arthur Rank productions for general release. Four of the 17 are in Technicolor.

Scheduled for May release are "The Lady Gambles," starring Barbara Stanwyck, Robert Preston and Stephen McNally; "City Across the River," which stars McNally and

(*Continued on page* 4)

Arnall Sees Danger In UK-US Accord

Following a special four-hour meeting on the MPAA disclosure of proposed British relations with the U. S. film industry, Ellis Arnall, president of the Society of Independent Motion Picture Producers, said here late last night that "the proposed agreement appears to be a complete reversal of policy and an abandonment of the principle of no taxation on the American motion picture-going public for the purpose of subsidizing and supporting the British motion picture producing industry. The proposal seems

(*Continued on page* 5)

Para. Stock Buys Near Million Shares

Paramount purchased last month on the open market another 26,754 shares of its common stock, bringing to 920,587 shares the total accumulated in its treasury under the stock-purchasing program instituted in November, 1946, by company president Barney Balaban. The company has spent some $22,392,000 to acquire the stock.

On the basis of an approximate average 1949 price of $21.50 per common share, the total purchase price can be estimated at about $20,000,000.

Other recently monthly purchases follow: March, 52,000 shares; February, 25,100; January, 27,500; October, 40,500; September, 32,500; August, 22,200; July, 31,000.

4 File Percentage Actions in Illinois

EAST ST. LOUIS, Ill., May 10.—Warner Brothers, Paramount, RKO Radio and Loew's filed separate percentage actions today in U. S. District Court, against Armin D. Magarian and Alphonse B. Magarian for alleged fraudulent returns on percentage pictures exhibited at the De Luxe

(*Continued on page* 4)

5,000 Attend MGM 'Friendship Meets'

More than 5,000 exhibitors and leaders in civic and cultural affairs attended M-G-M's "Friendship Meetings" held in 64 cities and towns outside of exchange centers, according to to an attendance analysis disclosed by the company here yesterday. Of this number 1,255 were actual contract

(*Continued on page* 5)

Mild Portal Report On U. K. Trade Seen

LONDON, May 10.—Recommendations concerning Britain's film industry resulting from the Portal committee's study of all phases of operations will be published in the near future and are not expected to include any spectacular emergency measures.

The recommendations were completed by Lord Portal, chairman of the government enquiry, just before his sudden death last week. At one time it had been generally believed that divorcement of production-distribution from exhibition would be suggested by the Portal committee. Now, however, the view is held in political circles that the so-called crisis in the industry has passed its

(*Continued on page* 5)

Personal Mention

HARRY BRAND, 20th Century-Fox studio publicity director, is here from Hollywood.

•

MRS. JACK WARNER, wife of the Warner production vice-president, will arrive here today from Europe aboard the *S.S. America.*

•

FRANK A. UNGRO, Westrex treasurer, has returned to New York from an inspection of company offices around the world.

•

WALTER ELLABY, Alexander Film export manager, has returned to New York from London.

•

ROBERT UNGERFELD, Universal-International home office representative, left here yesterday for Washington.

•

RITA LIPP, secretary to CHARLES D. PRUTZMAN, Universal vice-president, celebrated a birthday yesterday.

•

EDWARD L. KINGSLEY, Oxford Films vice-president, returned to New York yesterday from London and Paris.

Academy Awards to Continue: Hersholt

Assurances that the annual awards of the Academy of Motion Picture Arts and Sciences will continue successfully were given here by Jean Hersholt, retiring president. Hersholt, who is here for a series of radio broadcasts, asserted that he has no plans to see any of the major company presidents in regard to their withdrawal of financial support to the "Oscar" presentations, as previously expected.

Hersholt declared that the Academy could derive money from radio and television sponsorship as well as public admissions charged for the presentation ceremonies. He said, however, that the majors should contribute their support in equitable proportion to the 11 other branches of the industry which comprise the official body of the Academy.

Georgia Owners End Second Annual Meet

ATLANTA, May 10.—Georgia Theatre Owners and Operators ended its second annual convention here today with a banquet and floor show attended by some 300 exhibitors and their guests. During the afternoon the local Variety Club entertained the ladies at a cocktail party.

Final business session was closed, with exhibitors only hearing the day's speakers.

$260,846 for 'Hamlet'

HOLLYWOOD, May 10.—Universal International's "Hamlet," which closed at the Four Star theatre here tonight, grossed $260,846 in a 28-week run at advanced admission prices, the distributor announced.

Scores Pay Tribute At Wehrenberg Rites

ST. LOUIS, May 10.—Fred Wehrenberg, a leader of exhibitor associations and a motion picture showman since the days of the nickelodeon, was buried here today at Sunset Burial Park following brief services conducted by Rev. G. O. Martensen, pastor of the St. Lucas Evangelical Church, Sappington, Mo.

Among the industry delegation attending the services for the former president of the Motion Picture Theatre Owners of America were Robert W. Coyne and Miss Helen O'Toole, both from New York, Morris Lowenstein, Oklahoma City, and R. R. Biechele, Kansas City, all representing the executive board of Theatre Owners of America. Another delegation from the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois was headed by Tom Edwards, Farmington, Mo., who succeeded Wehrenberg as president of the association.

Among tributes received were those from Charles, George and Spyros Skouras, who knew Wehrenberg from early motion picture days in St. Louis, A. Montague, Steve Broidy, William F. Rodgers, Rotus Harvey, S. H. Fabian, W. F. Ruffin, M. A. Lightman, many TOA and Allied organizations, and a host of industry people, both distribution and exhibition, from throughout the Midwest.

Three More On B'way Bond Drive Group

Russel Downing, Music Hall executive vice-president, Harry Kalmine, Warner Theatres executive, and Harry Brandt, head of Brandt Theatres, have joined the Broadway committee to aid in the promotion of the "Opportunity Savings Bond Drive," May 15-June 30, Maurice A. Bergman, industry chairman of the drive, announced here yesterday.

Others of the committee are: Malcolm Kingsberg, RKO Theatres president; Maurice Maurer, managing director of the Bijou, Astor and Victoria theatres; Charles B. Moss, director of the Criterion Theatre; Eugene Picker, Loew's Theatre executive; Montague Salmon, director of the Rivoli, and Robert Weitman, Paramount Theatre Service vice-president.

New Music Firm, Gillette on Board

Don Carle Gillette, former trade-paper editor and more recently Warner trade press contact, has been made a member of Trans-American Music Corp., new holding company which has acquired an Ascap membership and is said to be the first music publishing firm to make its stock available to the general public. Up to now music houses have been either privately owner or affiliated with film companies.

Organizer of the company is Nathaniel R. Real, former music publisher and now head of N. R. Real and Co., Wall Street securities firm.

Mild Returns At N. Y. Runs

Grosses are unimpressive at New York first-runs this week. With the notable exception of two newcomers, "The Barkleys of Broadway," at Loew's State, and "Flamingo Road," at the Strand, most pictures reacted quite mildly at Broadway box-offices.

"Barkleys" indicated a good $60,000 for an initial week, and "Flamingo," together with Ted Lewis's band on stage, is expected to chalk up a brisk $65,000 for its first stanza.

At the Criterion, "Africa Screams" bowed in weakly with $22,000 seen for the first week. Fifth and final week of "A Connecticut Yankee at King Arthur's Court" is fairly good with $100,000 at Radio City Music Hall, running with a stage presentation. "The Stratton Story" is scheduled to take over there tomorrow. "We Were Strangers" registered a sharp drop-off in business at the Astor, with $24,000 indicated for its second week, following a good opening week of nearly $40,000.

"Home of the Brave" replaces "Joan of Arc" at the Victoria today after a 26-week run for the latter. Final stanza for "Joan" brought an estimated $11,000, with the 26-week total said to be $700,000. "The Champion" is holding up satisfactorily at the Globe, where a fifth week looks like $20,000. "The Undercover Man," plus a stage show headed by Duke Ellington at the Paramount, will be replaced tomorrow by "Streets of Larado," and a new stage show, after ringing up a pretty good $62,000 gross in a third week. Fourth week of "Mr. Belvedere Goes to College," plus a stage show topped by Viviane Blaine, is a mild grosser at the Roxy, with only $60,000 expected. At the Capitol, "Adventure in Baltimore," together with Enric Madriguera's orchestra on stage, is mediocre with $26,000 indicated for a second and final week; "The Sun Comes Up" will bow in tomorrow. Sixth week of "Portrait of Jennie" is mild at the Rivoli, where $13,000 is seen. The reissued "Wizard of Oz" is holding up rather well at the Mayfair, with $18,000 expected.

A trio of British imports are registering gratifying grosses, as follows: "Quartet," Sutton, sixth week, $13,800; "Hamlet," Park Avenue, 32nd week, $15,000; "The Red Shoes," Bijou, 29th week, $14,000.

NCA Rental Plan May Be Proposed

MINNEAPOLIS, May 10.—North Central Allied, it is understood, will have ready for its May 22-23 Minneapolis convention, a suggested plan whereby the producer-distributor share of the box-office dollar would be more on the profit side if certain trade practices were discontinued and other policies inaugurated.

Meanwhile, Al Lichtman and Andy Smith, 20th-Fox executives, are expected to detail their new sales formula aimed at a higher split of the box-office dollar for film rentals when they outline present-day production and distribution problems, and report their findings at the NCA convention.

Newsreel Parade

THE crisis in Shanghai and the Hollywood race track fire are among current newsreel highlights. Other items include the Kentucky Derby, the "Humanitarian Award" and the birth of the Collins "quads." Complete contents follow:

MOVIETONE NEWS, No. 38 — New York: Collins' quadruplets. Secretary Johnson speaks on the Berlin airlift. Shanghai barricades. Princess Margaret vacations in Italy. Variety Clubs honor Herbert Hoover. Kentucky derby.

NEWS OF THE DAY, No. 272—Shanghai digs in as Reds near. Collins' quadruplets. Rome welcomes Princess Margaret. "Humanitarian Award" to Herbert Hoover. Kentucky Derby sees big upset.

PARAMOUNT NEWS, No. 75—Hollywood Park: $5,000,000 race track fire. Variety Clubs honor Hoover. Report from Shanghai. "Little Four" meet in New York. Kentucky Derby.

TELENEWS DIGEST, No. 19-A—Detroit: For strike. Mexican volcanic expedition. South Africa train wreck. Henry Wallace attacks Atlantic Pact. New York: four of a kind. Last hours of blockade. Atom bombers in England. Brazilian luxury liner breaks up. Summer fashions.

UNIVERSAL NEWS, No. 246—China War. Secretary Johnson speaks for national defense. Variety Club meets. Collier Award to Sam Rayburn. Hollywood Park race track fire. Collins' quadruplets. Kentucky Derby.

WARNER PATHE NEWS, No. 77—Foreign news: Shanghai, Mt. Vesuvius, Princess Margaret. The quadruplets. Variety Club meets in San Francisco. Race track fire. Derby.

Says Some Drive-ins Can Skip Royalties

Drive-ins franchised by Park-in Theatres, Inc. (Hollingshead), a New Jersey corporation, and which operate in Massachusetts, Rhode Island, Maine and New Hampshire, under the jurisdiction of the Circuit Court of Boston, "may fairly safely decide to withhold royalty payments at least until an adverse decision, if any, on appeal" of the E. M. Loew Drive-in—Park-in Theatres case. This is the opinion of Herman M. Levy, general counsel of the Theatre Owners of America, expressed in a bulletin released yesterday from TOA headquarters here.

As to drive-in operators in other states, said Levy, "it would be best for them to consult their attorneys before a conclusion is reached as to whether the payment of royalties should be discontinued."

The Boston Circuit court recently held the Park-in patent invalid.

Paramount Host At Cocktail Party Here

Second day of a three-day Paramount divisional sales meeting came to a close last night with a cocktail party at the Hotel Pierre here with about 165 persons attending. Among those present from the home office were: Austin C. Keough, A. W. Schwalberg, Ben Washer, Ted O'Shea, Hugh Owen, Stanley Shuford and Morton Nathanson.

Visitors from Hollywood were: Producer William Wyler, Bill Eythe, Arlene Whelan (Mrs. Owen), Arlene Francis, Miriam Hopkins and others.

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M-G-M's "THE BARKLEYS OF BROADWAY" (Technicolor)

Great at State, N. Y. Premiere!

M-G-M's "THE GREAT SINNER"

Biggest all-star Cast of the Year!

M-G-M's "NEPTUNE'S DAUGHTER" (Technicolor)

Stars! Songs! Queen of Musicals!

M-G-M's "IN THE GOOD OLD SUMMERTIME" (Technicolor)

It's another "Meet Me In St. Louis"!

M-G-M's "THE SECRET GARDEN"

Happy World Premiere, Astor, Boston!

M-G-M's "LITTLE WOMEN" (Technicolor)

Delighting fans from Coast to Coast!

M-G-M's "THE STRATTON STORY"

Every booking duplicates Cleveland success!

M-G-M's "MADAME BOVARY"

Every Coast Preview Sensational!

STRAWS IN THE WIND!

M-G-M's "ANY NUMBER CAN PLAY"

Best Gable Picture in Years!

Voted Top Industry Trade-Mark!

They point to M-G-M for the toppers of the season!

TALK ABOUT STRAW VOTES! M-G-M is not only proud of its Features but we happily point to our leadership in Shorts, which consistently lead in industry polls. For the 6th year in a row Pete Smith Specialties took first place in M. P. Herald's FAME poll, selected among 54 series of live-action shorts. Pete Smith Shorts are Tops in Showmen's Trade Review Annual, too, 5th Consecutive Year!



PETE SMITH, CHAMP!
6th YEAR WINNER IN
"FAME" ANNUAL!

BELOW: *Actual ad showing how theatres advertise M-G-M shorts*



17 U-I Releases

(*Continued from page* 1)

"Arctic Manhunt," featuring Mikel Conrad and Carol Thurston. June will see the release of Rank's "One Woman's Story," starring Ann Todd and Claude Rains, which opens at the Rivoli, New York, May 17; "Illegal Entry," starring Howard Duff, Marta Toren and George Brent, and "Take One False Step," starring William Powell and Shelley Winters.

For July are "Calamity Jane and Sam Bass," in Technicolor, starring Yvonne De Carlo and Howard Duff; Rank's "Woman Hater," starring Stewart Granger and Edwige Feuillere; and the Howard Duff, Shelley Winters, Dan Duryea starrer tentatively titled "Johnny Evans." August releases are "Blue Lagoon," Rank production in Technicolor, starring Jean Simmons; "Sword in the Desert," starring Dana Andrews, Marta Toren and Stephen McNally and "Abbott and Costello Meet the Killer, Boris Karloff."

For September are "Yes Sir, That's My Baby," in Technicolor, starring Donald O'Connor, Charles Coburn and Gloria DeHaven and the Neptune Production, "Come Be My Darling," starring Robert Montgomery and Ann Blyth. October releases are "Western Story," in Technicolor, starring Yvonne De Carlo, Charles Coburn, Scott Brady and John Russell, and "Abandoned," starring Gale Storm and Dennis O'Keefe.

4 Percentage Actions

(*Continued from page* 1)

and Gaty theatres in East St. Louis.

The complaints were signed by Israel Treiman of the St. Louis law firm of Lashly, Lashly, Miller and Clifford, and Robert M. Crain of Crain and Hall of Centralia, Ill., as attorneys for the plaintiffs. Sargoy and Stein of New York are defense counsel.

Witness Says Griffith A Superior Customer

OKLAHOMA CITY, May 10.—Ralph B. Williams, RKO branch manager here, testified in the Griffith mandate hearing today that his company considers the type of house and possible revenue as prime factors in deciding who should get RKO product. The Griffith circuit is superior in both respects, he said, and therefore RKO does business with it.

George Wise, government attorney, drew from Williams a statement that RKO does not offer to sell independents in towns where Griffith is a steady customer, but Williams denied that Griffith deals are made a circuit basis. Bargaining is on a house-by-house basis, he said.

Sues Screen Plays, UA

Screen Plays, Inc., and United Artists were named defendants in an infringement action filed yesterday in U. S. District Court here by newspaper columnist North Callahan who claims exclusive rights to the title "So This Is New York." Plaintiff seeks an accounting of profits made by the picture of that title.

Suspend Judy Garland

HOLLYWOOD, May 10.—M-G-M shut down production on "Annie Get Your Gun" this afternoon and announced the suspension of Judy Garland following the star's refusal to return to the set after lunch.

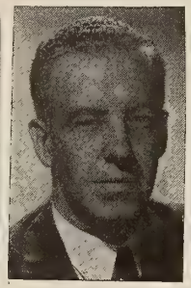
20th-Fox Heads Set New Policy



Spyros P. Skouras, President



Al Lichtman, Vice-President



Andy W. Smith, Jr., Vice-President



Charles Einfeld, Vice-President

New 20th-Fox Sales Plan

(*Continued from page* 1)

this problem based upon three principles, which always have been uppermost in my mind:

That the stability of this industry and its esteem and influence throughout the world must be constantly fought for and advanced;

That the prosperity of this industry requires a prosperity in all three of its major branches: production, distribution and exhibition;

That progress is safeguarded only by the encouragement of the production and exhibition of quality films.

This challenge confronting our industry today had to be met by alert, intelligent, straightforward action. Therefore, it was only natural that I should turn for assistance to my old friend, Al Lichtman, for whom I have always had the greatest respect as a genuinely constructive thinker in our industry. His career, as head of distribution for a number of major companies, always has impressed me as having been most creative, with a view to the long range betterment and greater prosperity of all branches of our business.

I turned to him for this task. I felt that he was the one man whose recommendations would be aimed solely at having the exhibitor and our company obtain the best possible returns from our pictures in all types of theatres.

Together with Andy W. Smith, Jr., general sales manager, Mr. Lichtman initiated a survey which involved an analysis of the sales operation of all our exchanges, meetings with exhibitors, as well as a careful study of all of our contracts with every theatre. These gentlemen examined the methods of exhibition and exploitation of our films in all types of communities throughout the country.

Charles Einfeld, who heads our advertising, publicity and exploitation, also participated in the survey and was most valuable because of his wide knowledge of general industry affairs.

Now the survey has been completed, the facts analyzed and a number of conclusions have been reached. These conclusions have been thoroughly discussed with every member of our sales organization and with a number of outstanding, representative exhibitors, both large and small.

It is these conclusions which form the basis of the 20th Century-Fox sales policy. They indicate that existing conditions do not call for revolutionary plans. But they have revealed to us that it is now possible and desirable to institute certain improvements in distribution methods which will prove beneficial to those playing our product. It is this policy that I now present:

SALES OPERATION

Our policy provides that each division head, branch manager and salesman will conduct his business in his town territory as if he were the owner of that business. Specifically:

Under this procedure, our representative is developing a sound, cooperative and firm business relationship with each account through fair dealing and honest representation of product so as to avoid unnecessary bickering on the terms of each picture. As a result of his full responsibility to the situation, the 20th Century-Fox representative will offer the exhibitor still higher forms of service, such as exploitation ideas, special promotional angles and material and the latest merchandising concepts. This will represent additional direct assistance in attracting the greatest potential audience to the theatre.

Upon receipt of a print, the division head, branch manager and salesman will screen it, discuss its value and the conclusion they arrive at will determine the general policy under which that picture will be distributed in that territory.

Under the present conditions of buying and selling, our sales representatives must be able to make quick, binding decisions because the exhibitor needs to know as far as in advance as possible the pictures he will play, since his backlog of product is so limited. Therefore, we have given our salesmen the widest latitude so that they will not have to refer their deals to the home office for approval. Where we have given responsibility, we have also given authority.

METHODS OF SALE

This company's approach to sales is based upon two precepts:—(a) There can be no arbitrary method of doing business. We seek to do business in the way the customer prefers, consistent with a fair and square deal. (b) Since pictures are not sold on a basis of cost but on their ability to earn, each film investment represents a major risk to the producer. Therefore, every opportunity must be given a good picture to earn its full potential for both the exhibitor and the distributor.

Our survey reveals that where it is practicable and desirable to do business on a percentage basis, the one method of sale that stands out beyond all others as the fairest, most efficient, most progressive and most mutually beneficial is the sliding scale, which was originally conceived and introduced by Al Lichtman.

1. The sliding scale. This is the *incentive* method. There is *incentive* to promote the picture. There is *incentive* to book it at the best playing time. Under the sliding scale every picture finds its proper level, which encourages the exhibitor to run it as long as profitable. It is this incentive which in turn provides the incentive to the producer to continue in his efforts to make ever finer, stronger, box-office films.

2. Flat Rentals. Many exhibitors throughout the nation, *particularly those in small towns and late subsequent runs,* prefer to buy their pictures flat rental. That is how we shall sell them. We have devised a system of designating flat rentals for the small exhibitor, who is least able to carry the big load imposed by these times. This method will function for him just as fairly as if the sliding scale were in operation in this theatre.

MODERNIZED DISTRIBUTION TECHNIQUES

We have resolved to initiate the following steps to modernize some of our distribution techniques; this will aid the exhibitor in his efforts to win back and retain the large audience which is not presenting attending the motion picture theatres.

Clearance and Multiple Runs. This a time of fast communications. It has become increasingly necessary that pictures be brought to the public while interest is at its very height. A major point in our policy is to reduce clearances, where necessary. This will shorten the dead time and enable the public to see our pictures most conveniently when and where they want to see them, at the time they most want to see them as a result of the impact of advertising, promotion, reviews and word of mouth. We shall also attempt to create multiple first and subsequent runs in large cities, where it can be arranged for the mutual benefit of all interests involved. Clearances and multiple runs must remain elastic. The form will vary with each locality and will require careful examination by us, together with our exhibitor clients. However, regardless of form, we are convinced that this offers one of the most positive, and really simplest ways of increasing the income of the exhibitor and distributor.

Saturation Releases. In line with the necessity for attracting the greatest number of people to the theatre, we have found through experimentation that the regional, day-and-date distribution of motion pictures is most productive for certain types of films which lend themselves to this purpose. By permitting a concentration of our mutual efforts in advertising and exploitation in a given territory, this method yields the greatest returns from our combined merchandising.

Premieres. We advocate premieres whenever the occasion justifies them to stimulate public interest in motion pictures. We find the time and effort expended on premieres help the exhibitor of the particular area where these events are staged. The customary presence of stars at the event is not only a stimulant to the revenue of the immediate picture, but is also the most positive means of industry public relations. The bringing of Hollywood personalities into the communities of America establishes tremendous, lasting good will for the exhibitor in his own locality.

Children's Matinees. We should do our utmost to help the theatres create children's matinees with suitable programs designed to increase our permanent motion picture audi-

(*Continued on page* 5)

More 20th-Fox

(*Continued from page* 4)

ence. They are our customers of tomorrow.

Quality Pictures for Preferred Playing Time in Small Theatres.

In small towns throughout the country, many theatres do the major portion of their business on weekends, since their patrons are usually farmers or workers, who have little leisure time in the middle of the week. In many situations, the exhibitors have a practice of booking their best pictures in the middle of the week when the fewest number of people are able to come to see them. Our records indicate that this unnecessarily restricts the size of the week's gross and the profits of the theatre and the distributor.

We want to give such exhibitors every incentive to play the best picture on the weekend regardless of whether it is percentage or flat rental.

We are confident that if he once tries this, he will win many new and satisfied patrons and will increase his general attendance.

* * *

This is the 20th Century-Fox sales policy which we believe will benefit the exhibitor and distributor alike. Every section, every word means precisely what it says and every member of our organization is pledged to its principles.

This great industry of ours was brought from humble beginnings through the great faith and devotion of those pioneers who could see in a then infant medium the power to entertain and influence the thinking of the entire world. Because of their faith, their enthusiasm, their visionary showmanship, motion pictures have fulfilled and even exceeded their bravest hope. I am confident that the motion picture will continue to be the greatest medium of entertainment. So let us close our ranks, and in unity and harmony march forward.

SPYROS P. SKOURAS,
President,
20th Century-Fox Film Corp.

Phila. Waiting Time Cut in Half: 20th Fox

PHILADELPHIA, May 10.—Officials of 20th Century-Fox announced today that first-run pictures will soon be released to lower-priced houses in about half of the time formerly waited. Howard Minsky, Eastern division manager, says a new release plan would get films to neighborhood houses three weeks after the premiere showing in the central city theatres, ending a traditional five or six weeks lapse between first and second showings.



Review

"Devil In the Flesh"

(A.F.E. Corp.)

THERE will be many to whom "Devil in the Flesh" will be a source of sincere regret and irritation, for the picture squanders its artistry on a dark and tasteless theme of illicit love during the first World War. This French import, produced by Paul Graetz and directed by Claude Autant Lara, probably will be hailed by some big-city critics who praise anything that is foreign and "daring," but it is likely to produce nothing but gloom and a measure of disgust in the average American who is not used to—and who possibly does not care—seeing the intimate details of a married woman's love affair acted out on the screen, regardless of how well this is done.

There can be no denying that both Gerard Philipe and Micheline Presle turn in very fine performances, but those who hail films of this kind as giving the public a "new" kind of realism may well be doing the industry considerable disservice. "Devil in the Flesh" had considerable censorship difficulties here and roused a storm of protest even in France and other countries. It tells of a highschool boy's love affair with an older woman whose husband is at the front. She becomes pregnant and dies just as the latter returns home. The boy goes free and is made the subject of pity rather than resentment as armistice and funeral bells, ringing in unison, bring the film to a cynical end.

Running time, 112 minutes. Adult audience classification. Release date, May 9.

Anglo-U. S. Plan

(*Continued from page* 1)

be scaled upward according to the earnings of British pictures in the American market, the base year being the one ending June 30, 1949.

These are the highlights given to a meeting of the executive committee of the Motion Picture Export Association here yesterday at which Eric Johnston presided. The American proposals are being advanced through that agency because of legal considerations.

While the proposals were received enthusiastically by a majority of those attending yesterday's meeting it was apparent soon after that several companies and some independent producers will have serious reservations about some of the proposals which might bar their participation unless revisions or more specific definitions are offered.

The tentative agreement also provides that the British producers may have an option of taking a minimum cash guaranty in lieu of actual earnings of British films here, but presumably must make the choice in advance.

It is also proposed that the British and American industries join in a mutual advertising-promotion campaign for motion pictures generally to increase patronage in Britain and elsewhere around the world. The two industries would cooperate in attempting to solve mutual problems in other world markets.

The American "A" features covered by the booking proposal for the three major British circuits would be determined by accepted American standards for "A" pictures and, in the event of a disagreement over classification, an as yet undefined system of arbitration would be provided.

The British circuits also would agree not to discriminate against the American "A" features in holiday and weekend bookings.

American acceptance of the proposals will have to be determined by individual company decision. British acceptance requires not only approval of the BFPA, which will meet for that purpose today, but also requires the approval of the British government on all matters involving the film quota, the remittance agreement with the American industry and conversion of sterling to dollars.

Rank met briefly with Harold Wilson, president of the British Board of Trade, last Friday and outlined the proposals to him without definite result. Wilson is scheduled to arrive in Ottawa today from London by plane for an extended Canadian visit, so no official British government commitment is looked for in the near future. Meanwhile, no effective date has been set for the agreement, should it be approved all around, but legal and physical requirements would prevent it from being put into effect before January, 1950, at the earliest.

Compromise of U. K. Wage Dispute Seen

LONDON, May 10.—A compromise formula for settlement of the national theatre employes wage increase controversy was reached at an emergency meeting of the Cinematograph Exhibitors Association last night with officers of the National Association of Theatrical and Kine Employes.

The compromise is slated to be submitted to the CEA general council tomorrow and, meanwhile, NATKE is endeavoring to suspend action on its application for national arbitration of the dispute under government auspices.

Because of the gravity of the situation which threatened not only a shutdown of theatres but of studios, too, through sympathetic strike action, CEA officers made concessions in arriving at the compromise which exceeded their advance instructions. This, doubtless, will provoke bitter protests from smaller exhibitors who contend that anything more than token increases would put them in the red at this time.

M-G-M Meetings

(*Continued from page* 1)

signers representing approximately 4,700 theatres.

In addition to the 64 non-exchange centers, 32 branch screenings were held at which time "The Stratton Story" and "The Secret Garden" were shown. In the aggregate, 96 screenings and meetings were held over a period of two weeks, "and what started out as an idea to bring product closer to the customer for evaluation" developed into a public and exhibitor relations job."

Arnall Sees Danger

(*Continued from page* 1)

to violate this fundamental principle which was insisted upon by the American representatives participating in the Anglo-American film agreement of March 11, 1948, in London, which was negotiated by Harold Wilson, president of the British Board of Trade, James A. Mulvey, representing the SIMPP, and Eric A. Johnston, president of the MPAA.

"The secrecy with which the Anglo-American Film Advisory Committee undertook its negotiations and on which it based its actions cast strong suspicion upon its righteousness, its fairness, and its legality."

Without specifically going into details of the proposed accord, Arnall expressed concern with what he called the "long term disadvantages and danger of such an arrangement." He also questioned the legality of such a joint procedure by the American motion picture companies.

Pointing out that he was speaking only for himself, Arnall said that was his intention "to intensively investigate" the ramifications of the accord which, he said, "evidently was entered into by three American individuals who, while acting in an advisory capacity, now apparently voluntarily purport to have represented the entire American film industry."

The SIMPP meeting ended about 10 p. m. last night and was attended by representatives of the majority of American independent producers. Gradwell Sears, United Artists president, was among those present.

Portal Report

(*Continued from page* 1)

climax following the drastic cuts in expenditures effected in the Rank Organization and similar cuts now proceeding in Harold C. Drayton's British Lion Co. Far milder conclusions are expected from the committee, in consequence, although it is believed that considerable reductions will be advocated in distribution charges.

Kramer at NYU Today

Stanley Kramer, head of Screen Plays, will give an address at NYU's film department today.

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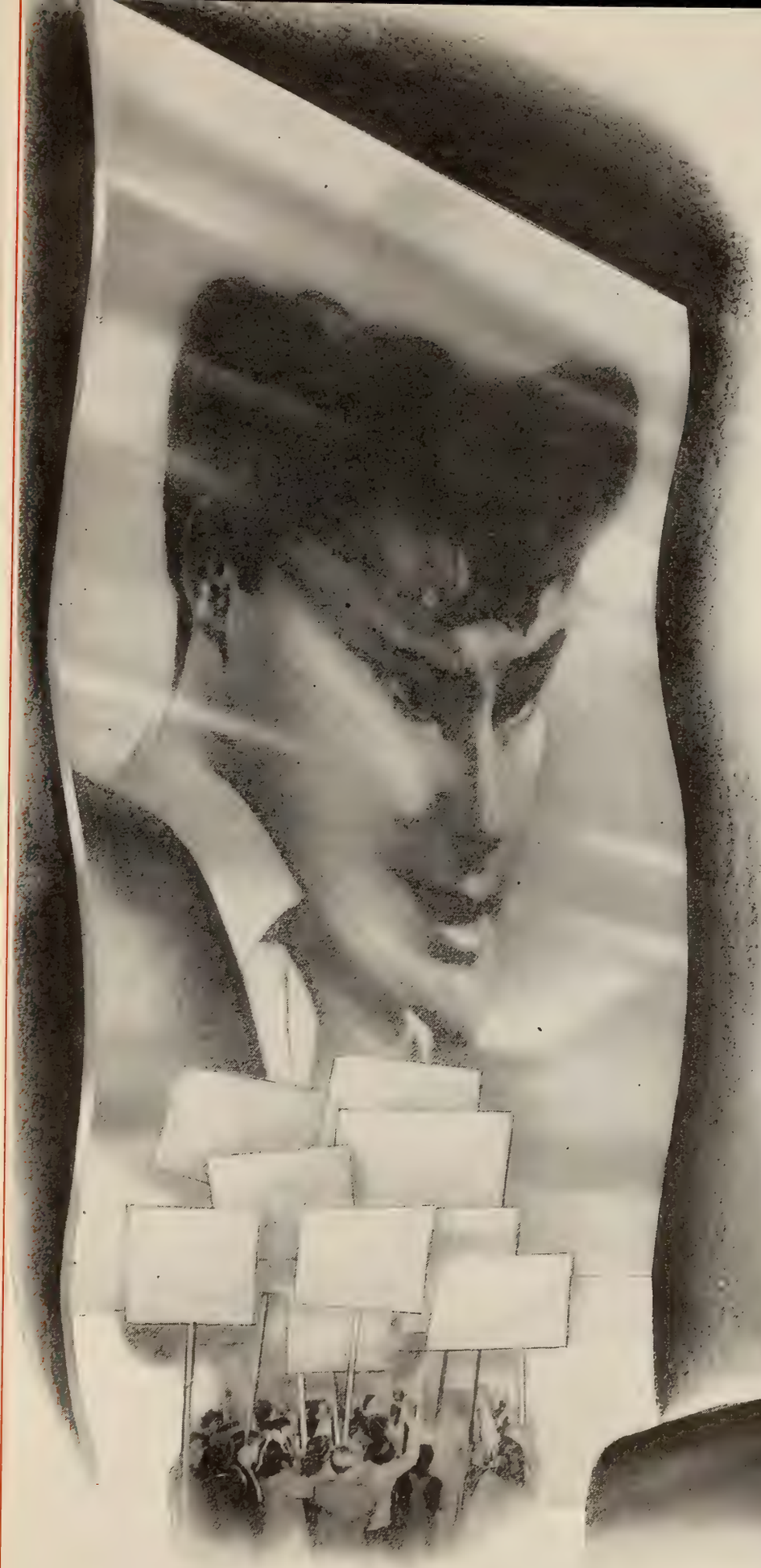
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This is TOM STARK, the Governor's Son

"He knew he was good . . . as
you could tell from one look
at his slick-skinned handsome
brown face . . . and his blue eyes
under half-lowered lids
working insolently and
slow over you . . ."

—ROBERT PENN WARREN



TOM STARK *played by* JOHN DEREK

ALL THE KING'S MEN

from the great Pulitzer Prize novel by Robert Penn Warren

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VOL. 65. NO. 93 NEW YORK, U.S.A., THURSDAY, MAY 12, 1949 TEN CENTS

Wilson, Press Cool Toward Anglo-US Plan

French Report on Talks Greeted With Skepticism

By PETER BURNUP

LONDON, May 11.—Sir Henry French held a press conference here today to report on the tentative agreement reached by the Anglo-U.S. Film Council at its recent Washington meeting, but observers were completely unimpressed.

A typical comment was, "Someone's trying to pull (J. Arthur) Rank's and (Sir Alexander) Korda's chestnuts out of the fire."

Others commented on the chilly reply sent by Harold Wilson, president of the British Board of Trade, to French in response to the latter's letter which spoke glowingly of a "triumph" achieved at the Washington talks. Wilson's letter was very guard-

(*Continued on page 5*)

8 Named in Trust Suit by NJ Owner

Charging illegal combination in restraint of trade, Hillside Amusement Corp., operators of the Mayfair Theatre, Hillside, N. J., filed in U. S. District Court here yesterday against the eight majors a $300,000 triple-damage anti-trust action.

Plaintiff alleges the Mayfair was forced into a double-bill policy in consequence of the combination charged, and contends that losses in excess of $100,000 were suffered by the theatre because of competition of defendant-owned theatres.

Georgia Exhibitors Reelect Thompson

Atlanta, May 11. — All officers of the Georgia Theatre Owners and Operators were reelected at the closing session of the annual convention here yesterday, as follows: J. H. Thompson, president; W. M. Snelson, chairman; O. C. Lam, Nat Williams and J. S. Tanksley, vice-presidents; John Thompson, secretary; E. D. Martin, treasurer; William H. Karrh, director.

E-L Deal for Small To Head Production Enters Final Stage

HOLLYWOOD, May 11.—Propects appear good for consummation within the next few days of negotiations by which Edward Small would take charge of Eagle-Lion production here as a ranking officer of that company.

Negotiations with Small are being conducted by Serge Semenenko, vice-president of the First National Bank of Boston, which has been financing Eagle-Lion through its parent company, Pathe Industries. Robert Benjamin, counsel for Pathe, and Arthur Krim, former president of Eagle-Lion, are participating in the discussions.

Krim tendered his resignation 10 days ago but agreed to remain with E-L until a successor is named.

Should the negotiations with Small be concluded successfully it is understood that he will be given a block of stock in the company, thus placing his participation on an ownership basis.

(*Continued on page 4*)

'Economy' Policy Blasted by Kramer

"The independent producer today is in the best position to break the rigid Hollywood 'pattern' and win back the maturer audiences who have given up moviegoing," Stanley Kramer, producer and head of Screen Plays, Inc., declared here yesterday in an address before New York University's Department of Motion Pictures.

Kramer, whose latest production, "Home of the Brave,"

(*Continued on page 4*)

20th - Fox Heads to Meet Chicago Owners

Chicago, May 11. — Executives of 20th Century-Fox from the home office will attend an exhibitor luncheon-meeting here on May 23, instigated by Illinois Allied head Jack Kirsch, in an effort to iron out local industry problems.

It will be patterned after other meetings held by 20th-Fox recently in Boston, New Haven, Philadelphia and New York. Kirsch flew to New York today for final details on the meeting and on other matters.

Reactions Delayed Here on 20th Plan

Twentieth Century-Fox's new sales policy, as enunciated by company president Spyros P. Skouras on Tuesday, was studied with interest yesterday by New York area exhibitors. Those who ventured to comment on it, however, did so with reservation, it being felt that actual experience in booking under the provisions of the new policy would serve better to equip individual exhibitors and exhibitor associations to "pass judgment."

Immediate effect of the policy statement appeared to be a reversal of the attitude of many local exhibitors who displayed hostility toward what they had supposed would be hard and fast selling methods when 20th-Fox several weeks ago chose to experiment with new procedures in the New York Metropolitan area. The company dis-

(*Continued on page 4*)

World Market Control Is Threatened: Arnall

SIMPP president Ellis Arnall came out swinging anew last night at the proposed Anglo-American film agreement, stating that he sees in the accord a threat of control of the world market by a "small group of selfish men who have usurped the rights of the majority."

Asked what definite action the Society has in mind, Arnall said that he and his associates are now studying the proposal to determine "how many 'jokers' are in it." In a prepared statement, he said in part:

"The proposed Anglo-American Film Council agreement requires all American motion picture producers to

(*Continued on page 5*)

UA Gets 18 Shorts, Another Feature

United Artists' product program was increased yesterday by 18 short subjects and another feature, UA president Gradwell L. Sears disclosed.

The company has acquired distribution rights to a series of 18 shorts entitled "Songs of America," which will be released within the next year. Produced by W. E. Wilder, the series will feature dramatic and musical presentations of Negro spirituals.

Also, UA will distribute Shirley Temple's "A Kiss for Corliss," to be produced by Colin Miller and Marcus

(*Continued on page 5*)

Reaction Here To Anglo-U .S. Plan Is Mixed

Meeting to Vote on It Experiences Delay

The trade yesterday greeted the Anglo-U. S. Film Advisory Council's program for healing the rift between the two industries with mixed reactions.

Comments from officials of the largest companies either were enthusiastic or only mildly critical. Executives of smaller companies and independent producers and their representatives are unmistakably opposed to the program.

It was learned that Motion Picture Association efforts to schedule a meeting here for tomorrow to get a vote of approval for the program were unsuccessful, ostensibly because a number of those invited pleaded other engagements but actually, at least in some cases, because executives wish to give it more study before committing their companies. Suggestions for holding a meeting early next week were not accepted either and as of last night no definite date had been agreed upon.

Eric Johnston, MPAA president, announced yesterday that the next

(*Continued on page 5*)

Shuford Resigns Ad Post at Paramount

Stanley Shuford yesterday resigned as advertising manager of Paramount in a disagreement over operational procedure. It is understood his position was that a unified department head embracing advertising, publicity and exploitation was required. He had sought that post.

Shuford joined Paramount six years ago. Prior posts included seven years in the advertising department of Warners. In 1939, he became a vice-presi-

(*Continued on page 4*)

$600,000 to 'Joan' In 6 Months in N. Y.

Walter Wanger's "Joan of Arc" completed a six months' run at the Victoria Theatre on Broadway last night with a total gross of $600,000, admission taxes excluded. The film was first to play the 1,060-seat house since it was re-built.

Urges Exhibitors to Seek U.S. Tax Repeal

Detroit, May 11. — Sam Carver, vice-president of Independent Theatre Owners of Michigan and president of Detroit Consolidated Theatres, has urged exhibitors to write their Congressmen to have the 20 per cent Federal admission tax lifted.

In a bulletin to exhibitors Carver states, "The government has eased up on many things to help the public, why not do the same to give the working man and his family a chance to go to the movies without being heavily taxed."

Frank Shea Is Named MOT Sales Executive

Frank Shea has been promoted from March of Time office manager here to national director of commercial and television sales under MOT associate producer Arthur B. Tourtellot. Shea's elevation is described as being in line with company plans for expansion in the commercial film and video fields.

The new MOT sales executive joined the organization eight years ago following a long career in the brokerage business in Wall Street, and during most of the time he has been with MOT, Shea has supervised office operations and managed certain facets of the organization's public relations.

Embleton Is Named Monogram Manager

INDIANAPOLIS, May 11.—W. K. Embleton, former salesman at the Monogram exchange here, has been appointed branch manager, succeeding Carl Harthill. Norman Linz, Film Classics salesman, has transferred to Monogram to fill Embleton's place.

Seek Police Protection

PHILADELPHIA, May 11. — The Philadelphia Theater Association has appointed a committee to confer with assistant superintendent Guy Parsons about getting back police protection for theatre managers who take box-office receipts to the bank. On the committee are Dick Brown, Sidney Samuelson and Lewen Pizer.

Exhibitor Ross Killed

CHARLOTTE, May 11.—Novie Olin Ross, operator of a motion picture theatre at Matthews, N. C., was killed and Virginia Ervin of Stony Point was critically injured yesterday near Charlotte, when Ross' car hit a telephone pole. Miss Ervin was ticket-taker at Ross' theater.

Jack Jennings, Salesman

BOSTON, May 11.—Jack Jennings, salesman here for Republic Pictures and connected with the film business for some 30 years, died here today. Funeral will be conducted from the Russell Funeral Home at Quincy, Mass., on Friday.

Personal Mention

JOSEPH BERNHARD, president of Film Classics, left here for Hollywood by plane yesterday.

•

ROBERT CLARK, executive director of production for Associated British Pictures, has arrived in Hollywood from New York and London for further conferences with Steve Broidy, Monogram-Allied Artists president.

•

NORMAN W. ELSON, vice-president of Trans-Lux Theatres, left here yesterday for a week's vacation at Cape Cod.

•

PAUL and JACK BRODER, Realart's president and vice-president, respectively, have arrived here from Detroit for board meetings.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will return here tomorrow from Atlanta and Charlotte.

•

BERNARD BROOKS, chief buyer for Fabian Theatres, has returned to New York from Albany.

•

J. J. FELDER, vice-president of Favorite Films Corp., left here yesterday for the Coast.

•

NORMAN AYERS, Warner Brothers Southern division sales manager, left here last night for Chicago.

•

STANLEY KRAMER, producer, will leave here today for Boston.

EDWARD M. FAY, Providence theatre operator, has been presented with an honorary key from Sock and Buskin, Brown University dramatic society.

•

WINSLOW ALLEN, manager of E. M. Loew's Strand Theatre, Boston, has been named manager of the Strand and Liberty theatres, Webster, Mass., succeeding the late EDWARD W. O'DONNELL.

•

CAROL BRANDT, head of M-G-M's Eastern story activities, is due back here Monday from a six-week visit to England.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, is due here from the Coast on Monday.

•

BORIS MORROS and ROBERT FLAHERTY, producers, and MRS. FLAHERTY, will sail here today for Europe on the *S. S. Queen Elizabeth.*

•

DAVID O. SELZNICK, who is here from Hollywood, plans to visit England in the near future before returning to the Coast.

•

H. S. CHASE has been appointed assistant manager of the Warners' Capitol Theatre, Willimantic, Conn.

•

ROBERT GENTNER, assistant manager of Loew's Poli Place Theatre, Hartford, has recovered from illness.

Legion Rates Six; Five Classified A-1

Six additional films have been reviewed by the National Legion of Decency, with five getting an A-1 classification and one an A-II.

In the former category are Columbia's "Make Believe Ballroom"; 20th Century-Fox's "Sand"; Paramount's "Special Agent"; Republic's "Susanna Pass"; RKO Radio's "The Window"; Monogram's "Massacre River" received an A-II rating.

Assistant Manager Held

BOSTON, May 11.—Robert Johnson, former assistant manager of the Plymouth Theatre at Worcester, is said to have admitted to police taking $1,750 of the theatre's receipts and ending up in Florida with $1.08, was held in Worcester District court in $3,000 bail. The case was continued to May 20. Johnson pleaded guilty to two counts of larceny and not guilty to abducting a waitress who accompanied him to Florida.

Huston Receives Award

One World Award presentation dinner and ceremonies were held in the Hotel Plaza here last night, and was climaxed by the presentation of the One World Flight Award to John Huston, whose "We Were Strangers," Columbia, is currently at the Astor Theatre. Huston was given the award for motion pictures. Others on the dais were Howard Dietz, S. P. Eagle, Irving Lesser and Seymour Poe.

Paramount Books 2 Into B.&K. Loop Runs

CHICAGO, May 11.—Paramount's "El Paso" will open at Balaban and Katz's Roosevelt Theatre in the Loop starting May 18, and "Connecticut Yankee in King Arthur's Court" starts at the Chicago on May 27. Last Paramount production to play the Loop was "Whispering Smith," at the Chicago, opening last March 18. The gaps in Paramount pictures at the Loop theatres of its circuit affiliate is due to the company's releasing only 20 films for the season.

Ends Apollo Career

CHICAGO, May 11.—The Balaban and Katz Apollo Theatre, at Clark and Randolph Streets, downtown, closed last night for the final time. The house, operated since 1934 by B. and K., was erected in 1856 as a legitimate theatre. It will be razed to make way for a bus terminal. Final bill was "Since You Went Away," Eagle-Lion.

$1,440,695 Pathe Loss

A net loss of $1,440,695 for 1948 is reported by Pathe Industries, parent company of Eagle-Lion. The report states that $1,762,410 was written off as "excessive cost of production of Eagle-Lion features," and that $417,549 was the deferred advertising expense relating to those written-off features, with adjustments applicable to prior years.

Fifty at Paramount Pittsburgh Meeting

PITTSBURGH, May 11.—Second of Paramount's five divisional sales meetings will convene in the William Penn Hotel here tomorrow with Harry H. Goldstein, Mid-Eastern division manager presiding. It will continue through Saturday; 50 will attend.

The sessions here will be attended by Paramount home office executives Adolph Zukor, chairman of the board; A. W. Schwalberg, general sales manager; E. K. (Ted) O'Shea, assistant sales manager; Oscar Morgan, sales manager of short subjects and Paramount News; Stanley Shuford, advertising manager, and Fred Leroy and Richard Morgan.

Also attending the sessions will be the following: From Philadelphia: Ulrik F. Smith, John Bergin, Herman Rubin, Clement Rech, John Kane, Francis Rodgers, Ralph Garman and William F. Brooker. From Washington: Albert Benson, Herbert Thompson, George Kelly, Russell Ricker, John Bryan, Robert Cunningham, Jack Howe and J. Maxwell Joice. Pittsburgh: David Kimelman, William Brooks, Robert Caskey, Charles Mergen, Harry Passarell and Leo Wayne. Cleveland: Saul Frifield, Thomas Irwin, John Gardner, Aaron Wayne, George Bressler, Howard Roth and Jack Levine. Cincinnati: James J. Grady, Vincent Kramer, Fred Myers, William Meier, James Doyle, Virgil Miller and John Rodman. Detroit: Hilland E. Stuckey, John Himmelein, Robert Lamb, Jack Thompson, Jack Young, T. L. Henrick and John Gentile.

Schwalberg has scheduled meetings in Chicago, May 16-18; Dallas, May 19-21, and Los Angeles, May 23-25.

Herrell Transferred, Foley Is Promoted

Bob Herrell has been transferred from the Realart Des Moines exchange to Kansas City as branch manager. Dorothy Worneke, former booker for Universal in Kansas City, has been appointed head booker by Herrell.

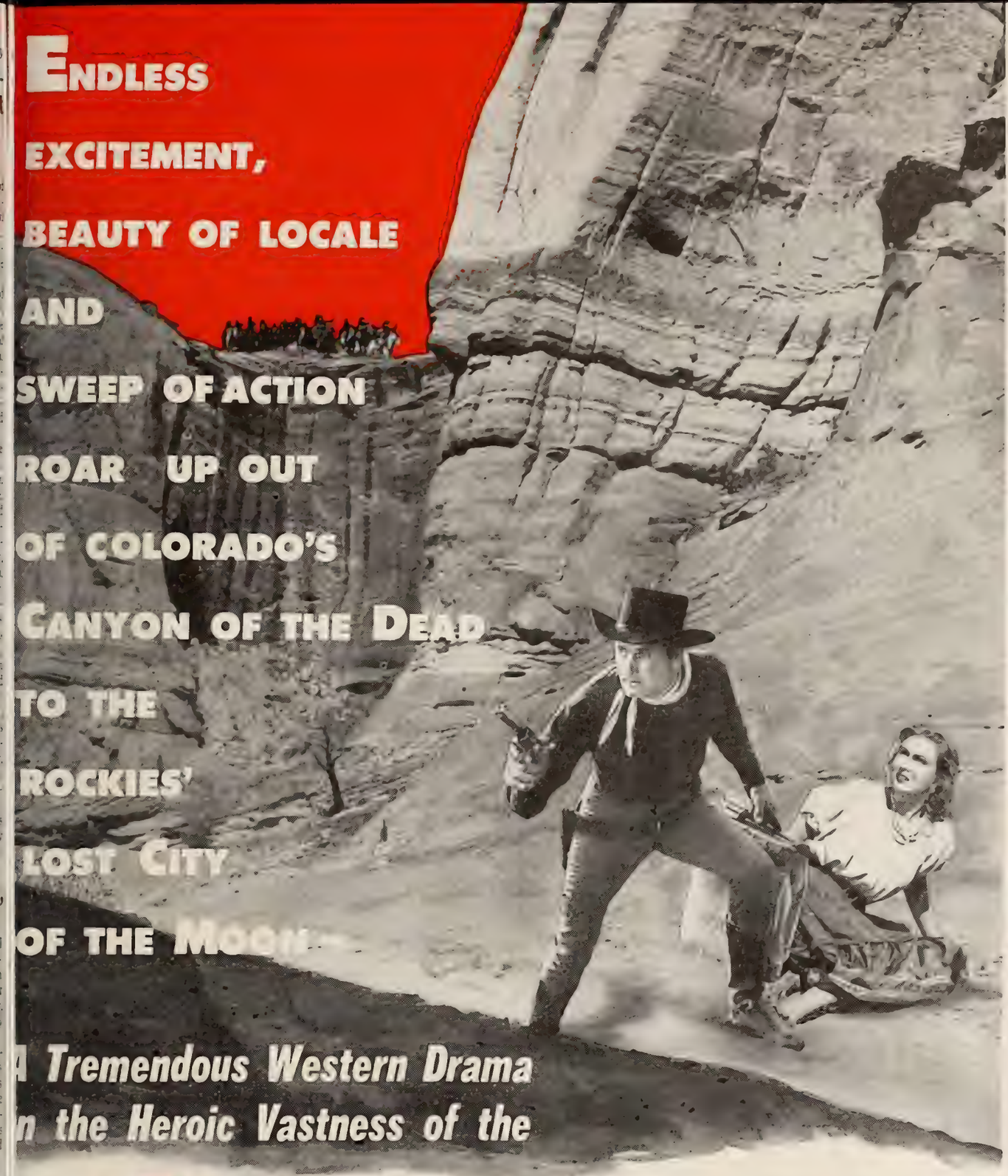
Joe Foley, formerly with 20th-Century Fox and Eagle-Lion, has been appointed manager in Des Moines, replacing Herrell. Helene Jacobs, former secretary in the Universal exchange in Des Moines, has been appointed by Foley as head booker in Des Moines.

Mandel Named Head Of Chicago Variety

CHICAGO, May 11.—Irving Mandel, local Monogram head, has been named chief barker of the local Variety Club, Tent No. 26, due to recent death of Henri Elman, former chief barker. With Mandel having been assistant chief barker, the appointment is automatic.

A meeting has been scheduled for Tuesday by Jack Kirsch, Allied Illinois head, for Variety Club directors and members, to establish a Henri Elman memorial at the Jackson Park Larabida Sanitarium, chief charity of Variety here.

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COLORADO TERRITORY

ILL BE **TRADE SCREENED MAY 16** BY **WARNER BROS.**

"COLORADO TERRITORY" STARRING JOEL McCREA • VIRGINIA MAYO Directed By RAOUL WALSH Written by John Twist and Edmund H. North
Produced By ANTHONY VEILLER

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

E-L, Small Deal

(*Continued from page* 1)

Semenenko is in daily communication with Robert R. Young, principal Pathe stockholder, on the progress of the negotiations and a deal could be consummated without Young coming to Hollywood from New York, where he arrived today from White Sulphur Springs, W. Va.

In addition, William MacMillan, who arrived late last night, is sitting in on the discussions as a personal representative of Young.

Indications are that Small would not be named president of E-L but that a new top executive for the company would be named who would run the distribution end from New York headquarters. It is reliably learned that closing of the deal with Small would be followed by immediate reopening of the E-L studio, closed since last November, with new financing assured for production purposes.

Negotiations are expected to be completed or abandoned within a few days.

Eagle-Lion Will Let Out 11 Under 'Stagger' Plan

Pending settlement of questions, financial and otherwise, relative to the company's future, Eagle-Lion has decided to dispense with 11 home office publicity and clerical employes under a "stagger system."

The plan calls for the dropping weekly of one or two of the 11, although if definite arrangements for the company's future are made before all have left some may be retained. The 11 have received notices indicating dates on which the termination of their employment is to be effective.

Griffith Manager Says His Houses Better

OKLAHOMA CITY, May 11.—C. E. McSwain, manager of three Griffith houses at Plainview, Tex., told Federal Judge Edgar S. Vaught today why the circuit is a preferred customer of major distributors, attempting to show through his testimony that each of his houses produces more money than the competing State, operated by Price Holland.

Other witnesses appearing for the defense today were C. A. Gibbs, Columbia exchange manager here; Dudley Tucker, Jr., and James Allen Smith, both Columbia salesmen.

Canada Would Have Own Film Council

HOLLYWOOD, May 11.—Motion Picture Industry Council chairman Cecil B. DeMille reports that the Canadian film industry has petitioned him for information and guidance in forming its own council with a similar format and objectives. The Canadian industry group centering in Toronto heads the movement.

Set Palace Stage Show

The New York RKO Palace's first vaudeville show with a feature has been set and will start on Thursday, May 19. There will be eight acts: the feature will be 20th Century-Fox's "Canadian Pacific," in Cinecolor, starring Randolph Scott. The acts will include Mage and Kerr, The Chords, The Marvellos, Cook and Brown, Norman Evans, Jerry Wayne, Lorraine Rognan, and Dolinoff and the Ray Sisters.

Reviews

"The Lady Gambles"

(Universal-International)

A NEW and vigorous motion picture theme is tapped in "The Lady Gambles," a story of the corrupting effects of impulsive gambling on an individual. Barbara Stanwyck, fresh from her melodramatic success in "Sorry, Wrong Number," portrays here the psychically disturbed lady who cannot control her desire to toss dice or play cards. The picture is hard-hitting and effective entertainment. By no means does it attempt to glamorize the gambling addiction, but the nature of its theme makes it adult fare. Others who round out the cast are Robert Preston, as her husband, and Stephen McNally, a gambling casino owner.

While in Las Vegas with her newspaperman husband Miss Stanwyck gets her first taste of gambling. In time she becomes impossibly addicted to it. Gradually, her marriage breaks up and she descends swiftly and steadily. The film unfolds through the flashback technique from a hospital where Miss Stanwyck winds up after receiving a severe beating from some of her sleazy gambling companions. It is here that Preston comes back to help her. The psychiatric nature of Miss Stanwyck's disturbance is explained to her by a doctor and thus the way is paved for her to climb back to health with the aid of her husband.

Others in the film are Edith Barrett, as a sister who exerts an unhealthy influence upon Miss Stanwyck; and John Hoyt, the doctor. Michael Kraike produced and director Michael Gordon handled the explosive material competently. Roy Huggins did the screenplay which was adapted by Halsted Welles from a story by Lewis Meltzer and Oscar Saul.

Running time, 99 minutes. Adult audience classification. For May release.

MANDEL HERBSTMAN

"The Judge Steps Out"

(RKO Radio)

THE title of this Michel Kraike production is somewhat misleading in its suggestion of gaiety. Actually a mild comedy-drama with wistful overtones, "The Judge Steps Out" comes as a pleasant respite from the blood-and-thunder and muscular dramas that have been enlivening the screen lately. Co-starred are Alexander Knox, who shared in the writing of the script, and Ann Sothern whose role is a distinct departure from her "Maisie" characterizations.

The screenplay, co-authored by director Boris Ingster, deals wtih a Massachusetts probate court judge who takes a quite accidental vacation from the cares of the bench and his social-climbing wife and daughter. On the advice of a friendly physician, the jurist (Knox) takes to the highway and ultimately finds a life of longed-for tranquility as a short-order cook in a California roadside restaurant owned by Miss Sothern who is intent on adopting beguiling little Sharyn Moffett, an orphan. Knox and Miss Sothern, both having spent lonely lives, find themselves drawn into a bond of love. Intent on getting a divorce, Knox returns to Boston only to find his wife and now married daughter transformed into surprisingly warm and human people. The final scenes wherein the judge is forced to choose between his former and his new-found life should dampen the eyes of women in the audience. With Miss Sothern helping him to decide he returns to his welcoming family and a new career as a Supreme Court justice.

"The Judge Steps Out" rates good playing time, beginning with top first-runs. But it may require some solid selling to put it across, for it seems to lack those outward qualities that usually carry a picture over the market's initial hurdles. A supporting cast which complements well the appealing performances of the principals includes George Tobias, Florence Bates, Frieda Inescort, Myrna Dell, Ian Wolfe, H. B. Warner, and others.

Running time, 91 minutes. General audience classification. For June release.

CHARLES L. FRANKE

Para. Considering Frisco Stage Shows

SAN FRANCISCO, May 11.—Edward L. Hyman, vice-president of Paramount Theatres Service Corp.; Si Siegle, controller, and Selig Seligman, have been here conferring with theatre executives and distributing companies on the future entertainment policy of local Paramount houses, which are headed by Jerry Zigmond. The possibility of a resumption of stage shows is being considered and was discussed at length.

Intermountain Theatres at Salt Lake City is scheduled to be the next stop on their inspection-conference tour.

Loew's Books Reissues

"Captain Caution" and "Captain Fury" are booked to play Loew's New York metropolitan circuit. These reissues, handled by Favorite Films, played neighborhood houses throughout the country about two years ago.

'Greater Economy'

(*Continued from page* 1)

will open at the New York Victoria Theatre today, blasted the industry's recent "greater economy and better pictures policy."

The big studios' current nervousness, he said, is based on "the Lost Tribe of motion picture customers who, dispensing with the popcorn palladia habit, have disappeared from the scene, leaving panic in their wake. Where they have gone, what they do, at whose wicket they deposit their shekels—these questions pose a substantial problem for the production pharoahs responsible for the hegira."

After breaking down "hypothetical reasons" which Hollywood executives give each other for lost box-office returns, such as television, lack of foreign markets, high salaries ("meaning the other guy's"), censorship, Kramer told his listeners, "they blame everyone and everything but themselves."

20th-Fox Plan

(*Continued from page* 1)

continued credits and adjustments here, but resumed those practices after a short period.

Official comment on the policy could not be made by two local theatre associations due to the absence from the city of Theatre Owners of America president Arthur H. Lockwood and executive director Gael Sullivan and Allied Theatre Owners of New Jersey president Edward Lachman. New York Independent Theatre Owners Association leaders held a closed meeting to discuss the policy statement. The three organizations recently individually criticized 20th-Fox's announced intention of revising film rentals upward.

The company's statement of policy contained no reference specifically to increased rentals. Some representatives of exhibition interests here said yesterday that they believed increased rentals would remain the goal of the company, but they also expressed satisfaction that the company's statement "appears to leave the door ajar" for negotiating rental terms.

The company issued its policy statement following a two-month study of market conditions by 20th-Fox vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld. Marked by a number of meetings with exhibitors in various sections of the country, the trio's study had for its aim the benefitting mutually of exhibition and distribution revenue.

ITOA Forum Today On 20th's Policy

An "open forum" discussion of 20th Century-Fox's newly established sales policy will be held here today under the sponsorship of the New York Independent Theatre Owners Association at the organization's regular monthly luncheon-meeting in the Hotel Astor, it was announced late yesterday by Harry Brandt, ITOA president. Brandt said 20th-Fox executives Spyros P. Skouras, Al Lichtman, Andy W. Smith, Jr., Charles Einfeld, Martin Moskowitz and Sam Shain have accepted invitations to attend the luncheon-meeting.

Shuford Resigns

(*Continued from page* 1)

dent of the Biow Company and later joined Lord and Thomas, advertising agencies. In 1941, he joined the RKO Radio advertising department, resigning a year later.

His future plans will be determined shortly.

It is reported that Max Youngstein, vice-president of Eagle Lion in charge of advertising-publicity, will be appointed director of Paramount advertising-publicity in the near future. Paramount officials would neither confirm nor deny the report yesterday.

Babb Cuts Rentals On 'Lawton Story'

HOLLYWOOD, May 11.—A voluntary reduction of 10 per cent in film rentals for "The Lawton Story" and a refund to exhibitors who have played the film on 50-50 rental terms have been announced here by Kroger Babb, president of Hallmark Productions.

At the same time Babb disclosed a 25 per cent increase for Hallmark agents in the field.

Anglo-US Plan

(*Continued from page* 1)

meeting of the Anglo-U. S. Council will be held here on June 2 and 3. Johnston made the following statement concerning the first Council meeting, held in Washington on April 21 and 22:

"The Washington meeting has had a salutary effect in bringing about a better understanding and appreciation of our mutual problems and in removing many of the misunderstandings which have accumulated over the past two years," said Mr. Johnston.

"We have decided as a continuing policy to talk out our differences around the table instead of fighting them out in the headlines and to use the Council machinery for this purpose.

Marks Milestone

"If nothing more had been accomplished, that in itself would have marked a major and significant milestone on the road to better and more harmonious relationships between the British and American industries.

"In Washington we discussed a wide range of problems of common interest, including the British film quota, the earnings of British motion pictures in the United States, and the playing time of American feature pictures in the three large British theatre circuits.

"We also considered a number of cooperative projects to promote the common good of both industries. Among these were a joint advertising program to stimulate motion picture attendance in the United Kingdom and throughout the world; participation in film festivals with the objective of having one annual film festival as world-wide in scale as the Olympic games; and exchange of technical skills and technical information for the improvement of production techniques in both countries.

"At the June meeting we shall consider the problems in more detail to try to work out agreements that will be mutually beneficial to all in both industries."

Subject to Approval

Any agreements reached by the Council, Johnston emphasized, are subject to approval by members of the British Film Producers Association and the Motion Picture Export Association before becoming effective.

It was pointed out elsewhere that in addition to the approvals cited as necessary by Johnston, that of the British government is also required on the matters affecting changes in the British film quota and remittance laws, included in the agreement.

The British members of the Council stated specifically that they could make no commitment on those matters until they had discussed them with their government.

Those who applauded the program contended that it is the first and best promise of relief for the American companies from the quota and remittance regulations imposed by Britain and is a continuing formula for better relations between the British and American industries for the future. Some of its champions also admitted frankly that they liked it because the provision for dating 100 American "A" features annually on the three major British circuits promised them a better break than they have been getting.

Critics of the program said that the phases promising Anglo-American cooperation in the film markets of the world smacked of cartelization. Others opposed the subsidy of British production by the American industry which proposes to guarantee payments to British film producers out of unremittable sterling in England.

The basis for computing the amount to be paid is the earnings of British films in America during the year ending June 1, 1949, plus one of two alternatives: either 20 per cent more than British gross film earnings in the United States, or 33⅓ per cent more than British net remittables for the same period.

Critics See Retreat

That provision, together with the acceptance of the principle of even milder quota and remittance regulations in Britain, make the program a retreat from American principles of free enterprise and open markets that Johnston and the American industry have been preaching for years to Britain and to the U. S. State Department in opposing the British restrictions, critics asserted.

Many individuals sided with Ellis Arnall, president of the Society of Independent Motion Picture Producers, who contends the program carries with it long term disadvantages and dangers.

The subsidy contemplated for British producers, critics said, could amount to $3,600,000 to $4,000,000 the first year, and more or less than that, depending on British film earnings here in later years.

IMPORTANT NOTICE
to the Motion Picture Trade

TRANS-CONTINENTAL FILMS, Inc. formerly at 243 West 56th St., announce the removal of their offices to

723 SEVENTH AVENUE
Suite 703
NEW YORK 19, N. Y.
Tel. PLaza 7-6844

and further announce that

TRANS-CONTINENTAL FILMS, INC. J. A. Cordero, President, established in 1942 and incorporated in 1945, has absolutely no connection with

"Transcontinental Productions,"

a new firm with which we have been erroneously confused.

J. A. Cordero, Pres.

TRANS-CONTINENTAL FILMS, Inc.
723 SEVENTH AVE. - PLaza 7-6844

Wilson, Press Cool

(*Continued from page* 1)

ed in content, with no indication that the government looked with favor on the agreement.

French was clearly on the defensive throughout the press conference and endeavored to maintain that the attendance of the three British representatives, himself, Rank and Korda, was a demonstration of British goodwill, out of which good inevitably develops. He appeared chagrined at the skeptical reaction of the press.

French did not disclose that he and Rank had entertained W. R. Fuller, head of Cinematograph Exhibitors Association, at dinner last night where Fuller was told of the plan to give American films greater playing time on the Rank circuits without Rank achieving equivalent reimbursements in American screenings.

That the American companies would compensate Rank out of unremittable sterling earning demonstrates, in the view of some informed exhibitors, the cynical nature of the proposed agreement.

In reply to a question, French admitted that the American unit booking plan hits the Rank circuits hard and agreed that it might be abandoned if and when the new agreement is signed. He also admitted that there is no definite plan whereby American screenings of British films would be stimulated.

British exhibitors in general have not been informed on details of the agreement, nor are they particularly concerned. Their only preoccupation is to reduce the quota and Fuller has taken steps to demonstrate that the Washington meeting has no effect upon the present quota. The quota, say exhibitors, is doomed to failure through inevitable defaults in the volume of British production. Independent producers and exhibitors commenting on the Washington plan are agreed upon this. They see the Washington talks as designed to aid Rank and Korda in their present financial difficulties.

Officials of the BOT were caustic in their comments on French's claim for a victory at the Washington conference. Their position is that the BOT is entirely unconcerned and undisturbed by the proposed agreement.

UA Gets 18 Shorts

(*Continued from page* 1)

Loew, 2nd. Richard Wallace will direct. "Kiss and Tell" will go before the cameras this summer in Hollywood.

Meanwhile, in Hollywood, yesterday, Samuel Bischoff announced the formation of Samuel Bischoff Productions, which, as previously reported, is committed to produce 25 features in five years at five per year for United Artists distribution. Maurice Revnes, formerly with M-G-M, will be Bischoff's assistant and story department head. Other departmental posts will be headed by individuals presently associated with the producer.

Arnall Sees Threat

(*Continued from page* 1)

give up their freedom of action and their competitive business opportunities. As such agreements following the same pattern are effectuated with other countries, the world market for American motion pictures will be under the complete domination of a small group of selfish men who have usurped the rights of the majority.

"The Society of Independent Motion Picture Producers has always stood firmly for the principle that there must be no discriminatory taxation of American pictures to build up the British industry. When the Society participated in the negotiation which resulted in the 1948 Anglo-American film agreement, it was able to force recognition of this basic principle.

"Now, however, that a few representatives of the major companies have arrogated to themselves the authority to deal in secret for the entire industry, they have bartered away this fundamental principle for immediate dollars for their companies with no consideration of the effect upon American motion pictures as a whole.

"The secrecy and hush-hush attitude which surrounded the meetings of the so-called Anglo-American Film Council are now understandable. It was an attempt to substitute private cartelization for what should be government action."

Stage Shows for Shubert

CINCINNATI, May 11.—The 2,150-seat RKO Shubert, which has been playing straight films for several years, will switch to stage shows and pictures on June 20. It is understood that the new policy will continue indefinitely.



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IT HAPPENS EVERY SPRING
THE BEAUTIFUL BLONDE FROM BASHFUL BEND
MR. BELVEDERE GOES TO COLLEGE
CANADIAN PACIFIC · THE FAN
MOTHER IS A FRESHMAN
THE FORBIDDEN STREET
THE SNAKE PIT · YELLOW SKY
A LETTER TO THREE WIVES
DOWN TO THE SEA IN SHIPS

There's No Business Like 20th CENTURY-FOX Business!

"Give your support to the United States Savings Bond Drive May 16-June 30. Be a modern forty-niner."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 94 NEW YORK, U. S. A., FRIDAY, MAY 13, 1949 TEN CENTS

Withdrawal of Ascap Appeals In N. Y. Looms

U. S. Pact Might Allow Dealing With Producers

Appeals pending in the restraint-of-trade action against the American Society of Composers, Authors and Publishers in the New York Circuit Court of Appeals may be withdrawn upon consummation of new consent decree discussions between the Society and the government, which have been in progress for several weeks.

Ascap's apparent aim is the adoption of a revised version of its 1940 decree with the Department of Justice under which it could collect public performance fees for members' music from film producers in a manner which would not contravene the adverse Federal Court opinions in both New York and Minneapolis. Producers in turn would add the charges to film rentals.

Ascap believes it could act merely as a collection agency for its members, with their compositions licensed to the

(*Continued on page* 10)

Paramount Quarter Net is $5,675,000

Paramount estimates its earnings for the first quarter ended April 2, 1949 at $5,675,000, after all charges, including estimated provision for taxes on income. This amount includes $1,429,000 representing Paramount's net interest as a stockholder in the combined undistributed earnings for the quarter of partially-owned non-consolidated subsidiaries. Earnings for the quarter ended April 3, 1948 were $7,760,000, including $1,846,000 of undistributed earnings of partially-owned subsidiaries, and

(*Continued on page* 10)

'Life' Can't Find Answer to 'Crisis'

Life magazine in this week's issue will publish the first results of its study of the motion picture, according to *Motion Picture Herald*. The three-page story, signed by Eric Hodgins, who is conducting the "round table," is headed "What's With the Movies," and ventures no further than that. It reports that the *Life* editors have held

(*Continued on page* 10)

State, Municipal Governments Have Joint Tax Program

WASHINGTON, May 12. — Representatives of leading associations of state and city officials have worked out a joint tax program to present to the U. S. Treasury, with a key plank calling for the Federal government to withdraw from the admission tax field in favor of states and municipalities.

The program was worked out at a meeting here of representatives of the American Municipal Association, the U. S. Conference of Mayors, Council of State Governments, National Association of County Officials and the National Federation of Tax Administrators. It will be forwarded to Treasury Secretary Snyder probably next week and will be the talking point when representatives of these organizations meet again with Treasury officials late this month or next.

The groups met with Treasury spokesmen at the end of April, but

(*Continued on page* 10)

U. S. Rank Board Elects Peyser

Seymour Peyser, New York lawyer, has been elected to the board of directors of the J. Arthur Rank Organization, U. S., and has been made secretary of the corporation. Peyser is a member of the law firm of Phillips, Nizer, Benjamin and Krim, motion picture industry law firm.

The board of directors of the Rank Organization has reelected the following officers: J. Arthur Rank, chair-

(*Continued on page* 10)

Seek Vote Today on Anglo-U. S. Program

A special meeting of the Motion Picture Export Association has been arranged for noon today at the Harvard Club here to seek approval of the proposed program advanced by the Anglo-U.S. Film Advisory Council.

Details of the program were given to MPEA members on Tuesday and their reactions will be canvassed at today's meeting. Indications are that some top-ranking executives will be absent inasmuch as the meeting was scheduled despite their notification that they would be unable to attend.

Sears to London on Sale of Odeon Stock

Gradwell L. Sears, president of United Artists, will leave here on Sunday for London where he will consult with Arthur W. Kelly, executive vice-president, on sale of the company's stock interests in the Odeon circuit, which is controlled by J. Arthur Rank.

Possible deals were taken up by the UA board yesterday at a special meeting here. Following consultations with Kelly, Sears will report back to the directors.

Any transaction apparently would be largely contingent on how UA could derive immediate monetary benefits, that is, either obtaining permission to convert the proceeds of the sale into dollars or else put the British pounds to use.

$10,371,000 1st Quarter Film Company Dividends

WASHINGTON, May 12.—Publicly-reported cash dividends of motion picture companies during the first quarter of 1949 totaled $10,371,000, compared with $13,171,000 during the same 1948 period. In 1947, when film dividends first hit an all-time high, the first quarter figure was $12,752,000. The March, 1949, figure exceeded payments in March, 1948.

Commerce officials recalled that each year their preliminary month-by-month reports do not include a February dividend by Stanley Co., which reports late. This figure is included in the final year-end revision, and since it amounts to about $1,800,000, it

(*Continued on page* 10)

Warner Product for N. Y Music Hall

A number of Warner Brothers pictures, beginning with the Technicolor production, "Look for the Silver Lining," are to play Radio City Music Hall. "Silver Lining" will follow "Edward, My Son." Other pictures will probably include "Under Capricorn," "Beyond the Forest," "Glass Menagerie" and others.

ITOA Voices Confidence In 20th Plan

Lichtman, Smith Explain It and Answer Questions

A large segment of the New York exhibitors who a few weeks ago sharply assailed preliminary policy pronouncements by 20th Century-Fox sales executives, did an about-face here yesterday in consequence of an open forum exhibitor luncheon-meeting at which company executives explained the new sales policy enunciated recently by 20th-Fox president Spyros P. Skouras. The exhibitors voiced recognition of what they termed "clear and intelligent thinking on the part of 20th-Fox," and expressed "a feeling of elation that the plan will work."

Some 150 persons—mostly exhibitors—attended the meeting which was held at the Hotel Astor here under the sponsorship of the New York Independent Theatre Owners Association. Acting as spokesmen for the organization were ITOA president Harry Brandt and film committee

(*Continued on page* 10)

20-50% Range for 20th Sliding Scale

Twentieth Century-Fox's new "sliding-scale" formula will have a basic film rental range of 25 to 50 per cent "in one per cent steps," distribution vice-president Andy W. Smith, Jr., told yesterday's open forum exhibitor meeting here sponsored by the New York Independent Theatre Owners Association. For "hardship" cases, the minimum could be set at 20 per cent, 20th-Fox vice-president Al Lichtman said later in reply to a question from the floor.

Smith explained that the basic fig-

(*Continued on page* 10)

20th Policy Parley Slated by Kirsch

Leaders of Allied units in various parts of the country will be invited to the Chicago exhibitor luncheon-meeting which Illinois Allied president Jack Kirsch plans for May 23 to discuss with 20th Century-Fox executives that company's new sales policy.

This was reported here yesterday

(*Continued on page* 10)

Personal Mention

MAURICE A. BERGMAN, Universal-International Eastern advertising-publicity director, left here yesterday for Kansas City for the opening of the U. S. Treasury's "Opportunity Savings Bond Drive."

•

SARAH CHURCHILL, eldest daughter of WINSTON CHURCHILL, arrived here yesterday from London by way of Canada to aid in the premiere of J. Arthur Rank's "All Over the Town," in which she is co-starred with NORMAN WOOLAND.

•

PAUL PINE, deputy chief of the European Command Motion Picture Service since May, 1947, will return to the United States from Nurnberg, Germany, upon the completion of his contract.

•

WILLIAM B. ZOELLNER, M-G-M short subjects and reprint sales manager, has returned to New York from Oklahoma City.

•

CLIFF LEWIS, Argosy Pictures publicity director, will leave here today for the Coast, with a stopover at Chicago.

•

CLIFTON WEBB and RICHARD DE ROCHEMONT, March of Time producer, are scheduled to sail tomorrow for Europe aboard the *S.S. America*.

•

HARRY MERSEY, head of the print department at 20th Century-Fox, is convalescing at St. Peter's Hospital, Brooklyn, after a recent operation.

•

BILL BROWN, manager of Loew's Poli-Bijou at New Haven, and MRS. BROWN will celebrate their 31st wedding anniversary on Monday.

•

GLADYS HORNE, wife of DAVID D. HORNE, Film Classics foreign sales manager, is in Women's Hospital here for an operation.

•

STANLEY KRAMER, producer, will leave here today for the Coast with a one-day stopover at Chicago.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, is planning a trip to the Coast next month.

•

UDA B. ROSS, Westrex Latin America manager, has left New York for a tour of his territory.

•

RUDOLPH BERGER, M-G-M Southern sales manager, has left Washington for a tour of branches in his territory.

Youngstein Post at Para. Reported Near

Announcement of Max Youngstein's appointment to head Paramount advertising-publicity is expected early next week. Youngstein, who is vice-president in charge of advertising-publicity for Eagle-Lion, reportedly will start at Paramount on May 31. He is expected to visit the department next week for a preliminary survey.

Insider's Outlook

By RED KANN

THE dove of peace flapped its wings dutifully along about three o'clock yesterday afternoon signalizing the burial of the hatchet between the ITOA of New York and 20th-Fox. Uncomplimentary references of record about hatchetmen were interred at the same time and ostensibly for all time hereafter.

The scene was the Hotel Astor. The occasion was an open forum, arranged by the ITOA to discuss with 20th-Fox's Al Lichtman and Andy Smith their company's new sales policy. With cartoon and invective still fresh in the historical background of this situation, the explosive possibilities were obvious. They never developed, and the cause of sweet reasonableness thereby was well served.

■

Lichtman covered familiar ground and broke little that was new.

Max A. Cohen, chairman of the ITOA film committee, asked prepared questions and got satisfactory replies chiefly from Smith, with an occasional clarifying assist from Lichtman. Cohen found "signs of clear and intelligent thinking" on 20th-Fox's part, plus indications of a desire to improve relationships with exhibitors.

Harry Brandt, ITOA president, believed the new policy will work provided—and here he placed his emphasis—all that the two distributor officials declared would be observed. He was confident it would since "both are men of high honor."

On the assumption that, since no penetrating questions were advanced from the rank-and-file, Brandt had to assume—and did—that satisfaction with the plan, which was made available in printed form, was general.

But Fred Schwartz, president of Metropolitan Motion Picture Theatres Association, broke his silence sufficiently to have it understood he was reserving the right to reject the policy in whole or in part as he negotiated.

For the ITOA, Brandt assumed the same position.

■

The forum was interesting because it may be accepted as the pattern set for future face-to-face discussions between 20th-Fox executives and other exhibitor groups.

The attitude reflecting the distributor's position was one of cooperation with the exhibitor. Perhaps a determined kind of cooperation in the interest of a greater return, which is what the shooting has been all about, but cooperation nevertheless.

Moreover, as Smith made clear, the new policy is basic. Because it deals with the broad fundamentals of the course 20th-Fox has set for itself, it cannot answer all problems. Because it cannot answer all problems, certain phases, currently unknown, may prove unworkable. If so, these phases will be changed.

"We don't know," Smith observed.

■

This is a forthright as well as a reasonable approach. It seems to us that fair-minded exhibitors should mark it well and lend an ear until events or experience indicates otherwise.

No one, least of all 20th-Fox itself, can foretell in unchallengeable accuracy how clearances can be shortened so that dead time between runs may be reduced. Or what will show up in this territory or that on the plan of introducing multiple runs in first and subsequent runs.

These and other major planks in the policy are clearly experimental on a national level. They suggest benefits for some, perhaps for the majority of exhibitors. They also suggest inequities for others. But if there is to be progress in distribution, someone has to brave it.

The impression at this point is that 20th-Fox intends trying. You cannot be ruled off for that.

Johnston Speech Dates

WASHINGTON, May 12.—MPAA president Eric Johnston will discuss motion pictures in relation to education at the Parent-Teachers Association convention in St. Louis on Monday night. Wednesday he will talk in Shreveport, La., and probably will not return to Washington until the following week.

Buffalo Bond Meeting

BUFFALO, May 12.—All branches of the Buffalo area motion picture industry met yesterday to discuss plans for their "Opportunity Savings Bond Drive," May 16-June 30. Jack Brenner, representing the Treasury Department, and William H. Douglas, Erie County chairman, addressed the gathering.

Governor Presides At 'Spring' Premiere

ANN ARBOR, Mich., May 12.—Virtually the entire 25,000 population of this college town turned out tonight to witness a premiere promotion as Governor C. Mennen Williams of Michigan, city officials and other notables honored Michigan University's vice-president emeritus Shirley W. Smith at the opening of 20th Century-Fox's "It Happens Every Spring" at the Michigan Theatre.

Smith, who wrote "The Sprightly Adventures of Professor Simpson," shared honors with scenarist Valentine Davies who adapted the Smith story to turn it into "It Happens Every Spring."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION



J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release





V-108

DANA ANDREWS - MAUREEN O'HARA
"FORBIDDEN STREET"
A 20th Century-Fox Picture
On Variety Stage — DICK HAYMES, Others
On Ice Stage — "RHAPSODY"
Starring ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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What's keeping him up?!!!!.....

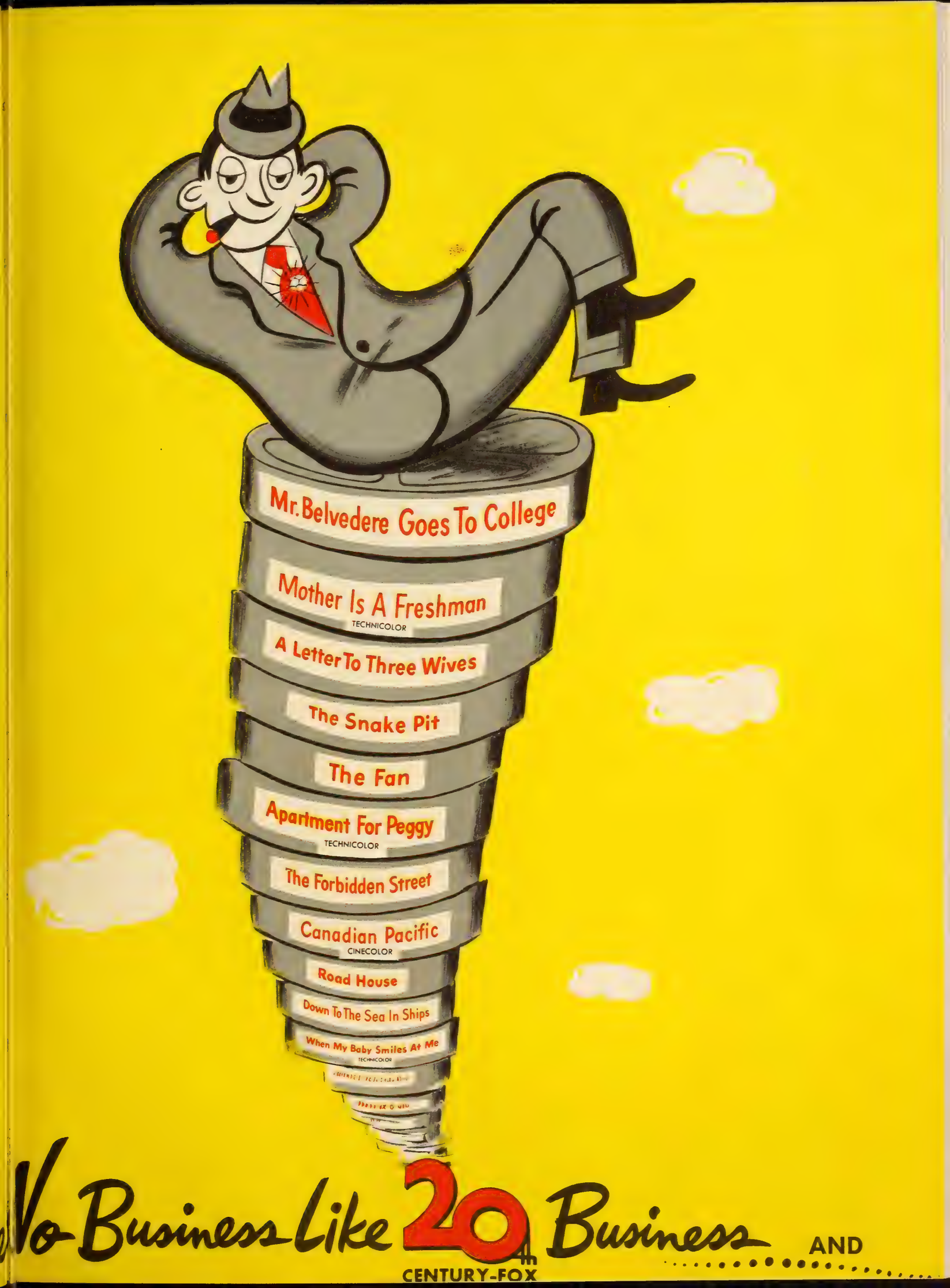


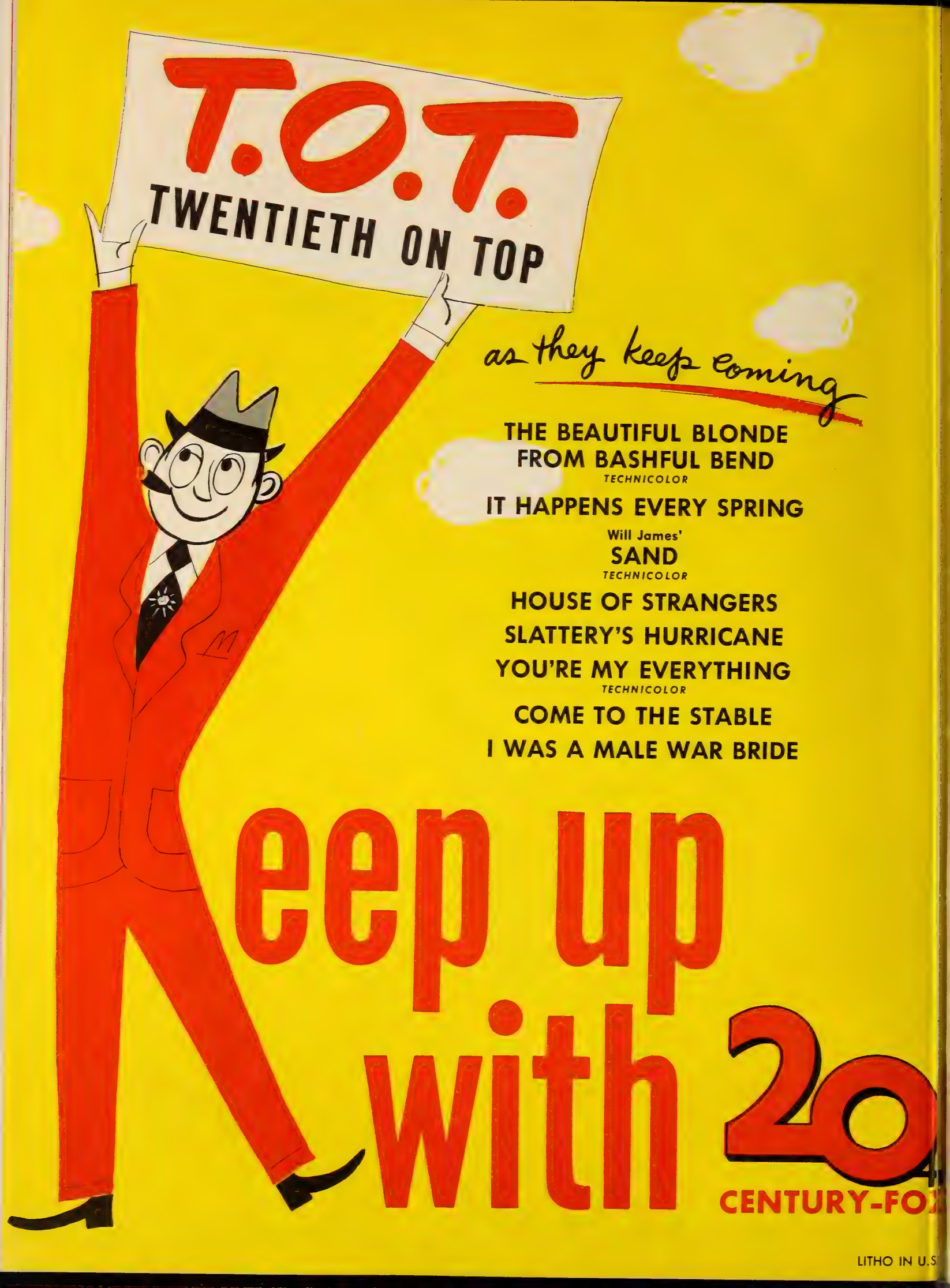
He's On Top—

BACKED BY THE HARDEST WORKING ORGANIZATION IN THE INDUSTRY

HE KNOWS AND HIS BOOKS SHOW

There


Mr. Belvedere Goes To College
Mother Is A Freshman
TECHNICOLOR
A Letter To Three Wives
The Snake Pit
The Fan
Apartment For Peggy
TECHNICOLOR
The Forbidden Street
Canadian Pacific
CINECOLOR
Road House
Down To The Sea In Ships
When My Baby Smiles At Me
TECHNICOLOR
No Business Like 20th Business AND
CENTURY-FOX


T.O.T.
TWENTIETH ON TOP
as they keep coming
THE BEAUTIFUL BLONDE
FROM BASHFUL BEND
TECHNICOLOR
IT HAPPENS EVERY SPRING
Will James'
SAND
TECHNICOLOR
HOUSE OF STRANGERS
SLATTERY'S HURRICANE
YOU'RE MY EVERYTHING
TECHNICOLOR
COME TO THE STABLE
I WAS A MALE WAR BRIDE
Keep up with 20
CENTURY-FO

LITHO IN U.S.

MPIC Acts on Frozen Funds, Reissues

HOLLYWOOD, May 12.—Motion Picture Industry Council last night appointed Y. Frank Freeman, Oliver Garrett, Roy Brewer, Ronald Reagan and Art Arthur as a permanent subcommittee in charge of developing a program designed to aid all-industry efforts toward thawing funds frozen abroad.

Appointment of the committee followed an extensive report by MPIC chairman DeMille on Senate bill 3-1093, known as the "Export Insurance Act, 1949," and on direct negotiations between American and British producer groups seeking to end restrictive trade practices.

MPIC also considered a three-pronged proposal for regulating reissues by limiting reissuing to outstanding productions, curbing misleading advertising, and allocating a portion of reissue revenues to provide benefits for aged and disabled industry workers. First and third phases of this proposal were dismissed on the ground that they border on collective bargaining and therefore do not fall within the MPIC province.

"Misleading advertising" was referred to the MPIC public relations committee for study and report. The reissue matter had been brought up by Brewer, chairman of the Hollywood AFL Film Council, which recently attacked reissues as a contributing cause to unemployment in Hollywood.

Reelect 5, Add 9 to Academy Board

HOLLYWOOD, May 12.—Results of the annual Academy of Motion Picture Arts and Sciences election, conducted by mail ballot, revealed five reelections among choices for 14 posts on the board of governors vacated under the constitutional by-law which limits tenure to two years.

Newly elected to the board are Walter Wanger, Dore Schary, Henry Blanke, Fred Metzler, George Murphy, Ralph Sternad, Frank Capra, Johnny Green and Kenneth Lambert. The board meets May 19 to elect a president to succeed Jean Hersholt, who has resigned, and other officers.

Industry Extends Its Aid to Bond Drive

The industry will present 30 Covered Wagons to aid the sale of U. S. Treasury "Opportunity Savings Bonds" in the nationwide drive which runs from Sunday through June 30, it was announced by Secretary of the Treasury John W. Snyder and Maurice A. Bergman, Universal-International executive and chairman of the industry's participation in the drive.

Five More Stars to Aid US Bond Drive

HOLLYWOOD, May 12.—Five more stars have been set by the Hollywood Coordinating Committee to complete the list of more than a dozen who will launch the U. S. Treasury's "Opportunity Savings Bond Drive" starting Sunday and running through June 30.

Red Skelton is scheduled for a bond rally at Kansas City on May 16, Peter Lawford at Cleveland May 18, Dane Clark, New Orleans May 17, Gene Autry, Indianapolis May 19 and Eddie Bracken, San Francisco May 21.

Reviews

"Streets of San Francisco"

(Republic)

THE crime-does-not-pay theme is given another workout in an unpretentious but interesting story about a synical boy who refuses to give police the details of a murder and robbery which he witnessed.

Heading the cast are Robert Armstrong and Mae Clark, as the lieutenant of detectives and his wife, who attempt to break down 11-year-old Cary Gray's resistance by showing him some real home life. Despite the boy's initial stubborness he is gradually rehabilitated, becomes one of the family and eventually helps to capture the gang and a stolen fortune.

Although the picture offers nothing above the routine it has its moments of suspense and shows in some detail the grinding research necessary to "crack" a case. Its big flaw is the dialogue which at times overreaches in an attempt to attain dramatic effect resulting only in taxing credulity. J. Farrell MacDonald as the old man who befriends the wayward boy, turns in a creditable performance. The screenplay was written by John K. Butler from a story by Gordon Kahn and Adele Buffington. Sidney Picker was associate producer. George Blair directed. The cast also includes Wally Cassell, Richard Benedict, John Harmon, Charles Meredith and Eve March.

Running time, 60 minutes. General audience classification. Release date, April 15.

"Amazon Quest"

(Agay-Film Classics)

THERE is plenty of good exploitation material in Film Classics' "Amazon Quest," an adventure story set largely in the Brazilian jungle, containing such sequences as a boa constrictor winding itself around a man's neck, a school of vicious fish, and two men rowing desperately through a sea of crocodiles. Most of the jungle footage has a documentary-like authenticity, and as such makes good film fare. However, the dramatic narrative that was built around the jungle scenes runs pretty much in conventional style. An Agay production, it features Tom Neal, Carola Matthews and Carole Donne.

Irwin Gielgud wrote the original story, about a man, who, in order to recover his rightful share of a Dutch rubber company, travels to the Amazon country to clear his father's name. On his arrival, he learns about his father's death years before while trying to escape with rubber seeds. At the same time, the hero, played by Neal, meets and falls in love with Miss Matthews. In time, Neal proves his father's rightful interest in the rubber company, and in the happy ending, takes Miss Matthews as his bride. In between there are varied scenes of flight and chase by such diverse adversaries as bandits, jungle beasts and Indians. S. K. Seeley's direction keeps things constantly on the move. Max Alexander produced, from the screenplay by Al Martin. Arene Agay was associate producer.

Running time, 75 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Goldwyn, Others in Talks on Alliance

Samuel Goldwyn Productions has begun discussions with other independent producers with the view in mind of effecting a working arrangement whereby Goldwyn would provide studio credits, handle financial arrangements and supervise selling for independents.

Goldwyn's object primarily is to encourage outstanding independent productions and at the same time reduce his overhead expenses at his own studio where, according to the present plan, independents would turn out three or four films annually.

Distribution would be through RKO Radio with whom Goldwyn is now negotiating a new releasing pact to supplant the one which, with an option period figured in, will expire on August 1. The independents would be covered under the expected new deal.

Embassy Changes Policy

The Embassy Newsreel Theatre in the Airlines Terminal here will change to a feature policy on May 25, with the New York premiere of the latest J. Arthur Rank release, "All Over The Town." It stars Norman Wooland and Sarah Churchill and is a Prestige Picture released by Universal-International. Under this new policy the theatre will be known as the "Embassy Cinema."

'As You Like It' Set For Roadshows by UA

Sir Laurence Olivier's first Shakesperean film, "As You Like It," with Olivier and Elisabeth Bergner, will be given special roadshow, two-a-day, reserved-seat engagements all over the country, it was announced by Gradwell L. Sears, president of United Artists. UA has acquired rights to the film.

Premiere of the two-a-day policy will take place in Boston at the Beacon Hill Theatre on June 30. Paul Czinner produced and directed.

FCC Dismisses WB's Coast Video Bid

WASHINGTON, May 12.—The Federal Communications Commission today, at the request of Warner Brothers, has dismissed without prejudice WB's application for a Los Angeles experimental television station, where work was planned on ultra-high frequency transmission. The Commission may act tomorrow on Warner's request to withdraw its application for a Chicago television station.

'Photoplay' Honors MGM

In tribute to Metro-Goldwyn-Mayer's 25th anniversary of motion picture production, *Photoplay* magazine has devoted its June issue, now on newsstands, to the history of M-G-M with nearly two dozen features and pictures made by the studio since 1924.

Mid - Year Variety Meet in New York

Mid-year meeting of Variety Clubs International has been set for New York City, October 25-27. Earlier reports from San Francisco, concerning a mid-year meeting to be held in Mexico City, referred to action of the recent convention in designating the Mexico capital as the location for the mid-year meeting to be held in the fall of 1950.

At the same time the club's decision to hold the annual convention next spring in New Orleans remains tentative, pending clearance of dates sought for the event.

Telecasts Cause NY Cuts in Newsreels

Some Metropolitan New York circuits, among them Walter Reade Theatres and RKO, have dropped newsreels in secondary, double-bill situations as an experiment, holding that telecasts have reduced the news value of the reels.

Walter Reade, Jr., emphasized yesterday that no "A" houses have been affected by the cuts and said that a questionnaire circulated among managers of theatres where newsreels have been dropped failed to reveal a complaint by a single patron. Reade said that out-dated newsreels serve only as a free boost for television.

Sol Schwartz, RKO theatre executive, was inclined yesterday to minimize the action and also stressed that it was put into effect in smaller houses only, but he, too, saw video as a prime factor for the declining interest in newsreels.

Conclude Hearing on Pa. Censor Ruling

PHILADELPHIA, May 12.—Testimony has been concluded in U. S. District Court in the suit of five Pennsylvania television stations, to declare invalid a ruling by the Board of Censors requiring censor approval of all motion pictures televised in this state prior to telecasts. Mrs. Edna R. Carroll, chairman of the Board, promised to expedite action whenever the Board is asked to approve films for television programs and said there has never been a complaint from the film industry about undue delay.

'Gambles' Press-Preview

Universal-International will hold a press preview of "The Lady Gambles" at Toots Shor's here on Monday afternoon. Following the preview, U-I will be host at a reception. The picture will have its New York premiere at the Criterion Theatre on Friday, May 20.

Screen 'Lonesome Pine'

A screening of Adolph Zukor's "Trail of the Lonesome Pine" will be held at Toots Shor's Tuesday morning followed by luncheon for about 40 exhibitors and celebrities who will be Paramount's guests. Zukor and Henry Fonda, star of the film, which was the industry's first Technicolor production, will attend.

Griffith Partner Says Gov't Witnesses Err

OKLAHOMA CITY, May 12.—A Griffith partner, Harry Lowenstein, Ardmore, Okla., testified today that he was present in a Wichita Falls hotel room in 1938 when B. J. McKenna and Volney Hamm, complaining witnesses in the anti-trust hearing against the circuit, conferred. McKenna at the time was a Griffith executive, and Hamm has testified that McKenna warned him not to try to break into the theatre business in Borge, Tex., where Griffith then operated.

Lowenstein said he was present throughout the discussion, and did not hear McKenna make the remarks Hamm attributed to him.

Chester McSwain, Griffith partner at Plainview, Tex., Lynn Stocker, Dallas district manager for Griffith, Louis Higdon, the circuit's Roswell district manager, and C. B. Akers, former circuit executive here, testified earlier today. Akers was on the stand most of the day describing the houses operated by the circuit in 21 competitive towns.

The defense seeks to prove that better theatres and profit potentials gave the defendants a buying advantage, rather than monopoly buying power.

Argue Appeals of $100,000 Verdict

Arguments on appeals of a $100,000 verdict against Paramount and the Warner circuit were heard in the Circuit Court of Appeals here yesterday with the defendants contending that the plaintiff's Palace Theatre at Olean, N. Y., could not have been the victim of the alleged conspiracy since all other major companies have been dismissed as defendants. Defendants' attorneys said that Paramount is the only distributor party to the action and the charge of conspiracy would have to involve more than one company to stand up.

A Federal Court, Buffalo, jury awarded the Bordonaro Co., operating the Palace, damages of $28,000, to be trebled under anti-trust laws, and which, with attorneys' fees, would have amounted to close to $100,000. Warner operates the Haven and State theatres in Olean.

Arguments on the plaintiff's appeal of the RKO dismissal also was heard yesterday. Frank Raichle was attorney for Warner and Paramount; Sidney Pfieffer represented RKO, and William Anderson appeared for the plaintiff.

Schine Asks Dismissal Of Auburn Trust Suit

Answering anti-trust charges filed by the Auburn Capitol Theatre Corp. of Auburn, N. Y., defendant Schine Theatres, et al., moved in U. S. District Court here yesterday for dismissal of the $2,500,000 action on several grounds, including the contention that it is barred by the three- and six-year statutes of limitations. The eight majors were among the defendants named.

Other grounds for dismissal cited were that the complaint failed to state a claim against the defendants, and that all defendants do not reside in the New York district where the case has been ordered for trial.

Review

"Roughshod"

(RKO Radio)

A WESTERN with a decidedly different approach, but which nevertheless embodies all the elements that make good entertainment, is presented in "Roughshod."

It is well acted by Robert Sterling, Gloria Grahame and Claude Jarman, Jr., and in placing direction into the hands of Mark Robson, producer Richard H. Berger assured himself of capable guidance for a film along popular box-office lines.

The photography shows majestic mountain backdrops especially in a final showdown duel between Sterling and John Ireland who overdoes it a bit as the cold-blooded killer out to get even with rancher Sterling. It should be well received by all kinds of audiences and should attract also those who expect a little more from a western than just a whisp of a story filled with shooting and fighting. This picture has both of these, but they are used sparingly and effectively. Geoffrey Homes and Hugo Butler wrote the better-than-average screenplay.

When Ireland escapes from a penitentiary with two friends, Sterling knows that he will be after him. The latter and his brother set out to bring some horses to his ranch. On the way they meet up with four showgirls, headed by Gloria, who have been run out of town. Their wagon has broken down and the two men give them a lift.

Naturally, there are complications. One by one, the girls drop off—one at her home, the other with a gold-prospector—until only Gloria is left. Sterling and she fall in love, but Sterling resents her background. When danger comes in the person of Ireland, Sterling sends her off in the coach. He and Jarman take care of Ireland and his gang and return to town to pick up Gloria and bring the story to a happy ending.

Running time, 88 minutes. General audience classification. For July release.

Mitchell, Evans Head NTFC Committees

John Mitchell, sales manager of United Artists Television Films, and Ed Evans, director of film relations for the N. Y. *Daily News* television station WPIX, have been named heads of National Television Film Council committees, Melvin L. Gold, NTFC prexy, has announced.

Mitchell is the newly-appointed chairman of the distribution committee, recently headed by Myron Mills, television director of Equity Film Exchanges, who has been transferred to Washington. Evans replaces Gus Ober, former film director of TV station WMAR-TV, Baltimore, who has been transferred to WMAR-FM, the Sun papers' FM station.

Reade in Partnership For Two Drive-ins

Walter Reade Theatres, together with W. W. Smith, Camden drive-in theatre builder and operator, and Melvin Fox of Philadelphia, operator of five theatres in Philadelphia and owner of several in New Jersey, yesterday announced their association in an 850-car drive-in already underway on Brunswick Turnpike north of Trenton. First in the Trenton area, it will be operated by Reade, and is scheduled for completion by July 15.

Options have been obtained for construction of a second drive-in southeast of Trenton.

Fire Destroys Theatre

WAYNESBORO, Miss., May 12.—Fire which started yesterday in the projection room of the Princess Theatre, owned by J. O. Bunch, destroyed the theatre and the Central Hotel above. Sam Gardner, operator, was painfully burned in attempting to extinguish the blaze.

Ohio Theatre Fire

COLUMBUS, O., May 12.—The Ohio Theatre at Spencerville was hit by a fire which started in the projection booth. Eight persons in the building escaped without injury. Mackin Bowman is the manager.

Bellfort Named RKO European Manager

Phil Reisman, RKO Radio vice-president in charge of foreign operations, has appointed Joseph Bellfort to the post of European Continental manager, replacing Wladimir Lissim, who resigned a few weeks ago.

Bellfort, 36, was assistant to Lissim for the past two years. He has been with RKO for 19 years, having started as office boy in the home office foreign department in 1930.

Farewell Luncheon Given Lissim; Sails for England

A farewell lunch was given to Wladimir Lissim, who recently retired as European general manager for RKO Radio, at Toots Shors here yesterday, prior to his leaving for London on the *S.S. Queen Elizabeth.*

Among those attending were Ned E. Depinet, RKO president; R. K. Hawkinson, assistant to foreign vice-president Phil Reisman, foreign distribution chief who is in Paris and representatives of RKO affiliated producers Roy Disney, William Levy and Al Crown; and Irving Lesser and Seymour Poe of the Sol Lesser organization and Producers Representatives, Inc. Others from RKO were William Clark, treasurer; Garrett Van Wagner, comptroller. Walter Derham, assistant treasurer; Bev Lion, European division manager, and Ned Clarke, Bob Maroney, Harry Ehrreich, Jack Kennedy, Mel Danheiser and Don Prince.

Mrs. Rita McGoldrick, A Founder of Legion

Mrs. Rita C. McGoldrick, 59, a founder of the Legion of Decency and long active in the cause of clean motion pictures, died yesterday at St. Peter's Hospital, Brooklyn. Chairman of the motion picture bureau of the International Federation of Catholic Alumnae, Mrs. McGoldrick had written many newspaper articles to combat films she considered objectionable.

She is survived by her husband, Dr. Thomas A. McGoldrick, three sons and two daughters.

Short Subject

"Sweden Looks Ahead"

(March of Time—20th-Fox)

A unique position of isolation is followed by Sweden today, for that nation refuses to join either the Soviet bloc or the Atlantic Pact nations. The current March of Time subject portrays that country's curious political dilemma and in so doing presents an interesting and illuminating film. Many highlights of Swedish life are shown, including its renowned cooperatives, its glass-making, and other crafts. The subject will enhance any showman's program.

Story of Industry's Shorts to Exhibitors

An eight-page prospectus on "The Movies and You," the series of 12 short subjects about the industry, is being sent to exhibitors by the MPAA's Industry Film Project Committee.

The cover explains the purpose of "The Movies and You" series as follows: The industry has united to produce this series of . . . films that will help place our industry in a favorable light in the public mind and combat the unjustified criticism that has been levelled against us.

"This is the film phase of a public relations program planned to give the theatre-going public a first-hand knowledge of our business in the best possible way—on the screen. It is something you—Mr. Exhibitor—have long asked for."

Stanley Shuford and the Paramount ad department did the layout and make-up of the book. Story material came largely from the MPAA's Hollywood, Washington and New York offices. Grant Leenhouts is coordinator-producer of the series.

Services Tomorrow For Mersereau, 78

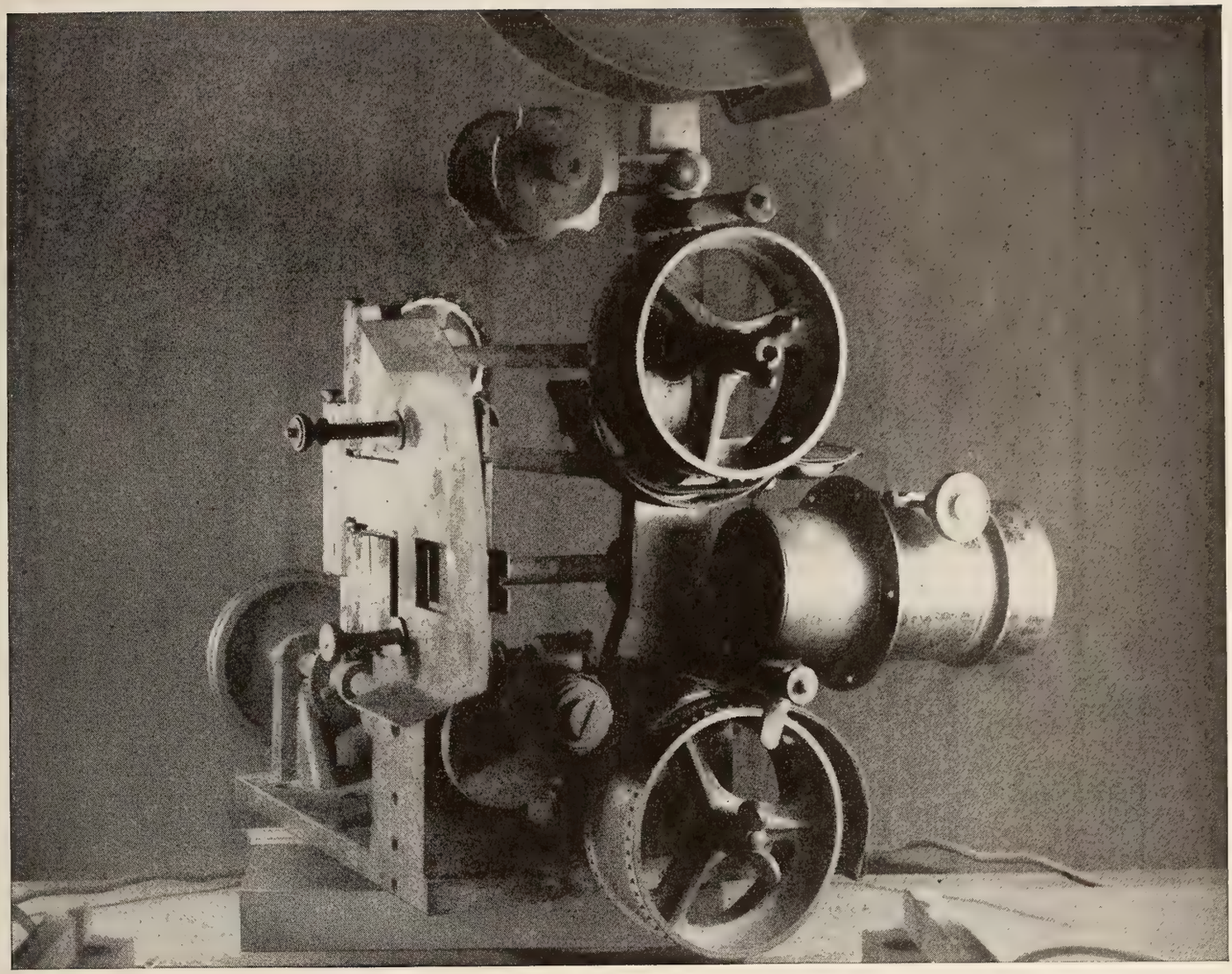
PIERMONT, N. Y., May 12.—Funeral services will be held here on Saturday for Charles M. Mersereau, 78, at Stevenson's Funeral Parlor. Mersereau, who was formerly with Associated Publications and Jay Emanuel Publications, died at his home here yesterday.

He was the father of Don M. Mersereau, associate publisher and general manager of *The Film Daily.* Other survivors are the widow, Mrs. Evelyn B. Mersereau, and another son, Jack Mersereau of Mexico City.

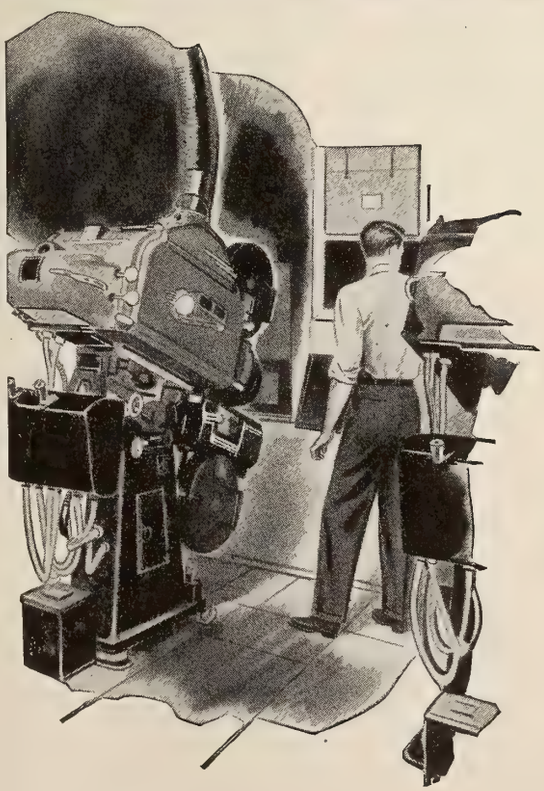
Iron Curtain!

Mystery continues to shroud the Eric Johnston-Moscow deal on films. Repeated inquiry to all concerned on this side of the iron Curtain produces no information.

An alleged list of the films to be sent to the Soviets, recently published, lacks confirmation by the Motion Picture Association and Export Association. They say they just don't know.



The Armat Vitascope which projected the first theater movie, April 23, 1896.



With this, the "unseen showman" got his epoch-making start . . .

THE projectionist has come a long, long way . . . since the 1890's when he put on his show with equipment such as this.

And today, as then, much of a motion picture's success depends upon the unseen showman in his booth.

To his sure sense of split-second timing . . . to his alert control of sound . . . to his deft handling of elaborate equipment . . . the film illusion owes much of its dramatic, realistic presentation on the screen.

Helping the projectionist to keep the mechanics of the medium from intruding is the top quality of Eastman motion picture films (both sight and sound) . . . members of a famous family started more than fifty years ago.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

ITOA, 20th Plan

(*Continued from page 1*)

chairman Max A. Cohen. Brandt presided.

Twentieth-Fox vice-president Al Lichtman and distribution vice-president Andy W. Smith, Jr., explained the policy and answered questions which had been drafted beforehand at a closed meeting of the ITOA film committee. Lichtman told the gathering that he "would have loved to present to the industry a new fandangled idea" as a result of the recent study of market conditions he conducted for the company. It was not possible, however, for him to "shock the trade" in that manner, he said, adding that he found no need for "revolutionary ideas," but discovered rather that "improved methods" are called for.

Blames Salesmen

Largest share of blame for whatever poor relationships exist between distribution and exhibition belongs to film salesmen, Lichtman declared. He said he found on his recent nationwide tour that there is "a lack of confidence between salesmen and exhibitors." He then called for the placing of dealings between the two "on the highest plane of business statesmanship."

The thought behind 20th-Fox's new sales policy, Lichtman said, "is that public patronage today is too low to be expected to support exhibition, distribution and production, and we all have to do something about it together." The problem, he said, cannot be approached by "cutting one another's throats."

Smith assumed the major burden of answering the questions drafted by the ITOA film committee and read to him by Cohen. The answers brought an explanation of how the company's new sliding-scale plan will work, and the following additional details: (1) the entire policy is now in effect and will continue in effect as long as it proves profitable for all concerned; (2) if a theatre proves that it cannot operate profitably on sliding-scale it will be offered flat rental terms; (3) there is no set flat rental formula; individual theatres will have to negotiate with the company, but any such deal will offer the same benefits which would be available under sliding scale, proportionate to the gross the theatre is able to reach; (4) home office approval of contracts is eliminated under the "local autonomy" given by the company to its field sales forces; (5) there is no arbitrary rule on cutting of clearances, which will vary in different cities; the New York situation will be studied with a view to establishing, with exhibitor cooperation, improved clearance conditions here.

Schwartz Qualifies Silence

Toward the end of the meeting, when a call by Brandt for questions from the floor went virtually unanswered, Fred J. Schwartz, vice-president of Century Circuit, arose to emphasize that silence on his part did not signify unqualified acceptance by him of all that had been said. Brandt echoed Schwartz's sentiment, and indicated later that he believed the plan will work if carried out on the basis of what was expressed by the 20th-Fox executives. Lichtman voiced the company's thanks at the conclusion of the meeting for the Association's "hospitality" and "courteous treatment."

Pointing up his faith in the sliding-scale system, which he introduced to the industry a number of years ago in behalf of Loew's, Lichtman said that the year before the system was adopted by National Theatres, a 20th-Fox subsidiary, that circuit earned only $200,000 from M-G-M pictures, whereas during the year sliding-scale was first tried National paid additional rentals totaling $70,000 to Loew's and increased its own "take" to $1,200,000.

Lichtman told the meeting that he agreed to formulate a new sales policy for 20th-Fox at the request of Skouras, and that his contract with the company is only for one year.

Occupying the meeting dais in addition to Lichtman, Smith, Brandt, Cohen and Schwartz, were: Emanuel Frisch, Harry Goldberg, Julius Joelson, Jack Kirsch, William Gehring, Martin Moskowitz, Charles Einfeld, Joshua Goldberg, Morton Sunshine, Seymour Florin, Sam Shain, William Brandt and Milton Weisman. Seated elsewhere, but introduced by Brandt, were Si H. Fabian and Oscar Doob.

Memphis Looks For Earlier Second Runs

Memphis, May 12.—Exhibitors and distributors are negotiating here for earlier releases of pictures for second runs in neighborhood and drive-in houses. Paramount has offered second run releases in 30 days instead of the present 39 days under certain conditions but so far has found no takers.

The conditions would require the neighborhood house to run the picture seven days with a $740 Guarantee, with the distributor receiving 35 per cent of the take up to $3,500 and a 50-50 split over $3,500.

20th Policy, Kirsch

(*Continued from page 1*)

by Kirsch, who was on the dais at the "open forum" luncheon-meeting which the New York Independent Theatre Owners Association devoted to a discussion of the policy with 20th-Fox vice-presidents Al Lichtman and Andy W. Smith, Jr.

Indicating that he will be in New York until tomorrow when he will fly back to Chicago, Kirsch said he expects to complete a number of arrangements for the May 23 meeting before his return.

Abram Myers Noncommittal on Possibilities of 20th's Plan

WASHINGTON, May 12.—Allied general counsel Abram F. Myers said today that 20th Century-Fox's new sales policy was "too broad and general" for him to be able to comment.

Myers said he had read the statement in the trade papers, and could not "begin to understand" what the new policy is. "Fox will either have to issue a more specific clarifying statement," he said, "or we'll just have to wait and see how it works out in practice. As it is, no one could praise it or criticize it, because we just don't know what it means."

20th Sliding Scale

(*Continued from page 1*)

ures for any individual theatre will be arrived at through negotiation. A theatre's expense figures, if available and if properly certified, will play a necessary part in the negotiations, he added.

'Life' - 'Crisis'

(*Continued from page 1*)

four panel meetings—with critics, scholars, exhibitors and consumers—and gives a digest of the comment at each, adding that it is to be the agenda for a "round-table" to be held at Lake Arrowhead, Cal., this weekend.

The digest begins with the premise that "Everybody loves the movies," but Hodgins immediately adds, for *Life*, "But what is everybody going to do about them?" According to Hodgins, "Joe," the man in the street, is demanding that something be done. He finds a crisis in the industry—a "crisis of motives, direction, reasons-for-being."

Having posed the question and premised the crisis, *Life* proposes to find the answers at its round-table. The critics, scholars, exhibitors and consumers quoted in the first article go along, for the most part, with the premises but they have no answers.

The critics—James Agee, Howard Barnes, Iris Barry, John Mason Brown, Eileen Creelman, Bosley Crowther and Herb Golden—find that "Hollywood misjudges its mass audience." They also are "hard against censorship"—especially what they call the "restrictions of the . . . Code" and the "pre-production pressure of the . . . Legion of Decency." They've said that before.

The scholars, including Richard de Rochemont, Joseph H. Hazen and Robert E. Sherwood, thought films should have "some mass and class grading." They objected to "innocuous product" resulting from "allowing everyone to vote."

The exhibitors—Weldon Allen, Elmer Balaban, James Coston, Alex Halperin, Sam Meyers, Trueman Rembusch, Arthur Schoenstadt and Edward G. Zorn—are given short shrift as "being sore at Hollywood" and as being preoccupied with the commercial aspects of the problem.

The consumers, represented by residents of Bryan, Ohio (pop. 5,800), are confused, says *Life*.

Paramount Profit

(*Continued from page 1*)

approximately $650,000 of capital gains.

Foreign film revenues show a decrease in the first quarter of 1949 as compared with the first quarter of 1948. During the first six months of 1948, 100 per cent of film revenues from English subsidiaries were remittable to New York. In 1949 only a portion of such revenues are remittable under the terms of the industry agreement with the English which was effective June 14, 1948, the balance being frozen in England. Increased restrictions on remittances have also reduced revenues from other foreign countries, the company states.

The $5,675,000 earnings for the quarter represents 86 cents per share on 6,609,739 shares outstanding on April 2, which compares with $1.11 per share for the quarter ended April 3, 1948 on 6,987,039 shares then outstanding.

Joint Tax Program

(*Continued from page 1*)

each organization advocated a different program. They then decided it would be more effective if they worked out a common program, and this has now been done. All of the groups have been on record individually as favoring turning the admission tax field back to state and local levels.

Ascap Appeals

(*Continued from page 1*)

producers on an individual basis and at terms specified by the members, it is said. Collections from theatres are barred by the court rulings, which also called for a revision of Ascap's relationship with its members.

The present plan envisions the Ascap members licensing their music works to the film producers through Ascap, which from all appearances would serve as a clearing house more or less.

The New York case has been repeatedly postponed with the latest being a two-month extension, to mid-July, of the date for filing records of the Federal Court proceedings with the Appeals Court. If the appeals are not dropped a hearing could not be scheduled until the fall at the earliest.

Abandonment of the appeals would of course require an agreement with the plaintiffs, who are still seeking damages of close to $1,000,000. Dropping the appeals here presumably would mean a like procedure in Minneapolis.

Meanwhile, some music publishing companies and film producers are entering deals on use of music with payments to be made if and when the public-performance licensing reverts to the publishers.

Film Dividends

(*Continued from page 1*)

would raise the first 1949 quarter figure considerably.

For instance, the preliminary figure for February, 1948, issued without the Stanley dividend, was $226,000, much the same as the $224,000 reported for February, 1949. The final figure for February, 1948, was $2,025,000.

The Department says that usually, publicly-reported cash dividends account for 60 to 65 per cent of all dividends paid by business firms.

Month-by-month comparisons for the first quarter follow: January, $2,639,000 in 1949, against $3,772,000 in 1948; February, $224,000, against $2,025,000; March, $7,508,000, against $7,374,000.

Commerce officials said that the drop in January was due largely to a cut in Warner Brothers' dividend rate, while the February drop was due to Stanley not reporting a dividend.

In March, a Commerce spokesman pointed out, Paramount and Universal dropped their dividend rates, but several other companies were up small amounts, including Walt Disney Productions.

U. S. Rank Board

(*Continued from page 1*)

man; John Davis, vice-chairman; Robert S. Benjamin, president; J. B. L. (Jock) Lawrence, executive vice-president; Robert H. Weait, treasurer; Leslie B. Roberts, assistant secretary and controller.

The board of directors now consists of: Rank, Davis, Benjamin, Lawrence, Peyser and John Woolf of London.

3rd Columbus TV Outlet

COLUMBUS, O., May 12.—This city's third television outlet, WTVN, to be operated by Picture Waves, Inc., with its transmitter located atop the 45-story Lincoln-LeVeque Building, will be on the air by Labor Day, according to Edward Lamb, the owner.

Announcing

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INDEPENDENT EXHIBITORS, INC.

at

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that dares
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—AND STANDS
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Screen Plays Corp.

presents

"Home of The Brave"

at the

VICTORIA THEATRE

(New York's home of distinguished motion pictures)

followed immediately by engagements
in Boston, Chicago, San Francisco
and Los Angeles.



SCREEN PLAYS CORP. presents

"HOME OF THE BRAVE" with DOUGLAS DICK • FRANK LOVEJOY • JAMES EDWARDS • STEVE BRODIE • JEFF COREY • LLOYD BRIDGES

PRODUCED BY **STANLEY KRAMER** • Based on an original play by ARTHUR LAURENTS • Screenplay by CARL FOREMAN

Directed by MARK ROBSON • Musical Score by DIMITRI TIOMKIN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 95 NEW YORK, U.S.A., MONDAY, MAY 16, 1949 TEN CENTS

Grosses Rise At 1st-Runs In Key Cities

$14,222 Weekly Average Is Set in the Field

Business at first-runs in key cities has bounced back from the year's low registered in March, while April grosses compared favorably with those of the same month last year, according to reports on some 175 key situations received from MOTION PICTURE DAILY field correspondents.

Average weekly income for April rose to $14,222 from March's $13,633. Weekly average per theatre for April last year was $14,545.

Although the production did not get into national release until the third week of April, "A Connecticut Yankee in King Arthur's Court" registered immediately at box offices to an extent that enabled the picture to emerge in top grossing position for the month. "Take Me Out to the Ball Game" and

(*Continued on page 4*)

MPEA Picking New Films for Soviet

American companies are supplying 16mm. black-and-white prints of most of the 25 films which Soviet officials in Moscow have requested for screenings from the first list of 100 features from which they were permitted to choose under the deal made by Eric Johnston, Motion Picture Association president, a year ago.

A second list of 100 features from which the Soviet also may select 20 or 25 for screenings is now in prepara-

(*Continued on page 4*)

M. P. Daily Cited For Aid to Israel

***Motion Picture Daily* was cited "for objective news coverage which aided the cause of Israel" at Madison Square Garden Saturday evening where a rally sponsored by the Israel Anniversary Committee in observance of the first anniversary of the formation of the new state was held. Vice-President Alben W. Barkley was the chief speaker.**

Red Kann accepted the citation for the publication.

Youngstein Named To Paramount Post

Barney Balaban, president of Paramount, on Friday announced the appointment of Max Youngstein as director of national advertising, publicity and exploitation. Youngstein, who has been vice-president in charge of advertising-publicity for Eagle-Lion for the past two and one-half years, will assume his new post at Paramount on Monday, May 23. He succeeds Stanley Shuford, who resigned last week.



Max E. Youngstein

Ben Washer will remain as Eastern

(*Continued on page 4*)

Trust Suit Charges Rent Discrimination

Described as probably the first anti-trust suit to be filed by an exhibitor based solely on charges of discrimination in film rentals, the $300,000 action which Hillside Amusement Co., Hillside, N. J., filed in U. S. District Court here embodies the claim that major distributors combined with each other and with exhibitor affiliates to discriminate against the plaintiff in the rentals charged for the same pictures on the same run. This was stated at the weekend by the plaintiff's

(*Continued on page 4*)

Drive, Banquet to Honor Blank at 70

Des Moines, May 15.—Tri-States' 53 theatres in Iowa, Nebraska and Illinois are staging a circuitwide showmanship contest, to run to July 9 in honor of circuit president A. H. Blank, who will reach 70 in July, and plans are under way to climax the drive with an all-industry tribute banquet at Des Moines on July 27, attended by industry executives and Hollywood personnel.

Blank started in show business more than 50 years ago and now operates more than 100 theatres.

E-L Sale Talks Still On; Report Price Set

HOLLYWOOD, May 15.—"Two or three" deals which would transfer ownership of Eagle-Lion to Edward Small were reported under discussion over the weekend, with Small and Serge Semenenko, Boston banker representing Pathe Industries, the parent company, continuing their talks on Friday and Saturday.

A price of $7,000,000 has been placed on E-L, it was reported, but with the major portion of that sum to be liquidated through future revenues and a relative small amount of cash changing hands in the event a deal is consummated.

The weekend conference was largely confined to a survey of the company's assets and potentialities with a final result expected early in the week.

Minneapolis Clearance Becoming More Muddled

MINNEAPOLIS, May 15.—The already muddled clearance situation here may develop seriously if plans being mulled by Engler brothers to demand day-and-date first-run with Minneapolis for their suburban Hopkins materializes. The Hopkins, a deluxe stand, is located about five miles west of the city limits.

It is known that some sales heads favor the move, and believe other outlying theatres, including Minnesota Amusement's neighborhood Uptown, should move into the first-run slot with the Loop. This group feels that all deluxe stands in or near the city should move up to the earliest possible availability, leaving late-run slots for minor stands. One of the main arguments of the group, aside from a faster playoff of "A" pictures, is that the large neighborhood stands by playing so closely ahead of the minors, take the edge off the smaller operations. Aim of the group is apparently to bring all deluxers inside the 42-day clearance and leave the later slots for the stands housing 800 or less.

Meantime, every type of run in both Minneapolis and St. Paul, as well as the neighboring areas, is awaiting some results from the new plan of 20th-Fox for multiple runs and/or saturation releases, as revealed to the trade in New York last week.

Some Doubtful About UK Plan At MPEA Meet

Measure Not Acted Upon; Report Critical Reaction

Motion Picture Export Association at its second meeting here on Friday on the proposed agreement with the British film industry took on the appearance, in part, at least, of uncertainty with several of those present putting queries to the chief proponents of the plan in a manner suggesting adverse feelings toward it.

Eric A. Johnston, MPEA president, expressed the belief that the tentative accord reached by the Anglo-U. S. Film Council could be workable and advantageous to the American companies, it was reported following the meeting. However, when it became clearly apparent that unanimous acceptance was not in prospect at the time, the meeting was adjourned, with no new meeting as yet scheduled.

Johnston was to have left at the weekend on a speaking tour from

(*Continued on page 4*)

British Answer on Quota Is Delayed

WASHINGTON, May 15.—British Embassy officials here admitted that they had received instructions from the Board of Trade in London on what answer to give the State Department on its British film quota protest, but declared that the instructions were "vague" and that the Embassy had cabled back to London for further instructions before calling the Department.

One official admitted he thought he knew what the instructions "amounted to," saying that nothing could be done on the quota at this time, but added that this was exactly the point

(*Continued on page 4*)

Sears Seeks Rank's Booking Plan Stand

A practical interpretation of the playing time status under the proposed Anglo-U. S. film agreement of the pictures of independent producers releasing through United Artists will be sought of J. Arthur Rank by Gradwell L. Sears, U. A. president, in London this week.

Sears left here for London by plane yesterday. The proposed agreement would guarantee playing time on the

(*Continued on page 4*)

Para. Cutting Shorts List From 72 to 50

Paramount has scheduled 18 fewer short subjects for 1949-50 than it is distributing in 1948-49, it was disclosed here at the weekend by Oscar Morgan, general sales manager for short subjects and Paramount News. Scheduled for the new season are 52 subjects, compared to 70 this season. There will in addition, of course, be the usual 104 issues of Paramount News.

The subjects will consist of eight "Popeye" cartoons, 12 "Screen Song" cartoons, 10 "Noveltoon" cartoons, all in color; six Paramount "Champions," six Paramount "Pacemakers," and 10 Grantland Rice "Sportlights."

Three series, "Popular Science," "Unusual Occupations" and "Speaking of Animals," have been dropped.

All short subject and newsreel production will be under the supervision of Russell Holman, Eastern production manager, with Bernard Goodwin as business manager, and A. J. Richard as editor of Paramount News. The cartoons will be produced at Famous Studios, New York, under the management of Sam Buchwald.

100 Greater N. Y. Dates for 'Joan'

RKO Radio Pictures has set a day-and-date opening of Sierra Pictures' "Joan of Arc" for Tuesday, May 24, in the Greater New York area embracing close to 100 theatres, it was announced by Len S. Gruenberg, RKO Metropolitan district manager. It will follow the Brooklyn premiere of this Walter Wanger production at the Albee Theatre tomorrow.

Included in the bookings are the RKO Metropolitan circuit in New York and Brooklyn, and the deluxe houses of the Skouras, Warner, Century, Julius Joelson, Loew's, Rugoff and Becker and Randforce circuits.

Von Nomikos Files Third Chicago Suit

CHICAGO, May 15.—Van A. Nomikos, Chicago exhibitor, has filed his third anti-trust suit in the U. S. District Court here, claiming treble damages of $720,000 for losses suffered by the Ambassador Theatre, now the Rockne, when it was under his operation from 1937 to 1940. Saul Meltzer, current operator of the house, last year filed a suit which was settled.

Defendants in the suit are: Warner, Paramount, Loew's, 20th Century-Fox, Columbia, RKO, Universal-International, United Artists and Balaban and Katz. Seymour Simon is the plaintiff's attorney.

Withdraws 'Guinea Pig'

"The Guinea Pig," British picture produced by Pilgrim Pictures, was withdrawn Friday from the Little Carnegie here after a two-week run. Filippo Del Giudice, head of Pilgrim, said that "non-stereotyped" films must have extended runs to insure proper exhibition and that a fall showing will be more practicable.

Personal Mention

A. W. SCHWALBERG, E. K. (TED) O'SHEA, FRED LEROY and OSCAR MORGAN, Paramount sales executives, are due in Chicago from New York for a three-day divisional sales meeting, beginning today.

•

JAMES R. GRAINGER, Republic distribution vice-president, will leave here by plane today for Los Angeles for a series of conferences. He will be joined by EDWARD L. WALTON, assistant general sales manager, who is going from St. Louis.

•

ROBERT A. MCNEIL, San Francisco exhibitor, will arrive here Monday on the *S.S. Uruguay* from a South American cruise.

•

WILLIAM WYLER, Paramount producer-director, will leave here today for the Coast.

•

SAMUEL GOLDWYN and MRS. GOLDWYN left here Friday by plane for the Coast.

•

PETE HARRISON left here for the Coast by plane on Friday.

GAEL SULLIVAN, executive director of the Theatre Owners of America, and LEON BAMBERGER of RKO Radio will leave New York today for Little Rock, Ark., to attend the Theatre Owners of Arkansas convention.

•

WILLIAM Z. PORTER, Monogram home office contract department head, will leave Hollywood today for a two-months' visit to exchanges in Salt Lake City, Kansas City and Denver.

•

SIR SIDNEY CLIFT, British circuit owner, and his son-in-law, JOHN PARSONS, are scheduled to arrive here on May 26 from London.

•

JOHN G. MCCARTHY, managing director for MPAA's international division, has returned to New York from Washington.

•

SAM ROSEN, general manager of the Fabian Circuit, has returned here from a vacation at White Sulphur Springs.

•

TERRY TURNER, RKO exploitation head, and HARRY REINER will be in Buffalo Wednesday from New York.

35-Day Clearance for Drive-Ins Is Demand

Distribution sales managers here have received from the Greater Cincinnati Independent Exhibitor Organization declarations of opposition to the granting of any runs to drive-in theatres earlier than 35 days after the first suburban run. The organization supplemented its opposition stand with a request for hearings on any applications from drive-ins for earlier runs.

The organization argued in its telegrams to the sales managers that "film revenues from year-round operations of theatres justify the subordination of runs of drive-in theatres. Late suburban runs," it added, "will be seriously affected and your overall revenues will suffer if any run is granted to drive-in theatres earlier than 35 days after the first suburban."

Bateman Is Leaving Screen Guild Post

HOLLYWOOD, May 15.—Francis A. Bateman is leaving Screen Guild Productions as general sales manager on June 1, for what was described by SG president Robert Lippert as an "extended leave of absence." Bateman's three-year contract will expire on that date.

It was said that there is a possibility Bateman will rejoin the company at some later date. Meanwhile, Lippert will supervise sales.

U-I Handles Bond Short

Six hundred prints of "The Spirit of '49," a short starring Jack Benny and made by the industry as part of the U. S. Treasury's "Opportunity Savings Bond Drive," will be available at Universal-International exchanges for free distribution during the week of May 23, William A. Scully, U-I sales vice-president, announces.

Griffith Takes Stand In Own Defense

OKLAHOMA CITY, May 13.—H. J. Griffith testified Friday that reorganization of his circuit properties during the past four or five years was not for the purpose of evading government anti-trust penalties. He was on the stand most of the day in the mandate hearing before Judge Edgar S. Vaught, going into detail concerning stock transfers, theatre sales and reorganizations undertaken since the death of R. E. Griffith in 1943 and the serious illness of L. C. Griffith in 1947.

The three Griffiths were named as personal defendants in the monopoly case brought in 1938 which resulted in a Supreme Court conviction last year and the current hearing to determine what penalty will be assessed.

H. J. Griffith said that the four circuits named in the original case no longer are operating as they were, but Theatre Enterprises, of which he owns 62 per cent of the stock, controls many of the theatres formerly held by the defendant circuits.

Ray Higdon, Theatre Enterprises film buyer at Dallas, testified that the circuits dealt with distributors on a town-by-town basis and did not at any time over-buy as a means of keeping competitors from obtaining product.

Phila. 'IA' Demands 9 Months' Back Pay

The Pennsylvania Labor Relations Board has certified IATSE Local No. B-100 as collective bargaining agent for cashiers, doormen, ushers, cleaners, porters and matrons in Philadelphia film theatres, "IA" headquarters reported here at the weekend. Action follows a recent election in which the workers chose the "IA" local by a more than two-to-one vote over District No. 50 of the Mine Workers.

Newsreel Parade

ISRAEL becoming the 59th member of the UN and executions in Shanghai are current newsreel headlines. Other items include: various people in the news, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 39—Israel becomes the 59th member of the UN. Berlin hails end of Red blockade. Shanghai witnesses public execution of Chinese Reds. Bond Savings Wagon. Dr. Bunche honored. U.S. Marines in Quantico. Canadian Golden Gloves. Girls in baseball training.

NEWS OF THE DAY, No. 273—Death in Shanghai. Berlin hails end of Red blockade. Helicopters for Marines. Israel wins seat in UN. UN honors Dr. Bunche. Water skiers.

PARAMOUNT NEWS, No. 76—Executions in the streets of Shanghai. Hague machine smashed in Jersey City. Israel wins UN membership. Marines test invasion with helicopters. Four F-80 jet planes fly as one.

TELENEWS DIGEST, No. 19-B—Germany: Gen. Taylor warns of dangerous trend in "New Germany." Japan: an emperor on display. Washington: China aid problem. New Jersey: television school. New York: Broadway visits the Army. Flag of Israel raised over UN. Ford strike. Greece: King Paul in Easter celebration. Girl bull fighter.

UNIVERSAL NEWS, No. 267—Israel admitted to UN. Shanghai Communists. executed. Memphis Cotton Festival. Allies score victory as Reds lift blockade.

WARNER PATHE NEWS, No. 78—Israel: Independence Day; UN vote; flag raising. People: Eisenhower returns; Mahatma Ghandi's son here; Dr. Bunche honored; Secretary Snyder's daughter on bond drive; model art students; plane maneuvers. Great American quiz: Grover Cleveland.

Rites at Weekend for Mrs. Rita McGoldrick

Funeral mass was sung Saturday at Queen of All Saints Church, Brooklyn, for Mrs. Rita C. McGoldrick, 59, a founder of the National Legion of Decency, who died on Thursday at St. Peter's Hospital there. Interment followed at Holy Cross Cemetery, Brooklyn.

Long active in behalf of clean motion pictures, books and radio programs, Mrs. McGoldrick was chairman of the motion picture bureau of the International Federation of Catholic Alumnae. In 1933, the Gold Cross of the Order of Pro Ecclesia et Pontifice was awarded to her by Pope Pius 11th, in recognition of her work. The Cross is the highest Papal honor bestowable on women, and entitled her to be known as a Papal Lady.

Survivors include her husband, Dr. Thomas A. McGoldrick; three sons, and two daughters.

Correction

Citing at last week's open forum meeting of New York exhibitors and 20th-Fox executives the extent to which sliding-scale rental selling can work to the decided advantage of both distributors and exhibitors, company vice-president Al Lichtman said that when he introduced the system to the industry a number of years ago in behalf of Loew's, one circuit, National Theatres, increased its rental payments to the distributor to $700,000. during the first year of the circuit's use of the system. Due to a typographical error, MOTION PICTURE DAILY on Friday erroneously reported that figure as $70,000.

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"EXCITEMENT AND THRILLS!"
FOR "OUTPOST IN MOROCCO" – Hollywood Reporter



"OUTPOST IN MOROCCO"

IN THE BOOKINGS

with top playing time on all the top circuits coming up immediately — **Loew's, Fox, Warner's, Paramount, RKO** — in LOS ANGELES • MILWAUKEE • NEW ORLEANS HARRISBURG • READING • RICHMOND • BOSTON CLEVELAND • DETROIT • CINCINNATI • ROCHESTER SYRACUSE • TOLEDO • KANSAS CITY • ST. LOUIS NORFOLK • PITTSBURGH • BRIDGEPORT • JOHNSTOWN SPRINGFIELD • ATLANTA • PROVIDENCE • WILMINGTON COLUMBUS • DAYTON • EVANSVILLE • HARTFORD WASHINGTON, D.C. • LOUISVILLE • INDIANAPOLIS MIAMI • NASHVILLE • AKRON • BUFFALO • CHICAGO



IN THE TRADES

"A terrific lift to the finale. Spectacle values rarely achieved!"
— HOLLYWOOD REPORTER

"Top quality! Stirring, should please every type of audience. One of the finest photographically!"
— DAILY VARIETY

"Suspense, drama, action. Well-knit with vigor and imagination. A film spectacle!"
— MP HERALD

"Exciting and unusual. A chance for some good old time exploitation and ballyhoo. Welcomed at the boxoffice!"
— INDEPENDENT

"Color, intrigue and adventure, suspense and an abundance of drama and action!"
— MP DAILY

"Love, adventure, fighting and hard-riding to please the most ardent of action fans. Something to arouse intense excitement and cheers!"
— SHOWMEN'S TRADE REVIEW

"Spectacular chases and desert battles. Realism of action and magnificent photography. Will insure boxoffice draw!"
— BOXOFFICE

"Much in spectacle, excitement values. Strong thrill note!"
— FILM DAILY

"OUTPOST IN MOROCCO"
starring
GEORGE RAFT
with
AKIM TAMIROFF • MARIE WINDSOR
AND A CAST OF THOUSANDS
Executive Producer SAMUEL BISCHOFF • Produced by JOSEPH N. ERMOLIEFF
Screenplay by CHARLES GRAYSON and PAUL DE SAINTE-COLOMBE
Directed by ROBERT FLOREY

boxoffice action thru UA!

MPEA - Soviets

(*Continued from page 1*)

tion by the Motion Picture Export Association. The latter endeavors to choose films which cannot be used for propagandistic purposes in the Soviet. After it has fine-combed its list, the pictures proposed for showing in Moscow are further studied by their respective producer-distributors for material or circumstances which might be used for purposes other than those intended, in the main, as straight theatre entertainment.

Ship 16mm. Prints

Under Johnston's deal the Soviets are to pay $50,000 for outright purchase of each feature ultimately chosen. Despatch of the 16mm. prints for Moscow screenings, presumably by Sovkino, the Russian film monopoly, does not mean that the Soviets have agreed to purchose those films. It signifies only that the Soviet film officials are sufficiently interested to wish to see the specified films screened. As a matter of fact, most foreign department officials here would be agreeably surprised if the Russians actually chose and paid for any of the pictures after seeing them. That is why 16mm. prints are being shipped. They are regarded as adequate for screening purposes for the Soviet officials but not suitable for standard theatre showings. In the case of Technicolor features sought for screenings in Moscow, some prints are not available in 16mm. and some companies, accordingly, are omitting them from the Moscow shipments. Some think that Soviet film technicians will be treated to the screneings and "no sale" rung up later.

Films Listed

Prints of the following reportedly are on their way to Moscow: "To the Ends of the Earth," Columbia; "Lassie Come Home," "Thrill of a Romance," "Madame Curie," M-G-M; "Going My Way," "The Paleface," Paramount; "Bring Em Back Alive," "The Farmer's Daughter," RKO Radio; "Anna and the King of Siam," "Black Swan," "State Fair," "13 Rue Madeleine," "Western Union," 20th Century-Fox; "Ali Baba and the 40 Thieves," "Can't Help Singing," "The Egg and I," "Hers to Hold," Universal; "Adventures of Mark Twain," "Cloak and Dagger," "Rhapsody in Blue," "Treasure of Sierra Madre," Warners; "I've Always Loved You," "Specter of the Rose," Republic; "The Dude Goes West," Allied Artists.

Official spokesmen of MPEA and MPAA said they could not find out whether the reported titles above comprise a correct list. Officials of the companies concerned who could be reached said they are.

SPG Mediation Fails; Picketing Stepped Up

Executive board of Screen Publicists Guild (CIO) will meet here this evening to determine whether or not the Guild's representatives should meet again with the film companies before Federal Mediator L. A. Stone to discuss the current controversy over new contracts. Stone held a meeting last Thursday, and the companies are reported agreeable to meet again on May 23. Thursday's mediation meeting was said to be "totally unproductive."

Meanwhile, Len Goldsmith, SPG business agent, reported that the union will intensify its picketing activities in front of Loew's theatres here.

Grosses Rise at 1st-Runs

(*Continued from page 1*)

"Little Women" tied for second place, while "Knock on Any Door" and "The Set-Up" tied for third spot. Runners-up included the March leader, "Command Decision," and "El Paso," both registering about equally.

Coming through with better-than-average grosses from time to time last month were: "Mr. Belvedere Goes to College," "Canadian Pacific," "Joan of Arc," "The Red Shoes," "South of St. Louis," "Ma and Pa Kettle," "Henry the Rainmaker," "The Undercover Man," "The Stratton Story," "Cover Up," "My Own True Love," "Wake of the Red Witch," "Life of Riley," "Shockproof," "My Dream Is Yours."

Also, "The Walking Hills," "Three Godfathers," "The Sun Comes Up," "Paisan," "The Clay Pigeon," "Kiss in the Dark," "Unknown Island," "Whispering Smith," "Who Done It?," "Caught," "Red Canyon," "Johnny Belinda," "Treasure of Sierra Madre," "Family Honeymoon" and "Rope."

Composite key-city box-office reports for 1949 to date, compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493,600	14,249
Apr. 23-24	167	2,284,000	13,677
Apr. 30-May 1	159	2,232,300	14,040

Youngstein Named

(*Continued from page 1*)

publicity manager and Norman Siegel as studio publicity director.

Youngstein, an attorney, entered the industry in 1941, when he joined the Hal Horne Organization as general counsel and business manager. When Horne joined 20th Century-Fox, early in 1942, as director of advertising-publicity, Youngstein was named assistant director of the department. After a year in that capacity Youngstein transferred his activities to 20th Century-Fox's Hollywood studio, where he headed a special service department.

During 1944 and 1945 Youngstein was publicity director and film consultant to the motion picture and special events section of the War Finance Division, United States Treasury. In October, 1946, Youngstein was named director of advertising-publicity of the then new Eagle-Lion. He was elected a vice-president February 8, 1948.

Currently chairman of the advertising and publicity committee of the industry's participation in the 1949 Treasury savings bond drive, Youngstein has been active in the industry's volunteer activities. He served as chairman of the theatre committee of the 1949 Greater New York March of Dimes drive, is a member of the Associated Motion Picture Advertisers, was elected president of the group for 1948, and was re-elected for 1949, the first to be re-elected to this post.

Youngstein's resignation from E-L becomes effective on May 20.

Connolly Manager of 20th Boston Branch

James V. Connolly, sales manager of the 20th Century-Fox office in Boston, has been elevated to branch manager of the exchange, it was announced here over the weekend by A. W. Smith, Jr., vice-president and general sales manager. Connolly succeeds Ed Callahan, who was promoted to New England division manager last week.

John Feloney, Boston salesman, has been appointed sales manager.

Rent Discrimination

(*Continued from page 1*)

attorney, Arthur L. Abrams of Newark and New York.

Abrams said that the complaint, filed last Wednesday, charges the plaintiff was forced to buy nearly all of the pictures distributed by all of the defendants and could not bargain effectively with any of them. "The defendants, taking advantage of the plaintiff's inability to bargain and inability to license films elsewhere, charged the plaintiff more for the same pictures than they charged comparable theatres operated by companies affiliated with the defendants," Abrams' statement said.

Plaintiff claims that the discrimination is in violation of the Sherman, Clayton and Robinson-Patman acts.

British Answer

(*Continued from page 1*)

on which he was not sure and which he had asked further instructions on.

This official said that if the "clarifying" cablegram comes in tomorrow or Tuesday, he would call on the Department later in the week and deliver the answer.

Sears Seeks Ranks

(*Continued from page 1*)

three major British circuits, two of them being Rank's, for 100 American "A" features annually, with a maximum of 15 features to any one company. Sears reportedly is concerned over the manner in which such an agreement would be applied to pictures of U. A. producers and over the effects of the application of other proposals in the agreement upon U. A.

Chaplin Attacked Again

WASHINGTON, May 15.—In a statement to a Senate Judiciary Committee holding hearings on internal security, Senator Cain (Rep., Wash.), again attacked Charles Chaplin and demanded the actor's immediate deportation. Cain repeated charges he made on the Senate floor several weeks ago.

MPEA Meeting

(*Continued from page 1*)

which he will not return before next week, when another meeting will be held.

Following the Friday session the MPEA office here issued a statement reporting that Johnston had appointed a sub-committee, headed by Arthur M. Loew, head of Loew's International, to "study details involved and to report to a subsequent meeting of the MPEA." Curiously, some of those present on Friday said that while naming such a committee had been proposed they were unaware that it had been acted upon.

Some of the critical questioning centered around what was termed "the film industry's own Marshall plan," this in reference to that part of the tentative agreement which would provide for a U. S. subsidization of British production to an extent paralleling the amount of earnings of British films in the U. S., with a bonus provision.

May Be Revised

Some representatives of the MPEA member companies emphasized on Friday that the initial disagreements on certain portions of the overall proposed plan are not to be construed as meaning that the project will be abandoned in its entirety, although they seemed to think that some revisions would result in approval by a greater majority.

The proposed British concession on playing a minimum of 100 "A" American films in the three principal circuits in England also was greeted with some skepticism on Friday. The question of how an "A" production would be determined was asked, it was said following the meeting.

Certain participants were said also to have taken an overall view of the proposition put to them on Friday and then wondered if it all had legal sanction, whether possibly it smacked of cartelization.

Both Barney Balaban, Paramount president, and Nicholas M. Schenck, president of Loew's, who, with Johnston, constitute the U. S. side of the Films Council, were present on Friday. Others there were Spyros P. Skouras, Ned E. Depinet, Gradwell L. Sears, Norton V. Ritchey, Sam Schneider, Joseph Hazen, Emanuel and Murray Silverstone, Wolfe Cohen, George Weltner, Al Daff, Theodore Black, Francis Harmon, Joyce O'Hara and John McCarthy.

"Little Three" Listed

Columbia, United Artists and Universal, it appears, are especially doubtful about the proposed U. S.-U. K. program. Universal, which has a contract with J. Arthur Rank, will stand on that rather than the proposed plan.

The MPEA meeting on Friday was followed by a gathering of some members of the Society of Independent Motion Picture Producers at the offices here of Ellis G. Arnall, president, who is expected to announce a plan of opposition early this week. If the SIMPP's objections are taken to either the U. S. State Department or the Attorney General, on the charge that the MPEA tentative plan violates international law and amounts to a conspiracy domestically, it would come as no surprise.

NTFC To Meet May 26

National Television Film Council has scheduled a meeting for May 26 at the Brass Rail here, according to Melvin Gold, president.

during the FOUR WEEKS
ending May 7th, your

PRIZE BABY *Shipped*

1,029,224 accessory items and
233,848 trailers—or a total of
1,263,072 units

which means an
average of *315,768 UNITS WEEKLY!*

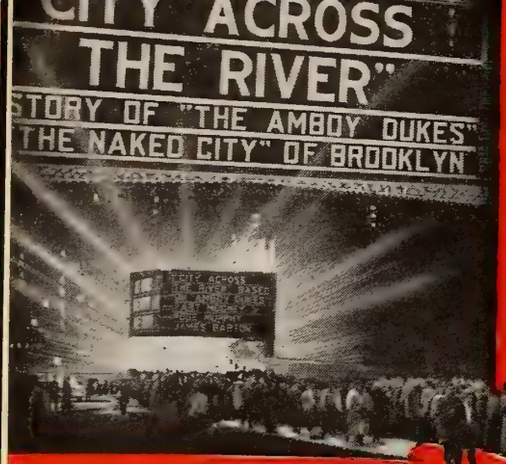
Our SERVICE Being On A RENTAL BASIS, it is apparent that practically the same number of Items (less posting-paper, heralds, etc.) is being RETURNED by Exhibitors, each week. These Items must be sorted, recorded and returned to Shelves and Vaults in NSS Offices.

this represents a CHECKING-IN, HANDLING and SHIPPING of

631,536 UNITS EVERY WEEK!

Brother-that's SERVICE!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



The lines that started at the Capitol, N.Y. are extending all over the nation!

Capitol Theatre
NEW YORK
Set the pace for Broadway during World Premiere extended run!

★

Boston Theatre
BOSTON
Held over after terrific first week—applauded by audience and critics alike as top entertainment!

★

Oriental Theatre
CHICAGO
Held over after chalking up one of year's biggest grosses!

KANSAS CITY
Playing Tower, Uptown and Fairway, day-and-date, to top crowds and outstanding business!

★

Loew's Grand Theatre
ATLANTA
Not even a paralyzing transportation strike kept the crowds away!

Five Theatre Combination
LOS ANGELES
Terrific opening to set new high for the year!

★

Harris Theatre
PITTSBURGH
Stand-up business for one of biggest grosses on any U-I picture!

★

MIAMI
Played Miami, Lincoln, Miracle, day-and-date, "out of season" to top "in-season" gross!

Now watch the lines form for
"The LADY GAMBLES"
World Premiere, Criterion Theatre, New York, May 20

★

"ILLEGAL ENTRY," Washington
Invitation Premiere, June 8

★

"CALAMITY JANE and SAM BASS"
World Premiere, Dallas, June 8 with 350-city territorial openings!

GIVE YOUR SUPPORT to the Cancer Crusade
Bond Drive May 15—June 30

U-I
The Industry's SHOWMANSHIP Leader

CITY ACROSS THE RIVER

with **STEPHEN McNALLY**

SUE ENGLAND • BARBARA WHITING

and introducing "THE DUKES"

Screenplay by Maxwell Shane and Dennis Cooper
Produced and Directed by MAXWELL SHANE
A UNIVERSAL-INTERNATIONAL PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 96 NEW YORK, U. S. A., TUESDAY, MAY 17, 1949 TEN CENTS

Anglo-US Plan To Receive Legal Scrutiny

Will See Counsel Before Plan is 'Put in Writing'

WASHINGTON, May 16. — The Motion Picture Export Association has never taken a major step without detailed advice of competent legal counsel, and this policy will hold true of any final Anglo-American film agreement, an MPEA official declared here today.

The official refused to comment directly on the charge of SIMPP president Ellis Arnall that the terms agreed on at the recent Anglo-American film council meeting violated the Webb-Pomerene Act. He did say, however, that he believed that MPEA had never violated the law, and never would.

This MPEA spokesman admitted that MPEA and the film company lawyers had not been consulted about

(*Continued on page 4*)

Mild Business for Most NY 1st-Runs

New York's first-run returns are running ahead of last week's but there is still plenty of room for improvement. Accounting for the increase in the overall average is the appearance of five new shows in place of holdovers. Event of the week on Broadway will be the reopening of the Palace with 20th Century-Fox's "Canadian Pacific," and eight acts of vaudeville.

"Home of the Brave," Stanley Kramer-United Artists, is doing very healthy business at the 1,060-seat Vic-

(*Continued on page 4*)

Higher Costs Shrink Disney Prod. Profits

HOLLYWOOD, May 16.—Roy O. Disney, president of Walt Disney Productions, today reported to shareholders that operations in the 26 weeks ended April 2, resulted in a net loss of $29,245. For the 27 weeks ended April 3, 1948, the company had a net profit of $68,128, equal after providing for preferred dividend payments, to eight cents a share on 652,840 common shares outstanding.

"The loss in the first half of 1949

(*Continued on page 4*)

Paramount-Malco Split Under Study

MEMPHIS, May 16.—Theatres jointly owned by Paramount and Malco Theatres, Inc., in Memphis and elsewhere in this territory, have been inspected by representatives of both concerns preparatory to a dissolution under requirements of the dissolution decree.

No decision has been announced and the settlement of the theatres' ownership is still in the negotiation stage. There is a possibility that the entire three years allowed by the court may be consumed to bring about a final agreement, Malco spokesmen say. On the other hand, they added, there might be an announcement at any time.

Some time ago M. A. Lightman, Sr., head of Malco, announced that M. A. Lightman, Jr., had shown many of the theatres to Robert M. Weitman, Hal Pereira and Sid Markley, of the Paramount home office. They visited theatres in Jonesboro, Camden, Ft. Smith, Hot Springs and Fayetteville, all in Arkansas.

Hearing Friday on Tighter Trust Laws

WASHINGTON, May 16.—A House Judiciary subcommittee will hold hearings Friday on a bill to tighten the anti-trust laws by prohibiting one firm from acquiring the physical assets of another when the result is to lessen competition substantially.

The law now bars only the acquisition of the company's stock.

Speedy approval by the subcommittee and then the full committee is expected. President Truman and the Justice Department support the measure, which was reported by the House

(*Continued on page 4*)

Semenenko Flies East With E-L Deals

Hollywood, May 16.—Following weekend conferences in Palm Springs and further meetings today between Serge Semenenko and Edward Small on the latter's acquisition of outright ownership or controlling interest in Eagle-Lion, Small issued a statement this afternoon, saying, "Semenenko leaves for New York tomorrow, taking with him several constructive plans worked out during discussions here. He will now arrive at a conclusion in discussions with the banking syndicate he heads and with Pathe Industries, Inc."

New Jersey TOA to Meet, Elect May 25

The New Jersey chapter of the Theatre Owners of America will hold its annual meeting and election in the Ritz Ballroom in Passaic on Wednesday, May 25, to which all exhibitors in the state are invited, it was reported here yesterday by Maurice J. Miller, president of the chapter.

Gael Sullivan, executive director of the TOA, will be the principal speaker at the meeting. In addition to the election of officers, there will be an extended discussion of theatre television, led by Walter Reade, Jr., who is co-chairman of the national television committee of the TOA. Reade will report on recent joint meetings of the theatre television committees of the TOA and the Society of Motion Picture Engineers.

National and state legislation affect-

(*Continued on page 4*)

80% of Films Rated Tops By Public, Johnston Says

ST. LOUIS, May 16.—In a sharp attack on film censorship and "snobbish" criticism of motion pictures, Motion Picture Association of America president Eric A. Johnston told the annual convention of the National Congress of Parents and Teachers here this evening that the public rates 75 to 80 per cent of Hollywood's product "good to excellent," with only 20 to 25 per cent rated "fair to poor." Terming this "a handsome batting average," Johnston said "it's around that statistical fact that much of the invalid

(*Continued on page 4*)

New Ascap Meetings On Television Pact

American Society of Composers, Authors and Publishers and top executives of the radio-television networks are to begin new meetings here today in another effort to reach an agreement on terms of licensing Ascap music for television use. Fred Ahlert, Ascap president, invited the radio leaders to the conferences following collapse of negotiations with a video committee of the National Association of Broadcasters.

SIMPP Goes To the D. of J. On U. K. Plan

Files Formal Complaint; Threatens More Protests

Society of Independent Motion Picture Producers has filed a "formal complaint" with the U. S. Attorney General protesting the "activities and proposed activities" of the Anglo-American Films Council and the Motion Picture Export Association.

Statement by Ellis G. Arnall, SIMPP president, issued here yesterday, was devoid of details but presumably the complaint alleges conspiracy by the majors to the detriment of independent producers, referring, of course, to the proposals for a tentative U. S.-British film agreement.

Besides the Department of Justice, the SIMPP, according to Arnall, also is considering complaints to be filed with the Federal Trade Commission, the U. S. State Department and Congressional committees.

British Hit Old Grable, Wilde Films

LONDON, May 16.—The Kinematograph Renters Society, for distribution, and the Cinematograph Exhibitors Association, for exhibition, have authorized a joint statement condemning two pictures recently trade shown here which consist of early film efforts of Betty Grable and Cornel Wilde on the grounds that they are injurious to the present-day stars and misleading to the public which might expect to see them in recently made films.

British Foundation Distributors

(*Continued on page 4*)

Strike Threat Up Again in Britain

LONDON, May 16.—The entire British film industry is again confronted with the possibility of a complete shutdown as a result of rejection by elements within the National Association of Theatrical and Kine Employes of the wage increase proposals tentatively agreed upon with the Cinematograph Exhibitors Association last week.

The issue has been referred back

(*Continued on page 4*)

Personal Mention

HARRY M. KALMINE, Warner Theatres president, and RUDY WEISS, head of the real estate department, have left here for Cleveland and plan to return at the end of the week.

•

H. M. RICHEY, M-G-M exhibitor relations head, will leave here today by plane for South Bend, Ind., where he will address the Rotary Club. After addressing the Illinois State Federation of Women's Clubs at Chicago on Thursday, he will attend the North Central Allied convention at Minneapolis next week.

•

E. R. HOLTZ, Detroit exhibitor, and MRS. HOLTZ arrived in New York yesterday for a visit of several days. He will attend the 20th Century-Fox stockholders' meeting here today.

•

SI H. FABIAN, head of Fabian Theatres, was in Cincinnati yesterday from New York and is scheduled to be in St. Louis today and Los Angeles tomorrow.

•

HELEN ROSEN, daughter of SAM ROSEN, general manager of the Fabian circuit, has been elected president of the senior class at Wells College.

•

JOSEPH FRIEDMAN, Columbia International vice-president, arrived here yesterday from Europe aboard the *S.S. Caronia.*

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, is due here today from the Coast.

•

EDWARD LACHMAN, Allied Theatre Owners of New Jersey president, is due back here today from Chicago.

•

JULES LAPIDUS, Warner Eastern and Canadian division sales manager, left here last night for Pittsburgh.

Youngstein in Post Vacant Since 1948

In reporting the appointment of Max Youngstein as national director of Paramount's advertising, publicity and exploitation yesterday MOTION PICTURE DAILY erroneously stated that he succeeds Stanley Shuford. The latter, who resigned from Paramount last week, had been Eastern advertising manager for Paramount. The company has had no national director of advertising, publicity and exploitation since the resignation of Curtis Mitchell from that post about 18 months ago.

Presents Award to Czech

WASHINGTON, May 16.—Academy Award voted to 12-year-old Ivan Jandl for the best juvenile performance in M-G-M's "The Search" was presented to Czechoslovakia's Ambassador Vladimir Outrata by Eric Johnston, president of the Motion Picture Association of America. Outrata will forward the award to Jandl, now in Prague.

Seven from 20th-Fox For Summer Release

Seven key pictures will be released by 20th Century-Fox during the summer, it was disclosed here yesterday by distribution vice-president A. W. Smith, Jr.

In June the company will release: "The Beautiful Blonde from Bashful Bend," starring Betty Grable, in Technicolor, which will have its premiere at the Roxy Theatre here on May 27; "It Happens Every Spring," starring Ray Milland, Jean Peters and Paul Douglas, which will have its world premiere in St. Louis on May 26, and "The Forbidden Street," starring Dana Andrews and Maureen O'Hara, currently playing a pre-release engagement at the Roxy, New York.

In July, the company has scheduled: Will James' "Sand," starring Mark Stevens and Coleen Gray, in Technicolor, which will have a saturation premiere in the West backed by a territorial campaign, and "House of Strangers," starring Edward G. Robinson, Susan Hayward and Richard Conte.

Films scheduled for August are: "Slattery's Hurricane" starring Richard Widmark, Linda Darnell and Veronica Lake, and "You're My Everything," starring Dan Dailey and Anne Baxter, in Technicolor.

Snyder, 4 Governors At K. C. Bond Drive

KANSAS CITY, May 16.—John W. Snyder, Secretary of the Treasury and Governors Earl Warren of California, Forrest Smith of Missouri, Frank Carlson of Kansas and Paul A. Dever of Massachusetts were here today for the opening of the Opportunity Savings Bond Drive. Covered wagons which arrived by airplane took part in a parade at Independence, Mo., this afternoon.

Secretary Snyder, the Governors, Red Skelton, Paul Lukas and Lizabeth Scott were in the parade and will take part in the local bond drive climax at Municipal Auditorium tonight, part of which will be broadcast. Film stars and visiting officials were guests at a dinner for bond drive leaders.

Moss Heads MP Sales Road Show Unit

Motion Picture Sales Corp., headed by Neil Agnew and Charles Casanave, has established a new road show department at its new home office at 730 Fifth Avenue here, and Alec Moss has been placed in charge of it.

Moss was previously in charge of publicity, exploitation and advertising for Howard Hughes Productions. Prior to that, he was exploitation director of Paramount Pictures for 15 years.

Houser Succeeds Rice

HOLLYWOOD, May 16.—Bill Rice has resigned from the Warner studio publicity department after 11 years, the last four as assistant to Alex Evelove. Mervyn Houser, who joined the department a fortnight ago, will succeed Rice in that post.

Flick Takes Over As Chief N. Y. Censor

Albany, N. Y., May 16.—Dr. Hugh M. Flick today assumed the directorship of the motion picture division (chief censor) of the New York State Education Department, replacing Dr. Ward C. Bower, who had been acting director for the past three years.

Dr. Flick will spend one day a week at offices here and the remainder of his time in New York.

UJA Committee To Meet on Thursday

The advisory committee of the amusements division of the United Jewish Appeal will meet at luncheon on Thursday in the office of Fred J. Schwartz, of Century Circuit here. Schwartz is chairman of the division for the 1949 campaign, succeeding Si Fabian.

The meeting date was changed from Tuesday to Thursday in order to assure greater attendance, Schwartz explained. Considerable work is being done for the 1949 campaign by the committees recently set up, and the top advisory committee meets from time to time to coordinate efforts.

Memphis Censors Ban 'City Across the River'

MEMPHIS, May 16.—"City Across the River," Universal-International, has been banned by the city-county Board of Censors because of its crime theme.

"It's another one of those juvenile delinquency things like the 'Dead End Kids' which we banned here previously," said Lloyd T. Binford, chairman of the censors. "The picture opens with a beautiful talk on juvenile delinquency, but it promptly goes off into an exhibition of it," said Binford. The film was to have opened at Loew's Palace tomorrow.

Reception for 'Lady'

Universal-International held a press screening and reception for "The Lady Gambles" at Toots Shor's here yesterday. Stephen McNally, who stars in the film with Barbara Stanwyck and Robert Preston, was present. Following the preview John Scarne, authority on gambling and author of "Scarne on Cards," entertained. Others present were Henry A. Linet, Philip Gerard, Jerry Sager, Charles Simonelli and Andy Sharick.

Jacoby Heads Council

Starting its fourth year of activity, the New York Film Council has elected Irving Jacoby as chairman for 1949-50, and Albert J. Rosenberg, vice-chairman. Reelected for second terms as secretary and treasurer respectively were Sophie C. Hohne and Theodosia Stratemeyer. Executive board members are: Willard Van Dyke, Thomas J. Brandon, Julien Bryan, Cecile Starr, John Flory, Emily Jones, Florence Anderson, Robert Snyder and Mrs. Mildred Mathews.

Deals for 3 Wilcox Films Pending Here

Back in New York following a two-week visit on the Coast, British producer Herbert Wilcox reported yesterday that he expects to conclude here before he departs for England aboard the *S. S. Queen Mary* on Friday, U. S. distribution deals for his "Courtneys of Curzon Street," "Spring in Park Lane" and "Maytime in Mayfair." The pictures were screened extensively for Coast executives during the past two weeks, and aroused considerable interest, Wilcox said.

While on the Coast, Wilcox concluded a deal with Warner Brothers for that company's employment of British actor Michael Wilding to star opposite Jane Wyman in a forthcoming Alfred Hitchcock picture. Wilding co-starred with Anna Neagle (Mrs. Wilcox) in "Spring in Park Lane," which was cited recently, following a British audience poll, as the best picture to be shown in England last year. Miss Neagle and Wilding also took top honors in the poll in consequence of their performances in the film.

Schine Talks on Again

WASHINGTON, May 16.—Consent decree talks between Schine circuit attorneys and the Justice Department resumed in Washington today after a long lay-off, with both parties reporting "progress" but refusing to discuss details.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
WILLIAM HOLDEN · WILLIAM BENDIX
MACDONALD CAREY · MONA FREEMAN
'Streets of Laredo'
Color by TECHNICOLOR
In Person PETER LORRE and THE PIED PIPERS FRANK FONTAINE FOUR EVANS Extra Added Attraction VICTOR LOMBARDO And His Orchestra GEORGE WRIGHT at the ORGAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

"Home of the Brave"
NOW! Victoria B'way & 46th St.
Continuous Performances • Late Shows Nightly
V-108

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IT'S TERRIFIC

TULSA

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IN MORE THAN 600 REMIERE DATES!



From **WALTER WANGER**, who gave you those giants of the screen, "STAGECOACH" and "CANYON PASSAGE"!

Starring

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Pedro ARMENDARIZ · Chill Wills · Lloyd Gough · Edward Begley

Produced by WALTER WANGER · Directed by STUART HEISLER

Associate Producer EDWARD LASKER · Screenplay by FRANK NUGENT and CURTIS KENYON

Suggested by a Story by RICHARD WORMSER · An EAGLE LION FILMS Release

"TULSA" is setting a record-smashing pace from Boston to Los Angeles—from Chicago to New Orleans, in hundreds and hundreds of HOLDOVER DATES!

BUY U. S. SAVINGS BONDS

Another Great EAGLE LION Hit!

Get your share of "That Terrific TULSA" business!

Allied Hits Para.'s Memphis Sales Plan

MEMPHIS, May 16.—Allied Independent Theatre Owners of the Mid-South, Inc., has characterized Paramount's new availability "offer" to Memphis exhibitors as "vicious," and something "that amounts to bidding." The statement was issued by Bob Bowers, manager.

Paramount has offered pictures to deluxe and drive-in neighborhoods 30 days after first-runs on condition that the pictures be kept seven days and that $750 be guaranteed. Further, Paramount asks 35 per cent up to $3,500 and a 50-50 split over $3,500. Two Memphis theatres have accepted this new offer as an experiment.

Other distributors have denied they planned to follow Paramount's plan and said they are sticking to 39 and 46-day releases after first-runs.

Mid-South Convention June 28-29

MEMPHIS, May 16.—A convention of Independent Allied Theatre Owners of the Mid-South was called today by Bob Bowers, manager, for June 28-29, at Hotel Chisca in Memphis. Permanent officers will be elected.

Seek to Tie New Firm Into Griffith Case

OKLAHOMA CITY, May 16.—Defense neared the end of its presentation in the Griffith anti-trust case today with testimony of R. A. Higdon, Dallas, Tex., buyer for Theatre Enterprises, Inc. under cross-examination by George Wise, government attorney, who is seeking to tie the Texas firm to the Griffith defendants. U.S. District Judge Edgar S. Vaught has not ruled whether Theatre Enterprises shall be a party in the case.

★ *in the French Field ONLY*

VOG FILM CO.

does it again and again and again!

"JENNY LAMOUR"
(Carryover hit)

"DÉDÉE"
(Current sensation)

"MANON"
(Coming up)

★ **"DÉDÉE"**—An ungloved portrayal of life on the waterfront, is in its 7th week at the Ambassador on Broadway, Starring

SIMONE SIGNORET,

she is called by the N. Y. TIMES the woman *"who looks what she's made out to be."*

★ **"MANON"** — Realistic drama of youth on the loose in postwar Paris. Starring a surefire exploitation feature — CECILE AUBRY, given a 20th Century-Fox contract on the strength of her performance in "MANON". . . .

And topical! Story is set on a ship running D.P.'s thru the British blockade of Palestine.

Directed by H.-G. Clouzot, who made "Jenny Lamour" what she is today!

VOG FILM CO.

229 W. 42 St. - N. Y. C. (18)

NY 1st-Run Business

(*Continued from page* 1)

toria, where $32,000 is the apparent first week's gross. This is still short of the revenue anticipated, however.

Here are the four other newcomers with the estimated gross of each for the first week: "The Stratton Story," stage show, Music Hall, fairly good at $120,000; "Forbidden Street," Dick Haymes and ice revue on stage, Roxy, fair at $82,000; "Streets of Laredo," Peter Lorre and Victor Lombardo's orchestra on stage, Paramount, adequate at $64,000; "The Sun Comes Up," Glen Gray's orchestra and Gracie Barrie on stage, Capitol, very low at $24,000.

"Flamingo Road," with Ted Lewis' orchestra on stage, is headed for a good second week's gross of $40,000 at the Strand. Rousing second week's business of $42,000 is figured for "Barkleys of Broadway" at the State. "We Were Strangers" is fair enough at the Astor with $19,000 in view for a third week. Sixth week of "Champion" probably will gross about $20,000 at the Globe, and that is fairly healthy.

Mayfair looks like a $14,000 gross for the fifth week of "Wizard of Oz," which is moderate business. "Hamlet" is still pulling strong with about $15,000 likely for the 33rd week at the Park. "Africa Screams" probably will give the Criterion about $14,000 in a mild second week and will be followed on Friday by "Lady Gambles." "The Red Shoes," continuing at a good clip, should give the Bijou about $12,000 in a 30th week. "One Woman's Story" will open at the Rivoli today, replacing "Portrait of Jennie," which took in about $10,000 in a seventh and final week.

New Jersey TOA

(*Continued from page* 1)

ing motion picture theatres and other matters of interest to exhibitors also are on the agenda.

The business meeting will be followed by an all-industry beefsteak dinner honoring Sullivan and Ed Lachman, national exhibitor co-chairman for the industry in the Treasury's "Savings Bond Opportunity Drive."

Tighter Trust Laws

(*Continued from page* 1)

Judiciary Committee in the 80th Congress.

Meanwhile, the way has been cleared for the House Committee to go ahead with its long-term, comprehensive study of the need for tightening the anti-trust laws. The investigation has been held up for lack of funds, and last week the House voted the Judiciary group $30,000.

Settle Middletown Suit

HARTFORD, May 16.—Settlement out of court of the case of Middletown Enterprises, Inc., against the Capitol Theatre Realty Corp., both of Middletown, has been announced. Case involved decision of what things in the theatre building, in Middletown, were fixtures and what were parts of the structure.

Mrs. Elizabeth Duggan

Mrs. Elizabeth Duggan, 75, mother of Pat Duggan, vice-president of Samuel Goldwyn Productions, died yesterday in her son's Beverly Hills home. Mrs. Duggan, widely known in show business, is also survived by three daughters.

80% of Films

(*Continued from page* 1)

criticism rides a noisy merry-go-round."

The MPAA chief said a type of invalid criticism is "voiced by those who want pictures made only in their own image." That, he added, "is a broad way of saying they want pictures cued to a definitely narrow taste or pictures which in their opinion are suitable for other people to see. . . . The extremist among the conformists is for censorship of motion pictures. . . . I believe in Parent-Teacher and other community groups rating pictures after production as to audience suitability."

Hailing the strides made by motion pictures in behalf of education, Johnston cited these statistics: "In 1936, there were 485 sound projectors in American schools. This year an estimated 50,000 are in use. The number of films acceptable for teaching purposes has climbed from a scanty handful to more than 1,000,000 prints of nearly 7,000 different titles."

Higher Costs

(*Continued from page* 1)

reflects factors previously brought to the attention of stockholders, principally to higher rates of amortization of feature production costs necessitated by shrinking film revenues, both domestic and foreign," according to a company statement.

Disney said that the company is preparing to produce Robert Louis Stevenson's "Treasure Island," in England this summer, acting jointly with its distributor, RKO Radio. About 90 per cent of the production cost will be paid with sterling.

"The production and its subsequent world-wide distribution by RKO Radio should enable Disney Productions to convert to dollars all of its presently blocked British money, plus substantially all that which may accrue in the United Kingdom during the next year," it was said. "If this result is obtained, it will improve the income account for the current year and for 1950."

In the first half of the current year, total gross income was $2,746,251 compared with $2,543,286 for the corresponding period a year ago.

During the first six months Disney Productions applied $381,560 to debt reduction and to the payment of all remaining dividend arrearages on preferred stock, which dividends amount to $83,610. Notes payable decreased $173,574, the long-term serial loan was reduced by $105,026 and $19,350 principal amount of debentures were purchased for retirement.

Jack Davis's Daughter

LONDON, May 16.—Iris Davis, 24, daughter of Jack Davis, formerly of the Little Carnegie Theatre in New York, died here Saturday after a radioactive chemical from the atomic ovens in Tennessee failed to halt a growing tumor. Miss Davis was stricken last autumn while on a tour of Europe. Her father, who came here from New York when his daughter was stricken, had appealed to the U.S. Atomic Energy Commission for the chemical to save her life and it was flown from Oak Ridge, Tenn., to London.

Robert J. Harmon, 78

COLUMBUS, O., May 16.—Robert J. Harmon, 78, former owner of the Exhibit and Knickerbocker theatres here, died at his home late last week.

Anglo - U. S. Plan

(*Continued from page* 1)

the recent meeting, which was participated in only by the six council members. However, he said, there was no final agreement reduced to writing there, but only discussion of various "suggestions." "Before the agreement is reduced to writing" he declared, "you can be sure that plenty of lawyers will be consulted and that the final agreement will not violate the Webb-Pomerene Act or any other law."

British Hit Old Films

(*Continued from page* 1)

handling the films here, states that one, "Hollywood Bound," featuring Miss Grable, was compiled from 10 to 12-year-old RKO short subjects purchased by Jack Reiger in New York for the purpose of providing a modest second-feature, which would be sold as such. It further asserts that "Stairway for a Star," in which Wilde appears, was a partly finished subject which Reiger took over and completed as a second feature. There was no intention of putting the pictures out as new, first-class attractions, it was stated.

The CEA and KRS, however, still agree that bookings of the pictures should be discouraged.

U. K. Strike Threat

(*Continued from page* 1)

to the exhibitors and efforts are being made to convene an emergency meeting tomorrow of the NATKE and CEA negotiators. This may be difficult, however, in view of the absence of W. R. Fuller, CEA general secretary, who is vacationing on the Continent.

Smaller exhibitors declare they already have gone the limit on wage concessions for theatre employes, whereas extremists in the NATKE camp are in truculent mood. Studio unions have been asked by the NATKE to stand by for sympathetic action should no agreement be reached.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 97 NEW YORK, U.S.A., WEDNESDAY, MAY 18, 1949 TEN CENTS

UA to Accept Bids for All Chicago Runs

Applies to Downtown And Subsequent Houses

CHICAGO, May 17.—United Artists will sell all of its forthcoming product under the bidding system for downtown and subsequent-run situations. Company had previously experimented with selling under bidding and negotiations. Initiating the plan for the Loop will be "The Crooked Way," while outlying houses will be able to bid for "Impact," "Jigsaw" and "Africa Screams," previously booked into the Loop under the old system.

Reason for the company's resumption of bidding is believed to be due to the strong product backlog, including "Champion" and "Home of the Brave," booked into the Essaness Woods.

CiteProductionCode At IFCA Luncheon

Importance of the industry's voluntary Production Code and its administration was stressed by the Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency, at the annual luncheon of the International Federation of Catholic Alumnae at the Pierre Hotel here yesterday. Mrs. James F. Looram, chairman of the motion picture department of the IFCA presided. Other speakers were Father Francis X. Talbot, president of Loyola College, and Arthur De Bra, director of the community service department of the Mo-

(*Continued on page 5*)

Tighter Censorship Expected in Ontario

Toronto, May 17. — In becoming the Premier of Ontario through party election, Leslie M. Frost announces that he has retained the portfolio of Provincial Treasurer which means he continues to keep jurisdiction over the censorship and theatre inspection branches of the government. He plans a reorganization of film censorship under the continued direction of O. J. Silverthorne, including an increase in personnel.

Future Prospects Bright, Zukor Tells Exhibitors

The industry's future looks good, Adolph Zukor, Paramount board chairman, declared here yesterday at the launching of the re-release of "The Trail of the Lonesome Pine" at a screening and luncheon at Toots Shor's. The luncheon was in honor of Zukor, who presented this first Technicolor production in 1936. Some 60 exhibitors attended as well as Paramount executives and press representatives.

Hugh Owen, Paramount Eastern and Southern division sales manager, presided.

Zukor stressed the unity of purpose that now exists between the production, distribution and exhibition ends of the industry. He declared that he has "just as much faith today in the industry as 30 years back." Zukor asserted that "television competition will make us do a better job," and he urged exhibitors "to encourage people who make pictures to make the best possible."

Exhibitors invited were: Harry Royster, Adam Adams, Ben Greifer,

(*Continued on page 4*)

State Solons Hit Film Dollar Freeze

WASHINGTON, May 17.—The California state legislature today called on Congress to urge the U. S. State Department to work for the release of American film company assets frozen abroad.

In a resolution forwarded to members of the Senate and the House, the state legislators pointed out that film companies have been making pictures abroad to use the frozen assets, contributing to unemployment in the domestic film industry.

AFL Drive to Oust SPG at RKO Radio

AFL's Sign Pictorial and Display Union here (Local No. 230 of the Brotherhood of Painters, Decorators and Paperhangers) has expanded its campaign to capture territory held by CIO's Screen Publicists Guild. Thwarted in an attempt to win jurisdiction over the artists' segment of the RKO Radio publicity shop here, the AFL union has applied to the National Labor Relations Board here for a full shop election. Spokesmen for Local No. 230 claim that a majority of RKO Radio's publicists and artists seek to sever connections with the SPG which stands at an impasse with

(*Continued on page 5*)

Quigley Urges Fair US Employment Law

WASHINGTON, May 17. — Martin Quigley, as co-chairman of the National Council for a Permanent Fair Employment Practice Commission, today testified before a sub-committee of the House Labor and Education Committee which is conducting hearings on the anti-discrimination bill now before Congress.

Quigley urged favorable action by the sub-committee, declaring that, "The simplest, most basic requirement for the maintenance of human rights and social justice is the right to equality of opportunity in earning a livelihood, without regard to race, color, religion or national origin."

See New Medium For Cutting US Tax

WASHINGTON, May 17.—Rep. Wilbur Mills, key Democratic member of the House Ways and Means Committee today came up with a new proposal on corporate income taxes which may also open the way for an admission tax reduction this year.

Mills introduced a bill to push corporate income tax payments, normally paid over the 12 months of 1950, into the first six months. This plan is designed to raise tax collections in fiscal 1950, without increasing tax rates, as a means of avoiding an otherwise almost certain deficit. The bill has been discussed by top Ways and Means Committee members, Treasury officials and key Senators.

If the Administration decides to

(*Continued on page 5*)

Fontaine, Delcambre Back to SRO Posts

J. E. Fontaine and Alfred Delcambre have rejoined Selznick Releasing Organization in executive sales capacities after having been with Motion Picture Sales Corp. for a short time, it was announced here yesterday by Sidney G. Deneau, SRO sales vice-president. Delcambre, who will have headquarters in Dallas, replaced Herman Beiersdorf who has resigned. Fontaine will have headquarters in Washington.

Deneau said that further additions would be made to the sales force in view of the fact that the company is planning to release several other pictures this summer and fall.

Skouras, 20th Board Elected; Profit Is Up

Stockholders Informed of Divestiture Development

Board of directors yesterday re-elected Spyros P. Skouras president of 20th Century-Fox, and all other officers, following the election of 13 directors, by stockholders, at the corporation's annual meeting at the home office.

Twentieth-Fox and all subsidiaries, including National Theatres and Roxy Theatre, Inc., yesterday reported consolidated net earnings of $3,017,736 after all charges, for the first quarter ended March 26. After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings amounted to $1.04 per share on 2,769,115 shares of common stock outstanding.

Consolidated net earnings after all charges reported by the corporation for the first quarter of 1948 were $2,-

(*Continued on page 4*)

MPAA Group Will Study Television

A continuing study of television, particularly in its relationship to motion pictures, was approved unanimously by members of the Motion Picture Association of America's television committee at a meeting held here yesterday in the home office of Columbia Pictures.

Columbia vice-president Jack Cohn, chairman of the committee, told members that Eric Johnston, president of

(*Continued on page 5*)

Legislatures in 26 States Adjourned

Washington, May 17.—Only 18 state legislatures are left in session, 26 having adjourned so far this year, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Five legislatures adjourned recently, all without taking any action harmful to the film industry. The states were Minnesota, North Carolina, Pennsylvania, Maine and Rhode Island.

Personal Mention

MAURICE A. BERGMAN, Universal-International Eastern director of advertising-publicity, and industry chairman of the "Opportunity Savings Bond Drive," returned here yesterday from Kansas City where the drive opened Monday.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is in Little Rock, Ark., where he will address the local Chamber of Commerce and attend the Arkansas Independent Theatre Owners convention.

•

EDWARD L. HYMAN, Paramount Theatre Service Corp. vice-president, has returned to New York from a trip to Phoenix, Los Angeles, San Francisco and Salt Lake City.

•

NORMAN C. GLASSMAN, owner of the Rialto Theatre, Lowell, Mass., is in New York and is staying at the Hotel Taft.

•

STEVE BROIDY, Monogram and Allied Artists president, has left Hollywood on a tour of Southern and Southeastern exchanges.

•

JAMES L. SHUTE, March of Time assistant producer, has left here for Italy for a month's stay.

•

SAM GALANTY, Columbia Mid-East division manager, left here yesterday for Cleveland.

•

RUSSELL HOLMAN, Paramount Eastern production manager, left here yesterday for the Coast.

'Tulsa' to the Capitol

"Tulsa," the Walter Wanger-Eagle-Lion Technicolor production, has been booked into the New York Capitol Theatre, to follow the current "Sun Comes Up." The stage show accompanying "Tulsa" will be headed by Eddie Howard and his orchestra, with Marilyn Maxwell, vocalist.

Drutman in FC Post

Irving Drutman, who has just completed a special publicity assignment on United Artists' "Home of the Brave," has joined Film Classics to work in a similar capacity on Louis de Rochemont's "Lost Boundaries," Syd Gross, FC advertising-publicity director, has announced.

3 Directors Reelected

At the annual meeting of stockholders of Technicolor, Inc., Albert W. Hawkes, James H. Hayes, Harrison K. McCann and Kay Harrison were reelected directors for three years. Eversley Childs, Jr., was elected a director for two years.

Sidney to Direct 'Key'

HOLLYWOOD, May 17.—George Sidney will direct M-G-M's "Key to the City," co-starring Clark Gable and Loretta Young, which will start production in July.

Griffith Counsel To Take Stand Today

OKLAHOMA CITY, May 17.—Henry Griffing, general counsel for the Oklahoma City Griffith companies, will be called to testify tomorrow in the mandate hearing before Federal Judge Edgar S. Vaught. He is expected to review the activities of the companies during the two years since L. C. Griffith became seriously ill. Charles B. Cochran, defense attorney, said Griffing probably will be the last defense witness.

Carleton Updyke, former auditor for the R. E. Griffith estate and R. E. Griffith Theatres, Inc., testified today concerning sales and consolidations made necessary by the circuit partner's death in 1943. Other witnesses were Cliff White, Oklahoma City Griffith buyer, and R. I. Payne, Dallas, vice-president of Theatre Enterprises, Inc.

E-L Will Distribute Five Films in June

Five productions will be released by Eagle-Lion during June, it was announced by William J. Heineman, distribution vice-president.

The five are: Walter Wanger's "Reign of Terror," starring Robert Cummings, Richard Basehart, Richard Hart and Arlene Dahl; "Alimony," starring John Beal, Hillary Brooke, Martha Vickers and Douglass Dumbrille, and three J. Arthur Rank productions: "Don't Take It to Heart," starring Richard Greene, Alfred Drayton and Patricia Medina; "A Canterbury Tale," starring Eric Portman, Sheila Sim, Kim Hunter and Dennis Price, and "Sleeping Car to Trieste," starring Jean Kent, Albert Lieven, Derrick De Marney and Paul Dupius.

Variety Luncheon for 'Jimmy Cancer Drive'

NEW HAVEN, May 17.—More than 75 are expected to attend a trade luncheon at the Hotel Taft, New Haven, tomorrow, in conjunction with the Variety Club of New England's campaign for the "Jimmy 1949 Cancer Drive."

Among those slated to attend are Albert M. Pickus of Stratford, regional vice-president of the Theatre Owners of America and chairman of the state campaign; Walter B. Lloyd, manager of the Allyn Theatre, Hartford, and James Darby, manager of the Paramount, New Haven, co-chairmen for Connecticut.

Louisville Premiere For Goldwyn Film

Samuel Goldwyn's "Roseanna McCoy," starring Joan Evans and Farley Granger, will have its world premiere in Louisville, in August. Picture deals with the lives of Kentucky mountain people.

The premiere has been heralded by extensive picture-story treatment in the Sunday magazine section of the Louisville *Courier-Journal*. The feature highlights an interview with Goldwyn's New York representative, Lynn Farnol, on premiere plans.

Mexican Production Hits Record at 108

Mexico City, May 17.—Producers see a record-high production this year of 108 features, the most made in Mexico in any year since the industry really started in 1931 with the production of the first spoken film. The estimate is based upon the certainty that 50 pictures will be made up to June 30 and plans are set to make 58 in the following six months.

Boston Rally Opens Bond Drive Today

BOSTON, May 17.—The Treasury's "Opportunity Savings Bond Drive" will be initiated here tomorrow with a rally on Boston Common. Dan Dailey and Sophie Tucker will head a long list of screen, stage and radio talent.

Governor Dever and Mayor Curley will participate in the program, together with many Federal and civic notables, including co-chairmen of the motion picture savings bond committee, Sam Pinanski and Daniel J. Murphy.

Greece Unfreezes $350,000 to U. S.

WASHINGTON, May 17.—The Currency Committee of the Greek government has approved $350,000 for payment of U. S. film rentals, royalties and other items during 1948-49, a reduction of $150,000 below 1947-48, according to a U. S. Commerce Department report.

The report, prepared by film chief Nathan D. Golden, says that inasmuch as about $250,000 was used during the July-through-December 1948 period, only about $100,000 is left for the current six months.

Gold Sets Quarterly Television Forums

Quarterly forums, with an all-day round of activities, have been placed on the agenda of the National Television Film Council, by NTFC president Melvin L. Gold. Burt Balaban, NTFC vice-president and film director for Paramount Television, will head committees and arrangements for the quarterly sessions.

Daytime meetings will be climaxed by regular membership meetings in the evening. First forum is scheduled for June 30.

Denies Puente Dismissal

LOS ANGELES, May 17.—Federal Judge Ben Harrison denied a defense motion today to dismiss the suit brought by Steve and Emma Charek, owners of the Puente Theatre, Puente, Calif., against major distributors asking $241,500 damages on the charge that the defendants conspired to withhold service in unwarranted protection of theatres in Pasadena and adjacent towns.

Newsreel Parade

THE ending of the Berlin blockade and the Holland Tunnel blast are current newsreel highlights. Among other items are Capot winning the Preakness, and "I Am An American Day" celebrations. Complete contents follow:

MOVIETONE NEWS, No. 40—Holland Tunnel blast. Berlin blockade lifted. President Truman honors women of achievement. New York: "I Am an American Day." Vice-President Barkley salutes Israel. Aviation. Golf. The Preakness.

NEWS OF THE DAY, No. 274—Blockade ends in Berlin. Chemical blast rocks Holland Tunnel. "Grandma" Moses wins Achievement Award. "I Am an American Day." The Preakness.

PARAMOUNT NEWS, No. 77—Preakness. Berlin freed from blockade. "I Am an American Day."

TELENEWS DIGEST, No. 20-A—Blockade ends in Germany. Eisler caught. Washington: arms for pact nations. Philadelphia Symphony Orchestra starts tour. England: naval conference. Egyptian girls do calisthenics. Capot takes the Preakness.

UNIVERSAL NEWS, No. 248—Berlin blockade lifted. Holland Tunnel blast. Capot wins the Preakness.

WARNER PATHE NEWS, No. 79—Holland Tunnel blast. Berlin blockade. People in the news. Dewey on vacation. Women's press awards. Japanese Emperor. Swiss guards in the Vatican. Seals on remote Pacific Island. French fashions. Capot wins the Preakness.

Ascap Video Talks To Continue Today

Ascap will continue its attempts to reach an accord with the television industry on a contract for music licensing at a second meeting here today with radio-video network executives. Fred Ahlert, president, and other representatives of the Society began discussions with video officials and, separately, with advertising agency executives earlier this week.

Extensive negotiations with a special committee of the National Association of Broadcasters failed to produce any agreement and were discontinued last week. The telecasters' present pact with Ascap expires on June 1.

Para. Video Network Starts on Coast

LOS ANGELES, May 17.—Television station KTLA last night become the originating station for the West Coast's first television network hookup, when San Diegans watched the inaugural program of San Diego's first television station, KFMB-TV, viewing a KTLA Los Angeles video show.

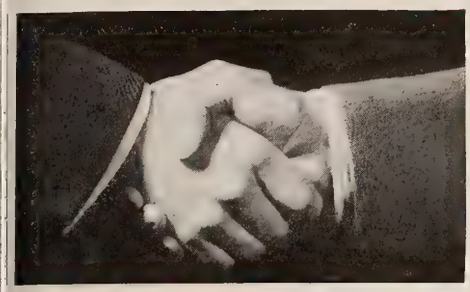
This was the beginning of Paramount's West Coast television network.

U-I Files Counter Suit

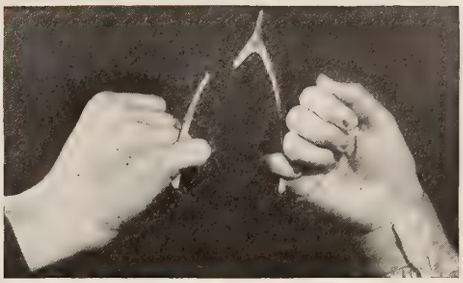
LOS ANGELES, May 17.—Universal-International filed a cross-complaint suit against Marston Pictures, producers of "Casbah" who have sued U-I for $250,000 on the grounds of alleged improper distribution of the film. U-I's suit asks for repayment of $320,439 allegedly improperly disbursed by Marston and asks for a decree of foreclosure against the company.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H.Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising, Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

M-G-M's HANDY GUIDE for SHOWMEN!



FRIENDS GALORE when you play M-G-M's Technicolor **"LITTLE WOMEN"** beloved by all! June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh. Big promotion! Big business!



YOUR WISH COMES TRUE!
M-G-M's **"BARKLEYS OF BROADWAY"** another Technicolor musical in "Easter Parade" class, re-unites Fred Astaire and Ginger Rogers with tremendous publicity. Plus Oscar Levant. Great at State, N. Y.



MONEY IN THE BANK!
M-G-M's **"TAKE ME OUT TO THE BALL GAME"** spreads Technicolor happiness from Coast to Coast with gayety, singing, romancing by Frank Sinatra, Esther Williams, Gene Kelly, Betty Garrett, Jules Munshin.



RINGS THE BELL!
M-G-M's **"MADAME BOVARY"** is the talk of the Coast! Audiences say: "Daring, gorgeous, romantic, thrilling." Jennifer Jones, James Mason, Van Heflin, Louis Jourdan.



FULL HOUSE when you book M-G-M's **"ANY NUMBER CAN PLAY"** which Coast preview audiences say is "Best Gable picture in years." Co-stars Alexis Smith. Plus Wendell Corey, Audrey Totter.



REMEMBER THE PROPHECY!
M-G-M's **"EDWARD, MY SON,"** the No. 1 Broadway dramatic stage hit is even greater on the screen. Spencer Tracy, Deborah Kerr. "Gleaming gem," says Boxoffice.



A TREASURE!
M-G-M's **"GREAT SINNER."** Big Picture! Big Cast! Gregory Peck, Ava Gardner, Melvyn Douglas, Walter Huston, Ethel Barrymore, Frank Morgan.



C'MON IN! THE PICTURE'S FINE!
M-G-M's **"NEPTUNE'S DAUGHTER,"** Queen of Technicolor Musicals. Esther Williams, Red Skelton, Ricardo Montalban, Betty Garrett, Keenan Wynn, Xavier Cugat.



BOX-OFFICE MUSIC!
M-G-M's **"IN THE GOOD OLD SUMMER TIME"** is compared to "Meet Me in St. Louis" at previews, it's that good! Judy Garland, Van Johnson. Technicolor! Songs!

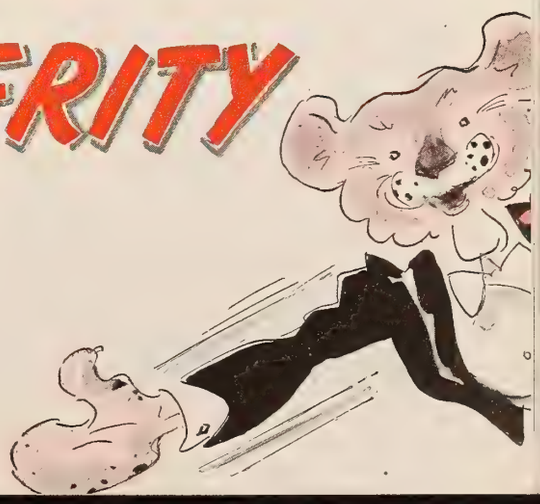
AND LOTS MORE!



"BRAVO! BRAVO!" They're cheering M-G-M's **"THE STRATTON STORY."** World Premiere Cleveland, sets new attendance record! Nationwide praise! James Stewart! June Allyson. Wonderful trailer too!

And for that helping hand at the Boxoffice—
You've got to hand it to M-G-M's

"PROSPERITY PLAN"!



M-G-M hands out more advertising for you than any other company in newspapers, magazines, radio!

Skouras, 20th-Fox

(*Continued from page* 1)

926,842, which after deducting preferred dividends amounted to $1.00 per share on 2,769,024 shares of common then outstanding. Earnings for the fourth quarter of 1948 were $3,389,651.

Members of the board who were re-elected by stockholders to serve until 1950 included: L. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, William P. Philips, Seton Porter, Murray Silverstone, Skouras and Darryl F. Zanuck. Robert E. Hannegan, former U. S. Postmaster-General, was elected a director, replacing the late John E. Dillon.

Officers Reelected

Reelected with Skouras were the following: Michel, executive vice-president; Zanuck, vice-president in charge of production; Silverstone, vice-president; Joseph H. Moskowitz, vice-president; Al Lichtman, vice-president; Andrew W. Smith, Jr., vice-president in charge of domestic distribution; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Henderson, treasurer and secretary; Eadie, comptroller and assistant treasurer; Francis T. Kelly, assistant treasurer; Fred L. Metzler, assistant treasurer; C. Elwood McCarthey, assistant comptroller; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant secretary; George F. Wasson, Jr., assistant secretary, and William Werner, assistant secretary.

Company's film rentals and theatre receipts rose for the 13 weeks ended March 26 to $43,490,969 from the 1948 corresponding period's $40,316,174. Subsidiary National Theatres' profit for 1948 was reported at $8,600,000, compared with $10,200,000 for the previous year. National's profit for the first quarter of this year was reported at $2,100,000, compared with $2,300,000 for the same period of 1948.

The stockholders' meeting, described by recalcitrant minority stockholder Gilbert Fuller as one of the best ever held in the industry, was marked by lengthy questioning by stockholders of Skouras and company attorney Otto Koegel, with the latter serving as meeting chairman.

Queried on Divestiture

One question concerned the company's progress in connection with divestiture and acquisition of theatre properties under the provisions of recent rulings in the industry anti-trust suit. Koegel reported that dissolution negotiations are progressing between 20th-Fox and theatre partner Golden State (M. J. Naify). Meanwhile, he said, the company has made an arrangement with United Artists Theatres for the acquisition of the latter's two-third interest in Los Angeles' Chinese Theatre for $700,000, which would make 20th-Fox full owner of the house through Fox West Coast. To balance this, 20th-Fox's interest in four other mutually-owned theatres on the Coast will be sold to UA Theatres for $387,000. Koegel told the stockholders also that the United West Coast pool had been dissolved in conformity with court rulings.

Report on Blocked Funds

Reporting on the company's usage of currencies blocked overseas, Skouras said $1,000,000 in Italian lira was used by the company to make the recently-completed "Prince of Foxes" in that country; $1,950,000 in pounds, francs and marks went into the production of "I Was a Male War Bride," in Europe; $2,000,000 in pounds will be used to produce "Black Rose" in England and South Africa, and the company will continue to produce in blocked currency countries until "better means" can be found to make possible the release of frozen funds. Also, Skouras said, the company spent 166,000 pounds sterling (blocked) to increase theatre holdings abroad.

Skouras said he is "optimistic" that U. S. companies will benefit from the results of the recent Anglo-U. S. Film Council talks.

Average cost of the 24 pictures which 20th-Fox will make this year will be $1,783,000, Skouras said, comparing this with $1,870,000 average for the 21 made last year, and $2,300,000 average for the 18 released in 1947. Citing those figures to inform the stockholders of the extent to which the company has gone to effect production economies, Skouras added that in 1948 20th-Fox's over-all economies totalled $5,500,000. No sacrifice was made in quality to effect these economies, Skouras said.

Stating that 20th-Fox is placing much of its hope for the future in theatre television progress, Skouras said he expects that in about 18 months the company will be prepared to install large-screen video in 25 of the company's Fox West Coast theatres. He said a special video channel has been applied for in this connection, and word is being awaited from the Federal Communications Commission.

Although some minority stockholders present challenged the payment of pensions to company officers upon retirement, others took the floor to express support of the pension plan and high salaries on the ground that good management necessarily comes at a high price.

Following the meeting, the stockholders remained in the 20th-Fox home office screening room at Skouras' invitation to view a large-screen television demonstration which featured an outline by Skouras of the company's theatre video plans, and entertainment by Ed Thorgussen, actor Richard Conte and singer Joan Edwards.

The company reported following the directors' meeting that no action was taken by the board on studio executive Joseph M. Schenck's recent resignation application which has been rejected by Skouras.

20th Board Declares Quarterly Dividends on 3 Types of Stock

Board of directors of 20th Century-Fox yesterday declared a quarterly dividend of $1.12½ per share (or the equivalent in sterling at the rate of exchange on date of payment to holders of record residing in the United Kingdom) on outstanding prior preferred stock, payable June 15, to stockholders of record on June 1.

A quarterly dividend of 37½ cents per share on outstanding convertible preferred stock of the company has been declared payable June 24, to stockholders of record June 1.

A quarterly dividend of 50 cents per share on outstanding common stock has been declared payable on June 24 to stockholders of record on June 1.

Title Town Premiere

LAMBERTVILLE, N. J., May 17.—World premiere of the Paramount short, "The Lambertville Story," starring Paul Whiteman, was held here today.

Review

"Neptune's Daughter"

(M-G-M)

ADROIT showmanship, the kind that draws dollars, has gone into the making of "Neptune's Daughter." It is about as popular an attraction for hot-weather months as any exhibitor reasonably might expect to find coming his way. O.K. for fall and winter dates, too.

The allegorical daughter is Esther Williams, who graduates into the swim suit business with Keenan Wynn as partner, and gets romantically involved with polo-playing Ricardo Montalban. This straight romance has a parallel in a comedy romance between Betty Garrett, who plays Miss Williams' sister, and Red Skelton, masseur mistaken for Montalban. The complications are obvious, entirely routine, and unravel for the expected finish.

This story base, quickly told and probably as quickly assembled by scenarist Dorothy Kingsley, actually is the excuse for comedy byplay between Miss Garrett and Skelton, the attraction's two brightest performances, and parades —in Technicolor—of symmetrical show girls in swimming togs plus a spectacular water ballet as well as song and dance numbers and assorted what-not.

The combined result is a pleasant and frothy musical which, like all musicals, goes from high spot to low spot in uncertain progression toward a happy closing.

Miss Williams does reasonably well with the dramatics, such as she is called upon to deliver. She is at her best, of course, when poised on the diving board and in graceful motion in the pool. Montalban cuts a nice, romantic dash which ought to register neatly with the distaff side. Wynn bobs in and out of the picture aimlessly and never gets a chance.

"Neptune's Daughter," produced by Jack Cummings and directed by Edward Buzzell, with an unflinching eye on corn, nevertheless is one for the money. Could be big money, too.

Running time, 93 minutes. General audience classification. For June release date, June, 1949.

RED KANN

Zukor Optimistic

(*Continued from page* 1)

Tom Adams, Eugene Picker, Sol Schwartz, Sam Blaskey, Frank Marshal, Sam Goodman, Fred Schwartz, Harold Rinzler, Manny Frisch, Jack Harris, Joseph Seider, Walter Higgins, Si Fabian, Sam Rosen, Bernie Brooks, Harold Blumenthal, Harry Brandt, Joe Ingber, Leo Brecher, Norman Arenwald, Irving Dollinger, Max Cohen, Lou Fischler, Nat Harris, I. Zatkin, Leo Rosenblatt, Sam Einhorn, Jules Liggett, C. E. Smith, Wilbur Snaper, David Snaper, Murray Miller, Irving Renner, Don Jacox, William White, Paul Behrke, Arthur Wyckoff, Norman Elson, "Doc" Brown, George Skouras, John Murphy and Ted Drassner.

Representing Paramount, in addition to Owen and Zukor, were Paul Raibourn, Robert Weitman, Hal Pereira, Max Fellerman, Ben Washer and Mort Nathanson. Others invited were Henry Fonda, Arlene Francis, Mary McCarty, Arleen Whelan, Sir Cedric Hardwicke, Virginia Field and Carol Stone.

Fifty at Para. Sales Luncheon at Chicago

CHICAGO, May 17.—Fifty exhibitors joined Paramount representatives at the Central division sales meeting for luncheon at the Drake Hotel here today where brief talks were given by John Balaban of Balaban and Katz, Jimmy Soston of Warner Bros., and Jack Kirsch of Allied, who paid their respects to Paramount sales manager A. W. Schwalberg.

The meeting was also addressed today by William Wyler, producer and director of "The Heiress."

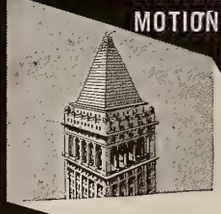
Crowe to Speak at Americanism Meet

HOLLYWOOD, May 17.—Guthrie F. Crowe, department commander of the American Legion in Kentucky and a former president of the Kentucky Theatre Owners Association, will be the principal speaker at the annual Americanism meeting of the Allied Post 302 Friday night at the Hotel Ambassador. Six hundred persons, representing all phases of the amusement industry, are expected to attend, with Charles P. Skouras, an honorary Colonel, presenting awards and citations.

Schrieber Back in N. Y.

Sidney Schrieber, Motion Picture Association of America counsel, has returned to New York after a three-week tour of Rio de Janeiro, Buenos Aires, Santiago and Lima where he consulted with attorneys on MPAA affairs.

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BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Drive Against SPG

(Continued from page 1)

distributors in new contract negotiations.

SPG reported yesterday that NLRB New York regional director Charles T. Douds rejected an application by Local No. 230 to represent a group of RKO Radio artists who several weeks ago resigned from the Guild. These artists, SPG claims, are part of an industry-wide bargaining unit which is represented by the Guild. Douds, SPG said, ruled against further proceedings in connection with Local 230's bid for the artists on the ground that the artists' unit "is inappropriate for the purposes of collective bargaining."

Meanwhile, SPG, and its sister union, Screen Office and Professional Employes Guild, which have stepped up picketing of Loew's theatres here in protest against the breakdown in industrywide contract negotiations, have adopted a no-picketing rule for Loew's theatres showing Eagle-Lion pictures this week. E-L is the only company now signed with the unions.

Ask Decision Be Upheld

WASHINGTON, May 17.—Telefilm, Inc., today asked the U. S. Supreme Court to uphold a Los Angeles Superior Court decision awarding the company $300,000 damages in an unfair competition suit against Harry M. Warner, Nathan Levinson, and six other defendants. Warner and the other defendants had asked the Los Angeles court for a new trial after a jury in December, 1947, had awarded Telefilm $250,000 compensatory and $50,000 exemplary damages.

'IA' Pact Talks Fail; Walsh's Entry Asked

A breakdown in new contract negotiations at Paramount News and DeLuxe Laboratories, has brought a request by IATSE Motion Picture Home Office Employes Local No. H-63 that "IA" international president Richard F. Walsh intervene to bring about agreements. It is understood that H-63 has refused to yield in its demands for substantial salary increases. However, before taking "drastic" action against the companies, the local's executives have decided to seek agreements with Walsh's assistance. Walsh is expected to appoint a top "IA" international officer to represent him in future talks involving Paramount News and DeLuxe.

Meanwhile, H-63 has filed a petition with the National Labor Relations Board here to be certified as the bargaining representative of the 200 Carl Fischer Music Co. employes in the city, it is reported by Russell Moss, executive vice-president.

Screen Quiz Reel

A press and exhibitor screening of the new quiz reel, "Who? When? and Where?," presented by Santa Claus Quiz Shows, Inc., was held here yesterday at the RCA Johnny Victor Theatre. The film is part of a series of quiz shows offering prizes to theatre-going winners. The idea is to present the reels each week. The series will offer community and state prizes. State winners then will compete for national prizes, which will be worth more than $100,000 to a single filmgoer, according to Ray Jackson, head of the firm.

Cite Production Code

(Continued from page 1)

tion Picture Association of America.

Father Masterson cited "the fine cooperation" extended to the Legion by the industry. Other speakers paid tribute to the late Mrs. Rita L. McGoldrick, founder and first chairman of film department of IFCA.

Others on the dais were: Nate Spingold, Albert Howson, William Kelly, and Father Thomas Little.

Agenda Is Set for NCA Convention

MINNEAPOLIS, May 17.—Following an open discussion with 20th-Fox sales executives Al Lichtman and Andy W. Smith, Jr., on the company's new sales policy, there will be talks by several other industry leaders and Mayor Hoyer of Minneapolis, at the North Central Allied convention in Minneapolis, May 23-24.

Buying problems, with emphasis on percentages and forced buying, are also high on the agenda of trade practices tagged for debate. Non-members are invited to participate.

Mrs. Gertrude Birnbaum

Mrs. Gertrude Pleshette Birnbaum, 59, mother of Gene Pleshette, manager of the Brooklyn Paramount Theatre, died Sunday at her home in the Bronx. Other survivors are the widower, Jacob, two other sons, Arnold and Manuel Pleshette, and two grandchildren, Michael and Susan. Services will be conducted today at the Park West Memorial Chapel, with Rabbi Elias Solomon officiating.

MPAA Group

(Continued from page 1)

the MPAA, had chosen them so that the committee would be representative of engineers, film executives and economists. Committeemen who also attended yesterday's meeting included: Theodore Black, Lewis Blumberg, Robert Chambers, Edward T. Cheyfitz, Oscar Doob, Paul Raibourn, John Whitaker and Frank Cahill.

After a discussion of Federal Communications Commission channels for theatre television the committee authorized the secretary, Edward T. Cheyfitz, to engage a paid assistant who would devote his entire time to the committee's television activities.

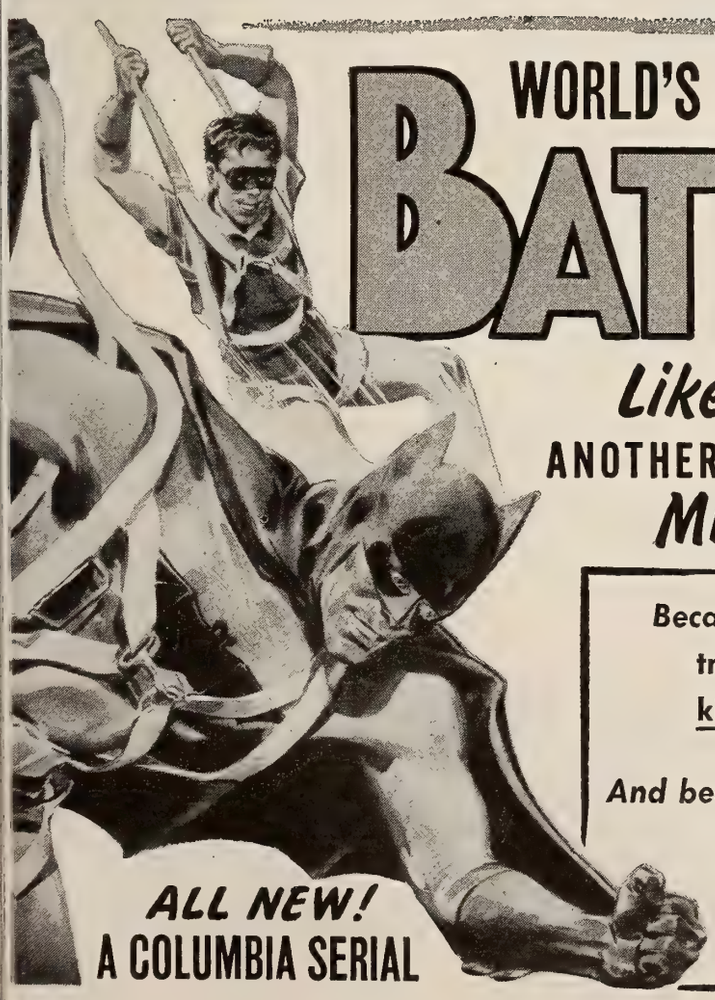
The committee viewed a film on the subject of "Phonevision" and listened to John R. Holland, assistant to the president of Zenith radio, discuss his company's plans for utilizing telephone wires in connection with television.

See New Medium

(Continued from page 1)

give the Mills Bill a green light, excise reductions will almost certainly be tacked on.

The change of the corporate income tax payments is itself of interest to film firms. Companies now can pay corporate income taxes for one year in four quarterly installments during the next year. But under the Mills Bill, corporations working on a calendar year basis will pay all of their 1949 taxes in two equal installments before July 1, 1950. Corporations paying taxes on a fiscal year will have to pay their total taxes within six months.



WORLD'S GREATEST ADVENTURE TEAM...

BATMAN and ROBIN

Like SUPERMAN...

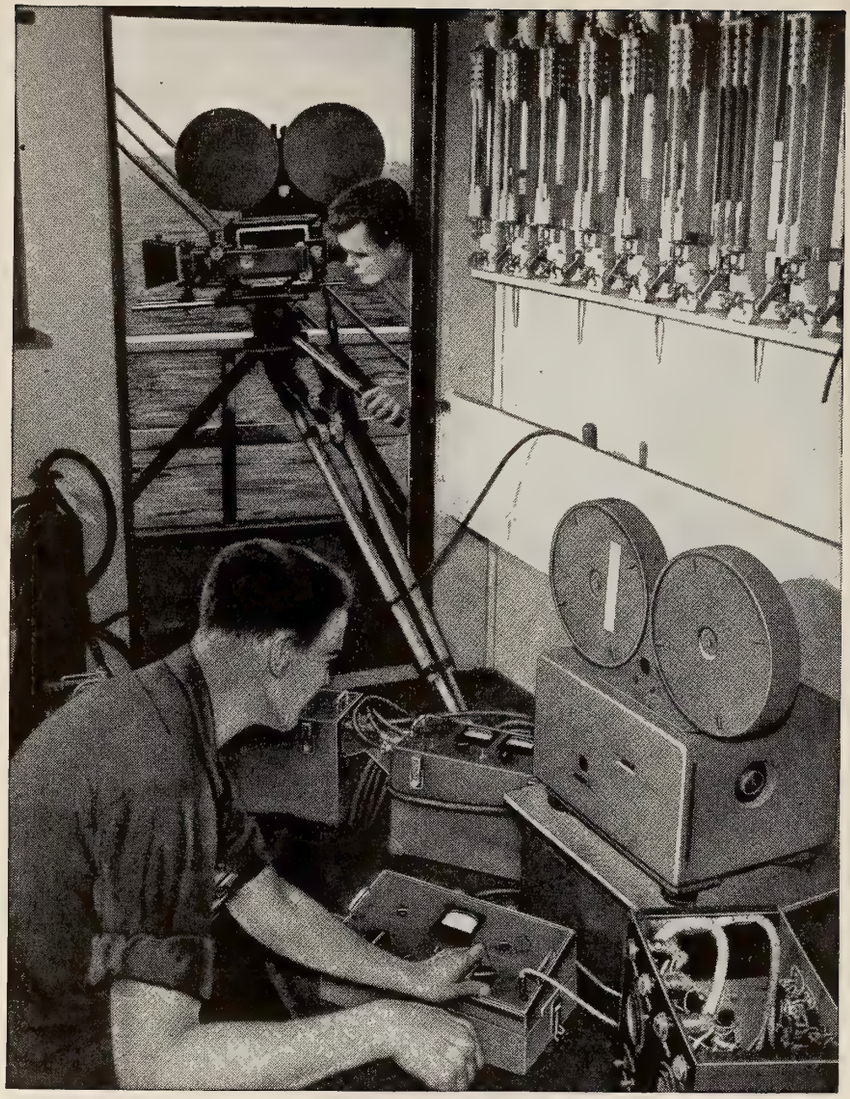
ANOTHER MIGHTY SERIAL SCOOP... FOR ANY THEATRE!

Because . . . Like SUPERMAN, BATMAN commands a tremendous and loyal pre-sold audience . . . the same kind that filled all those SUPERMAN serial seats!

And because . . . Like SUPERMAN . . . BATMAN is backed by another high-powered ticket-selling campaign aimed to reach this amazing *nation-wide* audience!

ALL NEW! A COLUMBIA SERIAL

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Western Electric "300" recording system in use aboard Navy Electronics Laboratory vessel at sea. (Official photograph U. S. Navy)

How the Navy uses Western Electric recording equipment

U. S. Navy scientists use Western Electric sound film recording equipment to make on-the-spot records of the operation of sonar, radar, fire control and other naval electronic equipment. These sound motion pictures provide a permanent record for laboratory study whenever and wherever needed.

Of particular value for use at sea—and beneath the sea in submarines—is the "300" recording system shown above. Compact and portable, with the dependability needed for extended cruises, this equipment effectively records the low frequency sound reflections and the high frequency transients encountered in sonar and radar studies.

It is this dependability and fine sound quality which have made Western Electric recording equipment the favorite throughout the world.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 98 NEW YORK, U. S. A., THURSDAY, MAY 19, 1949 TEN CENTS

TOA Asks for Video Trailers For New Films

Company Heads Urged to Start Experimentations

Gael Sullivan, executive director of the Theatre Owners of America, has sent a recommendation to production-distribution company presidents for the experimental use of television trailers to promote feature pictures.

"The television committee of the Theatre Owners of America has been working to determine how television might best be used by the motion picture industry," and "as a result of its studies we feel that at this time television might serve us best through its advertising potential," said Sullivan in a letter to company heads.

TOA officials have been urging television trailers for the promotion of new product for some time; Sullivan's recommendation direct to company presidents is the first formal action to be taken.

"We have advocated strongly the

(*Continued on page 7*)

New British Wage Scales Agreed Upon

LONDON, May 18.—Agreement on another wage scale for British theatre employes was reached at a prolonged meeting here last night by negotiators for Cinematograph Exhibitors Association and the National Association of Theatrical and Kine Employes. The first agreement ar-

(*Continued on page 7*)

Fabian Honored at Coast UJWF Dinner

Hollywood, May 18.—Reuven Dafni, Israel Consul to seven Western states, was the principal speaker tonight at a testimonial dinner to Si Fabian of New York, national chairman of the United Jewish Welfare Fund, given by the Los Angeles Motion Picture Industry Division and the Theatres and Exchanges Division of the JWF, of which Jack L. Warner is president and Henry Ginsberg is the local industry campaign chairman.

Name MPEA Committee On Anglo-US Proposals

Special committee of the Motion Picture Export Association assigned to determine the workability and further clarification of the proposals advanced by the Anglo-American Films Council has been appointed here to work with Arthur Loew, head of Loew's International, who had been named by MPEA president Eric A. Johnston earlier to serve as chairman.

The group consists of Emanuel Silverstone, vice-president of 20th Century-Fox International; Norton V. Ritchey, president of Monogram International; Abe Schneider, Columbia vice-president and treasurer, and John G. McCarthy, managing director of the international division of the Motion Picture Association of America.

Appointment of Loew by Johnston was made at an MPEA meeting here last Friday, when some company presidents and foreign department heads made it clear that their acceptance of the proposals, including the subsidization of British production, was not in immediate prospect.

Arnall Presses D. C. Attack on MPEA

WASHINGTON, May 18.—SIMPP president Ellis Arnall followed up his written protests on the Anglo-American Film Council proposals with personal calls here today. The proposals are being considered by the Motion Picture Export Association.

Arnall could not be reached and SIMPP's Washington law firm of Barnes and Hill did not know exactly whom he had seen. But it was established that he had talked with State Department film chief Merrill Gay and other State Department officials, and it was reported—but could not be confirmed—that he had talked to offi-

(*Continued on page 7*)

All B'way Theatres To Show Bond Film

Every motion picture theatre on Broadway will participate in the U. S. Treasury's "Opportunity Savings Bond Drive" next Tuesday, by showing the special Jack Benny short, "The Spirit of '49," which was produced by the motion picture industry committee participating in the bond drive, it was announced here yesterday by Maurice A. Bergman, Universal-International executive and chairman of the industry committee.

The short stars Benny and his part-

(*Continued on page 7*)

Ascap, Telecasters Nearing Agreement On Terms for Music

American Society of Composers, Authors and Publishers and top-echelon representatives of the television industry yesterday appeared to have reached a tentative agreement on terms for keeping Ascap music on video beyond June 1, when current contracts expire.

While no conclusions were reached, all indications were that at another meeting, probably today, both sides will narrow down the last remaining issues to the point where specific approval of licensing provisions could be made.

In the absence of official comment there were reports that Ascap and the television executives were agree-

(*Continued on page 7*)

Video Seen Bringing Newsreel Changes

One of the changes that television will bring upon theatrical newsreels will be the presentation of fewer stories but with more extensive background and documentation, according to John Tobin, general manager of The Telenews Digest, newsreel. In an interview here, Tobin pointed out that television can get films on the screen faster than they can be gotten into the theatre. As a result, he said, the trend in theatrical newsreels will be toward longer reports and greater comprehensiveness.

Last month, Telenews switched from one to two theatrical newsreel

(*Continued on page 7*)

3 Urge Tighter Anti-trust Laws

WASHINGTON, May 18.—Herbert A. Bergson, head of the Justice Department's anti-trust division; William T. Kelley, general counsel of the Federal Trade Commission, and Dr. John Clark of the President's Council of Economic Advisers, lined up solidly today behind a bill to tighten the Federal anti-trust laws.

The bill, sponsored by Rep. Celler (D., N.Y.), would amend the Clayton Act to bar one firm from acquiring the physical assets of another where

(*Continued on page 7*)

Decision Seen On E-L Deal By Weekend

Small Purchase Plans Are Weighed by Young Here

What is likely to be the final round of conferences aiming at the transfer of Eagle-Lion's control to Edward Small got underway here yesterday, when Robert R. Young, principal stockholder of Pathe Industries, and William C. MacMillan, E-L operations vice-president, discussed at length the results of last weekend's conferences on the Coast with Small and Serge Semenenko, Boston banker representing Pathe, E-L parent company. MacMillan acted as Young's personal representative in the Coast talks.

A definite decision as to whether E-L control will be sold to Small is expected to be made by the weekend, it was indicated here yesterday.

Semenenko, who flew back to New York with MacMillan on Tuesday,

(*Continued on page 7*)

SPG Asks Counter Proposals, or Else

The Screen Publicists Guild, in telegrams to company presidents yesterday, asserted that "if the producers fail to make a counter-proposal, involving genuine and substantial concessions," it would call an emergency membership meeting to "carry out the mandate of the joint SOPEG-SPG

(*Continued on page 7*)

TOA Gross Bulletin Delayed to June 1

First of the Theatre Owners of America's gross performance bulletins has been "unavoidably delayed," and is expected now to be distributed to members about June 1.

Originally scheduled to be distributed about May 1, the bulletin will be issued weekly, and will list in percentages the box-office performances of current features in various sections of the country, as reported by 400 TOA members in the field.

David Bines Named Palace Stage Head

David Bines, who has been staging shows for the RKO circuit, out of town, for 14 years, will be the stage director for the vaudeville shows which will open a new split policy, with feature pictures, at the RKO Palace Theatre here today.

A veteran showman, who served many years also with Paramount-Publix staging shows, Bines supervised the installation of a new lighting system, stage equipment and scenery at the Palace, which has not had a regular policy of vaudeville since 1935.

The price scale will be about the same as that charged for the straight picture policy. On Monday through Friday, the scale will be 55 cents until noon, 65 cents to 5 P.M. and 95 cents from 5 P.M. to closing. Saturday's scale will be 55 cents to noon, 65 cents to 1 P.M., 80 cents between 1 and 2 P.M., 95 cents from 2 to 5 P.M. and $1.20 from 5 to closing. On Sundays the price will be 95 cents to noon and $1.20 from noon to closing. Children's admissions will be 50 cents at all times.

Al Lewin Returns To Post at M-G-M

HOLLYWOOD, May 18.—Al Lewin has returned to his executive post at M-G-M folowing completion of arrangements for release by M-G-M of his forthcoming independent production, "Pandora and the Flying Dutchman." Before beginning the film, Lewin accepted an assignment from Dore Schary to act as his representative in Italy on the filming of "Quo Vadis," which Arthur Hornblow will produce and John Huston will direct. The three will sail from New York for Italy on June 10. Filming is scheduled to start on July 4.

Lett Heads Sales for Western Adventure

Scott Lett has been appointed general sales manager of Western Adventure Productions, it is announced by Francis White, president. White also announced that the company's home office will be shifted from San Francisco to Charlotte, N. C., pending a move to New York.

Lett has served in distribution with Paramount, Fox, Warner and Screen Guild over the past 25 years.

Whiteman Lunch Monday

BUFFALO, May 18.—Murray Whiteman, who headed arrangements for the charity premiere of Allied Artists' "Bad Boy" recently, will be honored by the local Variety tent at a luncheon to be held Monday at the club's headquarters.

500 To Aid Fund

BOSTON, May 18. — Five hundred theatres in New England have pledged their support to the Variety Club's "Jimmy 1949 Cancer Fund," Martin J. Mullin and Lou Perini announced. The "kick-off" luncheon here will be held at the Copley Plaza Hotel on June 7.

Personal Mention

TED R. GAMBLE, head of Gamble Enterprises, left here last night for his Portland, Ore., home. He plans to return to New York in about 10 days and will spend most of the summer here.

•

STANLEY SINSKI, assistant manager of the Glackin and LeWitt Circuit's Arch Street Theatre, New Britain, Conn., has been appointed manager of the Strand Theatre at Plainville, Conn.

•

CHARLES THALL, California Theatres Association executive manager in San Francisco, has been appointed Northern California theatre chairman of the U. S. Treasury bond drive.

•

A. A. SCHUBART, RKO Radio exchange operations manager, is visiting exchanges in Washington and Pittsburgh.

•

FRED B. HOTCHKISS, Westrex regional manager for Western Europe, has left here for a tour of his territory.

•

WILLIAM BROOKER, Paramount publicist at Philadelphia, is chairman of the Salvation Army fund drive in that city.

•

SAM STECKER, Associated Circuit executive, and MRS. STECKER have left Cleveland for a tour of Europe.

•

HENRY FRIEDMAN has sold the Lawndale Theatre, Philadelphia, to the A. M. Ellis circuit.

•

RICHARD REGAN, former Film Classics booker at Atlanta, has joined the Kay exchange there.

•

ROBERT WILMOT has joined Pathescope as a director.

WILLIAM A. SCULLY, Universal-International sales vice-president, will leave here over the weekend for the Coast.

•

RODOLFO LANDA is the new secretary-general of the players section of Mexico's Picture Production Workers Union, with JORGE NEGRETE, actor, continuing as secretary-general of the union's labor section.

•

DONALD J. G. JOHNSON, formerly Panama manager for Westrex, has returned here for an assignment in the company's radio department, with MILES STORM II taking over at the Panama office.

•

JACK MACDOUGALL, former advertising-publicity man for Fox West Coast at Oakland, has been appointed manager of the Oakland Fox Theatre, succeeding the late R. E. Catley.

•

GEORGE MARGOLIN, president of Continental Motion Pictures, and MRS. MARGOLIN, will sail from here Wednesday on the *S.S. Mauretania* for Europe.

•

ROBERT M. GILLHAM, Selznick Releasing Organization Eastern advertising-publicity director, is in Chicago from New York and is due back here tomorrow.

•

CHARLES W. TRAMPE, Monogram and Allied Artists franchise holder in Milwaukee, has returned there after a visit to Hollywood.

•

MICHAEL WILDING, British actor now on a visit here, has received the British National Film award as the best actor of 1948.

•

CARROLL PUCIATO, Realart general manager, is in Washington from New York.

Legion Gives Five Class 'B' Rating

Five pictures have been rated Class B by the Legion of Decency, including "Beautiful Blonde from Bashful Bend," 20th Century-Fox; "Calamity Jane and Sam Bass," Universal-International; "The Great Gatsby" and "Manhandled," Paramount, and a Spanish film, "Don Quixote de la Mancha," an Azteca production.

Placed in Class A, Section II, were Monogram's "My Brother Jonathan" and Mayer-Burstyn's "The Quiet One." "Trail's End," Monogram was rated Class A.

Johnston Talks Peace

SHREVEPORT, LA., May 18.—MPAA president Eric Johnston tonight urged the U. S. to seize and maintain the initiative in the "war of words" by telling the peoples of the world "of our peaceful purposes with the truths born out of facts," at a dinner for Centenary College of Louisiana, given by the local Chamber of Commerce. Johnston leaves here for Denver and Spokane, returning to Washington by May 24.

Skouras Dinner to Introduce Royall

Spyros and George Skouras were hosts at a dinner at the 21 Club here Tuesday night to introduce Kenneth C. Royall, former Secretary of the Army, to general counsel of the major companies and other industry legal lights. Royall is a member of the firm of Dwight, Royall, Harris, Koegel and Caskey, counsel for 20th Century-Fox.

In addition to general counsels of major companies, guests included, Robert Patterson, former Secretary of War, now special counsel for ASCAP; Judge Samuel I. Rosenman and John L. Sullivan, former Secretary of the Navy.

Goldberg Honors Four

DETROIT, May 18.—Irving Goldberg of Community Theaters, has presented four men who have been with Community for a total of 50 years, with gold watches. They are: Fred Smith, city manager at Mt. Clemens; Frank Krueger, manager of the Punch and Judy, Stanley Glowski, manager of the Grande, and D. J. Wilson, supervisor of Community Theaters.

British Try Some Television 'Firsts'

LONDON, May 18.—Guy's Hospital, one of five teaching institutions in London, has installed television in its operating theatre and broadcast the performing of an appendectomy to students in adjoining rooms. Instructional commentary was given by the surgeon during the transmission over a closed circuit telecast unavailable to viewers on the BBC-TV wave-length.

Also, in the House of Commons a government spokesman disclosed that the telecast of weather forecasts and meteorological charts may be televised to farmers and others on an hour-to-hour basis.

Meanwhile, the average television set owners wish BBC would get on with its main job of improving the entertainment content of its day-to-day television programs.

Wilcox and Hargrave Reelected EK Heads

ROCHESTER, N. Y., May 18.—Eastman Kodak officers re-elected at a board meeting yesterday are Perley S. Wilcox, chairman; Thomas J. Hargrave, president; Albert K. Chapman, vice-president and general manager; Dr. C. E. Kenneth Mees, Charles K. Flint, Adolph Stuber, Myron J. Hayes, Ivar N. Hultman, Edward S. Farrow, James E. McGhee, Edward P. Curtis and Donald McMaster, vice-presidents; I. L. Houley, assistant vice-president; Milton K. Robinson, secretary; Marion B. Folsom, treasurer; Cornelius J. Van Niel, general comptroller; William F. Shepard and Harmar Brereton, assistant secretaries; Archbold H. Robinson, David H. Fulton and J. Donald Fewster assistant treasurers; Thomas J. McCarrick and J. Leslie Harper, assistant comptrollers.

EK's first quarter net earnings were $11,728,892, off 9.1 per cent from the $12,903,244 net in the first quarter of 1948. Sales were $95,517,504 for the quarter, up 3.8 per cent from $92,011,298 in the 1948 quarter.

Tenn. Seeks End of Federal Ticket Tax

WASHINGTON, May 18.—Congress has received a resolution from the Tennessee state legislature calling for repeal of the 20 per cent wartime admission tax so that states and municipalities can levy a tax.

The resolution claims that the tax is among those best adapted for local use and that the legislature has already passed a bill permitting municipalities to tax admissions to the extent to which the Federal tax is eliminated or reduced.

Rosenow Buys Exchange

BUFFALO, May 18.—William Rosenow, one of the partners in the Skyway Drive-in Theatre at Athol Springs, has purchased the Pam-O-Film Exchange here. It will be known as the Screen Guild Exchange. Eleanore Paradeis, former manager at Pam-O-Film, will continue to be associated with the new company.

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WARNER BROS.
ARE GEARED TO

GO

AS NEVER BEFORE!

GARY COOPER

as Roark

PATRICIA NEAL

as Dominique

LOOK AHEAD TO

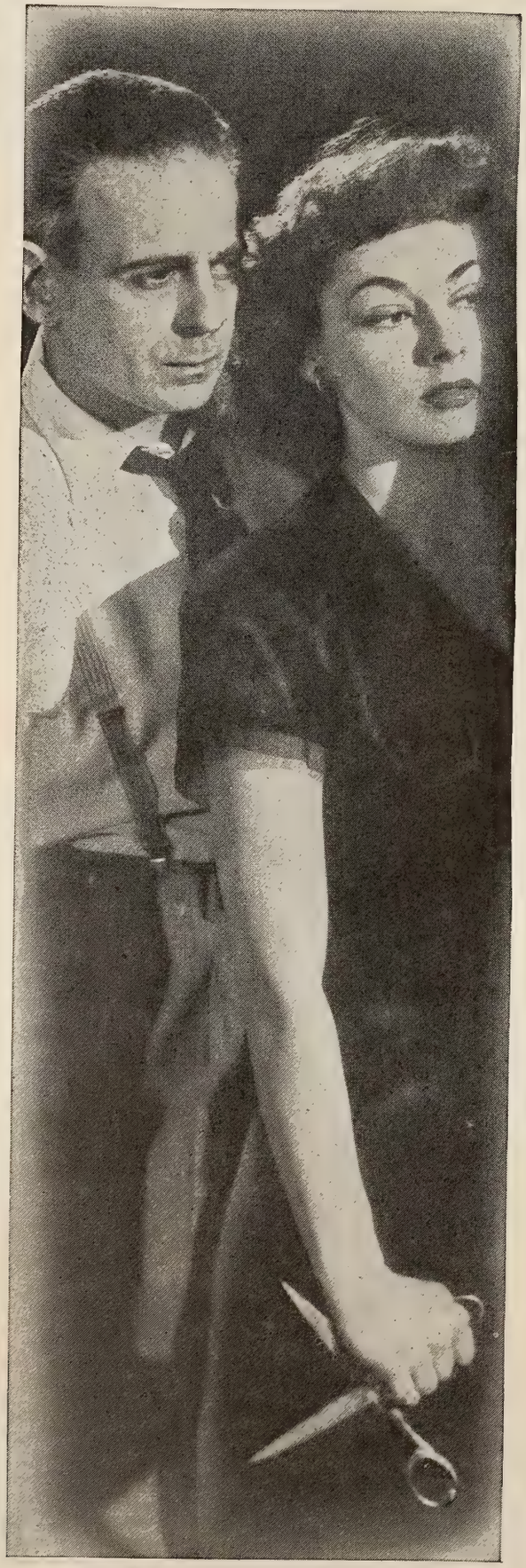


THE 10-MILLION-READER BEST-SELLER!

THE FOUNTAINHEAD

: FOUNTAINHEAD" Starring GARY COOPER . PATRICIA NEAL with RAYMOND MASSEY • KENT SMITH ROBERT DOUGLAS • HENRY HULL • RAY COLLINS Directed by KING VIDOR Produced by HENRY BLANKE

NEWSPAPERS, TRADE PRES
SAYS IT'S *Terrific* —AND IT



BOSTON

"One of the screen's most heart-stopping thrillers . . . Superb acting by whole cast."
—*Evening American*

"Tops in shocking excitement and hair-raising suspense."
—*Traveler*

"Ranks among the screen's top-notch suspense stories."
—*Herald*

"Keeps the audience on tenter-hooks."—*Daily Record*

"A hair-raising melodrama of the super-suspense kind."
—*Christian Science Monitor*

"An intriguing and unusual story."—*Post*

"If you want to be scared half to death, if you enjoy screaming with suspense and excitement, see 'The Window'."
—*Daily Globe*

SAN FRANCISCO

"Could easily be the next Academy Award winner. It crackles with suspense, brilliant direction and super-charg
drama."—*Examiner*

"A compact thriller. Bo
Driscoll turns in an amaz
performance backed up by
unusually fine cast."—*New*

"An artfully done melodra
that generates an almost
bearable amount of suspen
—*Chron*

WASHINGTON

"Fine, tingling melodrama . .
corking good picture."—*P*

"A tingling thriller."
—*Times-Her*

"Recommended without qual
cation. You'd better see it."
—*Eve. S*

"Occasionally there arrives
film of sufficient merit to j
tify the highest praise. 'T
Window' is such a picture."
—*Daily Ne*

MAGAZINES

"A first-class thriller . . . A m
terpiece of built-up tensio
—*Lo*

RKO presents

THE WIN

DORE SCH

starring **BARBARA HALE • BOBBY DRISCOLL • ART**

Produced by FREDERIC ULLMA

MAGAZINES — EVERYBODY DOING *Terrific* BUSINESS!

ne of the best suspense films come out of Hollywood in es."—*Liberty*

shocker . . . 73 minutes of t, mounting terror."
—*Coronet*

perspiring essay in sus- nse."—*Seventeen*

ne of the few genuine hair- sers of all time."
—*Family Circle*

mulating . . . has feeling of th in newsreel terms."
—*Good Housekeeping*

taut, almost unbearably sus- useful story."
aturday Review of Literature

ADE PRESS

ipping thriller . . . sure to ve audiences talking long er they've left the theatre."
—*M. P. Herald*

usual and highly original iller should prove audience aser."—*Boxoffice*

ghly recommended . . . a ce of suspense excitement dom equaled."—*Variety*

"Brilliantly calculated, gripping melodrama . . . Rates much attention."—*Film Daily*

"Continuous excitement and suspense . . . Apart from the usual run of melodramas."
—*M. P. Daily*

"Has as much suspense as has been seen in some time . . . Will grip audiences aplenty."
—*The Exhibitor*

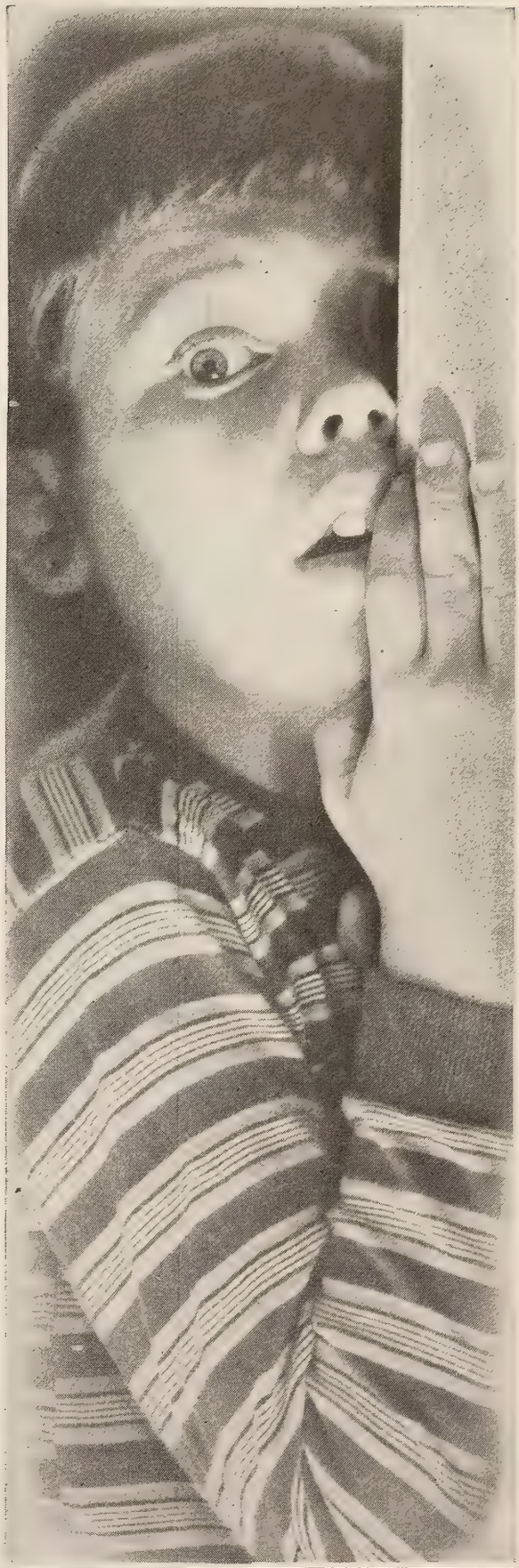
"Tense, exciting tale fraught with almost unbearable suspense."
—*Showmen's Trade Review*

"A big-time hit . . . 73 minutes of thrill-packed excitement."
—*Hollywood Reporter*

"A socko show . . . suspense entertainment that is seldom equaled."—*Daily Variety*

"Unique thriller . . . sure to capture wide-eyed attention."
—*Film Bulletin*

"A sensational picture . . . box-office will be very good."
—*Exhibitorating, in Independent Film Journal*



DOW

e of Production

NEDY • PAUL STEWART • RUTH ROMAN

by TED TETZLAFF Screen Play by Mel Dinelli

RKO RADIO PICTURES

Back the Motion Picture Industry's U. S. SAVINGS BONDS DRIVE, May 16 - June 30

Hearing Next Week On K-B Controversy

WASHINGTON, May 18.—Further argument in the controversy between K-B Amusement Co. and Warner Brothers over the jointly-owned and operated MacArthur Theatre has been set for next week—probably on Wednesday—in District Court here.

Judge McGuire some weeks ago heard arguments on whether K-B or Warner was obliged to have a second theatre built by Kass Realty Corp., and under what terms. Now he has asked both parties to argue next week on the terms for Warner getting out of the joint venture.

K-B wants to buy Warner's stock at book value, while Warner wants the venture dissolved and its assets sold at public auction. Judge McGuire has promised to dispose of both questions before June 15.

Griffith Buying Now Legal, Says Counsel

OKLAHOMA CITY, May 18.—Griffith buying practices have been set up to conform to court decisions and anti-trust laws since he became legal adviser to the circuits 10 years ago, Henry Griffing told Federal Judge Edgar S. Vaught today.

Griffing said licensing practices were revised when the Supreme Court found the circuits guilty of monopoly practices two years ago. Principal point of guilt, he said, was the practice of negotiating with distributors for both competitive and non-competitive towns simultaneously.

Kans.-Mo. Exhibitors Plan Annual Meeting

KANSAS CITY, May 18.—Allied Independent Theatre Owners of Kansas-Missouri will hold its annual convention here on June 7-8 at the Muehlebach Hotel. William Ainsworth, president of National Allied, and Truman Rembusch, its treasurer, will be among the guests.

Meanwhile, the board of directors of the Kansas-Missouri Theatre Association has made preliminary plans for that organization's convention, with an October date expected to be set.

Ohio Committee Okays 3 Per Cent Tax

COLUMBUS, O., May 18.—The Ohio House of Representatives' taxation committee has voted 12-0 to recommend passage of House Bill No. 526 which restores to the state the three per cent admission tax, and return monies collected to the source. The bill has the support of the Independent Theatre Owners of Ohio which campaigned for its approval by the committee. Vote on the bill in the House is expected soon.

Two in Probe Posts

OTTAWA, May 18.—Chairman Vincent Massey announces the appointment of Archibald A. Day of the Department of External Affairs, as secretary and Rene Garneau, formerly with wartime Information Board, as assistant secretary, of the Royal Commission which will probe national developments of the arts, including the National Film Board, Canadian Broadcasting Corporation and other government activities.

Reviews

"Colorado Territory"

(Warner Brothers)

A KEEN sense of box-office values was demonstrated by producer Anthony Veiller in the making of "Colorado Territory," a well-knit account of the stormy events leading up to the violent end of a colorful Robin Hood of the old West. Script writers John Twist and Edmund H. North fired their story with just about every one of those reliable elements which, when properly blended, spell out a Western that is rich in satisfaction. In this instance, director Raoul Walsh has seen to proper "blending."

Separating the individual ingredients in "Colorado Territory," we come up with the following: a tight-lipped, fearless, straight-shooting hero (Joel McCrea) against whom conditions and events conspire; a spirited half-breed miss, beautiful and with flaming emotions (Virginia Mayo); a daring train hold-up; villains and conspirators splendidly measured for the hero's bullets and the hangman's rope; fast, robust action, and last but not least, a Western locale whose monumental cliffs and desert expanses should change the mind of the most avid city dweller.

No need to give a detailed recitation of the plot. It is a variation of one of the basic narrative themes from which all Westerns spring. This one is neatly fashioned. McCrea's performance is one of his best, and, with the exception of Miss Mayo, whose role demanded more restraint than was her wont to demonstrate, the others in the cast fit nicely into the proceedings. Supporting performers include Dorothy Malone, Henry Hull, John Archer, James Mitchell, Morris Ankrum and others. Sid Hickox's photography is excellent.

Running time, 94 minutes. General audience classification. Release date, June 11.

CHARLES L. FRANKE

"Reign of Terror"

(Wanger—Eagle-Lion)

FRANCE in the year 1794, when a reign of terror swept its borders, has been used for this Walter Wanger production as the background of a rousing cloak-and-dagger film. The picture may not be the final word for historical accuracy, but as entertainment it is compounded of action and intrigue and flavored with romance. The cast is headed by Robert Cummings, Arlene Dahl, Richard Hart and Richard Basehart.

The story centers on the efforts of Charles D'Aubigny, played by Cummings, to frustrate a scheme of Robespierre (Basehart) to become dictator of France. The plot hinges on a small black book of Robespierre's, containing a list of the names of people to be executed when he ascends to power. By obtaining this book, and releasing its contents, Robespierre can be smashed politically, and that is just what Cummings sets out to do. In the course of his efforts he is thrown into danger dozens of times. There are many wild chases, shootings and fights. Aiding Cummings in his mission is pretty Miss Dahl who also happens to be the head of an anti-Robespierre underground movement.

Anthony Mann's direction keeps the action moving fluidly from beginning to the very end in which the guillotine comes down on Robespierre's tyrannical head. The film was produced by William Cameron Menzies, from a screenplay and story by Philip Yordan and Aeneas MacKenzie. Edward Lasker was associate producer.

Running time, 89 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"Frontier Investigator"

(Republic)

ANOTHER in the Western series featuring Allan (Rocky) Lane, "Frontier Investigator" is set in the usual pattern with a generous amount of gunplay and galloping.

The hero, out to find the murderer of his brother, runs into a battle between two stage lines for a mail contract. After a few killings on both sides, Lane suspects that there is a third party creating animosity between the two lines, this third party being the murderer of his brother. Lane goes after the suspect and after gathering enough evidence, and being himself suspected of murder, he winds up the whole affair by shooting the villain and clearing himself. Lane, Eddy Waller, Roy Barcroft and Gail Davis play their parts in the accustomed manner. Gordon Kay was associate producer and Fred C. Brannon directed.

Running time, 60 minutes. General audience classification. For May release.

New Conn. Tax Threatens

HARTFORD, May 18.—A Connecticut legislative committee has reported favorably on Senate Bill No. 724, which would require non-resident operators of summer theatres to pay an amusement tax. The bill was sent to the House and Senate for action.

Sees 6-Million Video Sets

CHICAGO, May 18.—By 1951, there will be 6,000,000 television receivers in operation in the U. S., Max F. Balcom, president of the Radio Manufacturers Association, predicted here today at the RMA convention.

Solomon Shlyen, 76

KANSAS CITY, May 18.—Funeral services were held here yesterday for Solomon N. Shlyen, 76, early Kansas City exhibitor and in recent years with Associated Publications here. He is survived by two sons, Ben and Jesse, a daughter, Mrs. Lionel K. Nelson, a brother and a sister.

Declare Loew's Dividend

Directors of Loew's have declared a regular quarterly dividend of 37½ cents per share on the company's common stock, payable on June 30 to stockholders of record on June 9.

Naify Is Adding 5 New Theatres

SAN FRANCISCO, May 18. — The opening of four theatres in Northern California and the construction of another was announced by Edward Topham, construction manager of United California Theatres.

The theatres, all owned by UCT, headed by M. A. Naify, are: Tower Willows, 970-seater, costing $100,000, to open May 26, Mario Menconi to manage; Rio, Santa Cruz, 950-seater, with shopping center, to open June 2 under the managership of M. L. Smith, also costing $100,000; Millbrae, at Millbrae, 1,100-seater, costing $250,000, to open June 12, Jimmie Edwards to manage; Monterey drive-in at Monterey, built at a cost of $100,000, for a June 3 opening, under supervision of Mark Keller.

Construction has started at Santa Clara on a 636-car Santa Clara drive-in.

1st 'Frisco Drive-in Costs $250,000

SAN FRANCISCO, May 18.—Owned by the Robert L. Lippert circuit, San Francisco's first drive-in, completed at a cost of $250,000, will open on Wednesday, according to Robert L. Lippert, Jr., manager. The theatre, called El Rancho, spreads over 10 acres on the brink of San Francisco, will accommodate 1,000 automobiles, and has a screen which is said to be the largest in the world.

Lippert also announced openings of new drive-ins in Fresno, to be managed by Eddie Stoaks; in Modesto, to be managed by Louis Vaughan, and in Medford, Ore., scheduled for a June 5 opening.

Another for Odeon

OTTAWA, May 18.—The new Odeon Theatre here will be opened on Friday and all proceeds of the opening night will go to the Canada Foundations, a non-profit charitable organization. The Governor-General, Viscount Alexander and members of the diplomatic corps will attend the premiere. Arrangements have been made with the provincial government to make this showing tax-free so that all proceeds may go to the foundation.

Raises $58,000 for UJA

TORONTO, May 18.—A trade dinner at the Columbia film exchange resulted in the raising of $58,385 among 51 contributors for the United Jewish Appeal in aid of Jewry in Israel, Europe and Canada. Members of the film committee for the campaign include L. I. Bearg, Garfield Cass, Jule Allen, H. M. Masters, Garson Soloway, N. A. Taylor, Ben Freedman and Harry S. Mandell.

Paul Landres To Direct

HOLLYWOOD, May 18. — Paul Landres, film editor for 18 years, has been assigned by producer Robert L. Lippert to direct "Grand Canyon," which went into production last week at the Nassour Studio.

United Circuit Dividend

OTTAWA, May 18.—United Amusement Corp., Ltd., has declared a dividend of 50 cents per share on outstanding capital stock, payable May 31 to shareholders of record on May 14.

Video Trailers

(*Continued from page* 1)

use of television trailers, not merely the regular theatre trailer reduced to 16mm, but a trailer prepared especially for television use," Sulivan said, pointing out that the board of directors of TOA has concurred unanimously in the television committee's conclusions.

"We realize that it is not probable that anyone in the motion picture industry will perfect now the kind of trailers which will eventually be used on television to attract patrons. However, we urge that experimentation begin.

Theatre Men Ready

"Producers should do this at the national level, and theatres should advertise at local levels.

"We believe that theatre men of the country are ready to use television trailers when they are available.

"There should be several trailers made for every picture, some of 30 seconds duration, some of 1½ minutes duration, and perhaps on outstanding features—of 2½ minutes duration. Whether this is the final answer can only be determined by use. This much we know, one trailer cannot be used too long, as it becomes boresome. Also spot television trailers, like the 'saturation' plan which local movies (theatres) use in radio can be very effective.

"We especially urge that a start be made to provide our industry with the needed emphasis in this advertising medium to increase box-office receipts for our entire industry," Sullivan concluded.

SPG Asks Counter

(*Continued from page* 1)

membership meeting of May 3 to take a strike vote." Meanwhile, Federal Mediator L. A. Stone has requested another session next Monday with the companies and SPG to further discuss the controversy.

At a press interview at SPG headquarters here yesterday, Len Goldsmith, business agent, estimated that picketing at some 11 of Loew's theatres here during the past two weeks has cost the company $80,000 in lost admissions.

A Loew's official, reached for comment, denied the accuracy of the figure but had no printable comment to make.

Picket Palace Today

Goldsmith said there would be mass picketing at RKO's Palace today at noon when the house inaugurates its new vaudeville policy. Goldsmith also disclosed that SPG has received offers of help from several outside unions. He further announced that the union would file unfair labor charges with the NLRB against the companies "for firings and attempts to intimidate" SPG members.

In the telegram to company presidents, SPG declared that a general membership meeting has unanimously adopted a resolution stating "we reject unconditionally industry proposals that we accept a lowering of working standards, eliminate job security, forego wage increases and eliminate arbitration of grievances, thereby bringing chaos to our industry by forcing us to take strike action on every unsettled grievance." The resolution stated further that "we will not and can not tolerate any more stallings on the part of the producers. Meanwhile, we will expand and extend our picketing of Loew's theatres. . . ."

Reviews

"Roll, Thunder, Roll"

(Eagle-Lion)

THE Red Ryder series continues with this one—done in Cinecolor—to measure up to average. The action is here in good measure with gun fights and fisticuffs aplenty.

The story concerns various ranches being raided, cattle stolen and houses burned. Evidence points to El Conejo, a Robin Hood-like character, played by I. Stanford Jolley, who actually is being framed by the gang responsible for the raids. Red Ryder, played by Jim Bannon, is supported by Buckskin and Little Beaver, portrayed by Emmett Lynn and Don Kay (Little Brown Jug) Reynolds, respectively. Finally, the leader of the gang and his henchmen go to jail and Red Ryder is ready for new adventures.

Jerry Thomas produced and Lewis D. Collins directed. Paul Franklin wrote the original screenplay which was based on the "Red Ryder" comic strip characters. Others in the cast are Marin Sais, Nancy Gates, Glenn Strange, Lee Morgan and Lane Bradford.

Running time, 58 minutes. General classification. Release date, April 27.

"Dedee"

(Vog Film Co.)

WITH considerable adroitness, French film makers here tell the story of a war-tossed cabaret hostess of the Antwerp waterfront. The picture is bold in content and has the kind of visual realism that is the hallmark of many French films.

"Dedee" is the girl of the title, and her life is one that is crowded with sordidness and exploited by unscrupulous men. Hope finally lights up for her when she meets an Italian sailor and they fall in love. Since she proposes to leave her lover, with whom she lives in a little room above the waterfront place where she works, he shoots the girl's new admirer. In turn, the killer dies under the wheels of a car. There are many scenes in this highly dramatic and often squalid picture which should never have been permitted to reach the screen. Some of them—as might the whole theme—will undoubtedly arouse considerable protest and condemnation in their frankness and are wholly unnecessary to a proper telling of the story.

Magnificently acted by Bernard Blier and Simone Signoret as well as Marcel Pagliero, this Sacha Gordine production is a work of art, but hardly one designed to capture the understanding or appreciation of an American audience which will be unable to grasp the moral degeneration of post-war Europe on the waterfront of one of its great ports.

Running time, 90 minutes. Adult audience classification. For May release.

Arnall Attack

(*Continued from page* 1)

cials in the Justice Department's anti-trust division.

Arnall's protest, it is understood, alleges that the agreement violates the Webb-Pomerene Act, with particular emphasis on the illegality of the section guaranteeing American film showings on British circuits. Anti-trust officials said that Arnall's written protest to Attorney General Tom Clark had not yet been forwarded to them.

To Show Bond Film

(*Continued from page* 1)

ner, Rochester, in a film "cavalcade" of the Benny family's adventures during the past 100 years. The film was produced at the M-G-M Coast studios, under supervision of Dore Schary, vice-president in charge of production, with Richard Goldstone producing and Armand Deutsch coordinating production. Allen Rivkin wrote the script.

All costs of production and actors' performances were contributed by the industry without cost to the Treasury. Negative stock was contributed by Eastman Kodak, processing of 600 prints was handled without cost by Pathe Laboratories, and distribution of prints all over the country by Universal-International.

Lizbeth Scott Opens Detroit Bond Drive

DETROIT, May 18.—The Treasury opened its "Opportunity Savings Bond Drive" here today with a goal of $48,500,000 for Michigan. Actress Lizbeth Scott made a series of personal appearances, accompanied by a covered wagon which will tour 28 cities.

British Wage

(*Continued from page* 1)

rived at a week ago by the negotiators subsequently was rejected by the NATKE.

Details of the new agreement were not disclosed pending final action by the NATKE this weekend. Should the union recommend acceptance thereafter, the CEA general council in turn will consider the new scales but ratification by it under such circumstances is a foregone conclusion.

The new agreement again averts a threatened tie-up of the entire British industry as studio unions had been asked to take sympathetic action in the event theatre employes struck.

Tighter Trust Laws

(*Continued from page* 1)

the result would be to lessen competition substantially or tend to create monopoly. At present, only stock acquisition is barred.

The government officials testified at hearings of a House Judiciary subcommittee. The hearings, originally scheduled for Friday, were advanced to today. The sub-committee and the full committee are expected to approve the bill speedily. Similar bills were reported in the 78th and 80th Congresses, but were blocked by the House Rules Committee.

Five Rated 'Adult'

TORONTO, May 18.—Five features have been given an "adult" rating by the Ontario Board of Censors. They are: "Good Time Girl," "Bride of Vengeance," "Too Late for Tears," "Once Upon a Dream" and "Knock on Any Door."

E-L Deal

(*Continued from page* 1)

brought with him what Small described in a Coast statement as "several constructive plans," under any one of which control of E-L would go to the independent producer. Others who participated in the Coast talks were Pathe Industries counsel Robert Benjamin, who also has returned here, and Arthur Krim, former president of Eagle-Lion.

Young, MacMillan, Semenenko and Benjamin will confer here on the plans today and tomorrow, and perhaps Saturday, it was said.

Ascap, Telecasters

(*Continued from page* 1)

able in principle to an arrangement which would allow continued television use of the Society's music for a limited time to determine its workability.

This new turn of events seemed extremely remote 10 days ago when, after months of negotiations, Ascap and a special committee of the National Association of Broadcasters finally called a halt to meetings which appeared fruitless.

New meetings began here on Monday with Fred Ahlert, president, and other Ascap representatives, and a group of five radio-video executives, comprising: Mark Woods, president of American Broadcasting; Mortimer Loewi, director of the DuMont network; Theodore Striebert, Mutual Broadcasting board chairman; Charles R. Denny, National Broadcasting executive vice-president, and Joseph Ream, Columbia Broadcasting executive vice-president.

Participating at another session this week were video account executives of various advertising agencies.

Following the meeting with the telecasters yesterday a special meeting of the Ascap board was held and reportedly approved the new terms.

Newsreel Changes

(*Continued from page* 1)

releases a week. Consequently, Tobin said, there has been a considerable increase of the reel's circulation in theatres throughout the country. Virtually every newsreel house in the U. S. now uses Telenews, Tobin reported.

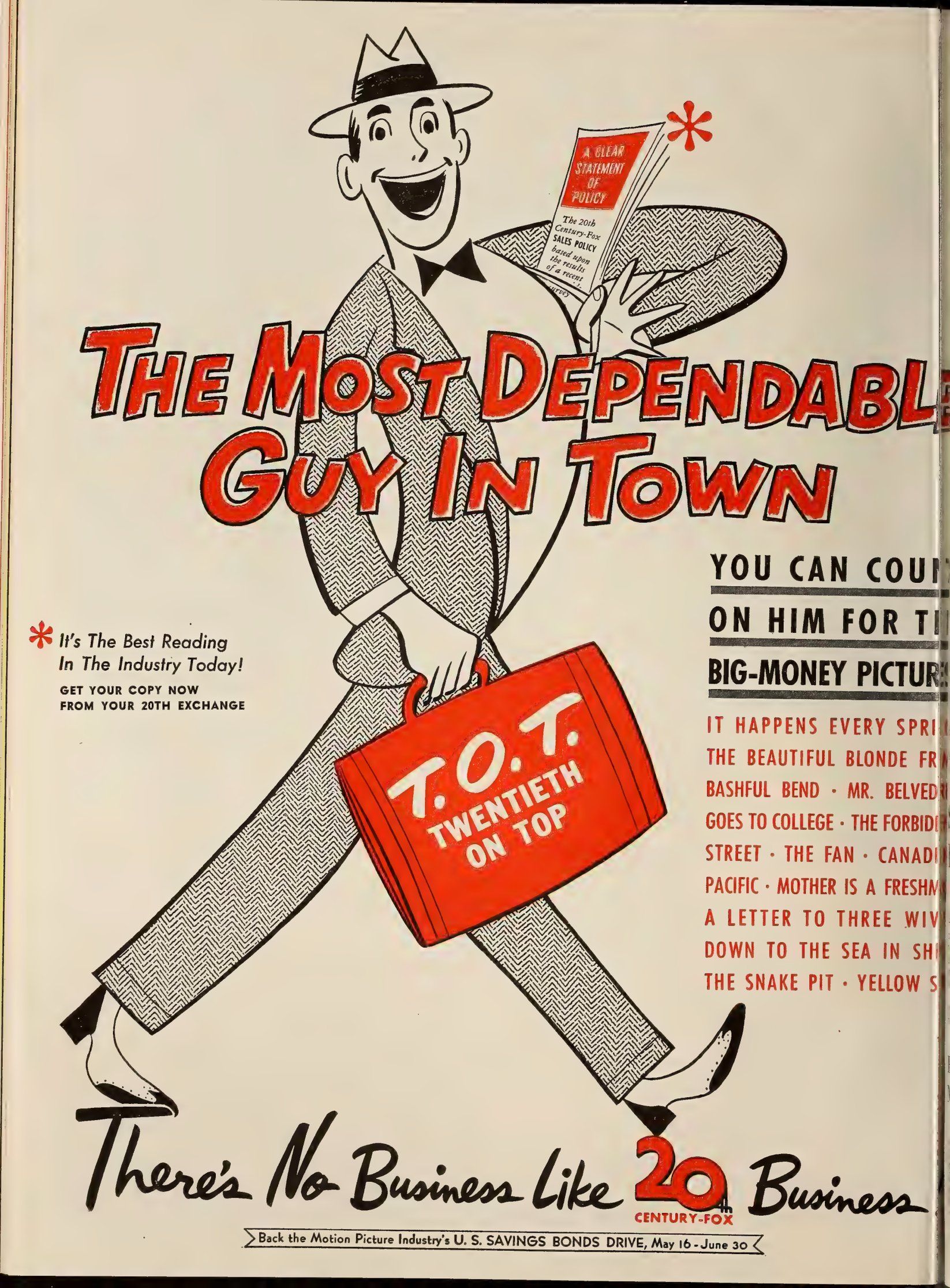
Telenews, which now gets out eight editions a week, "turns out more news per week than any other newsreel in the world," Tobin asserted. Besides the two weekly 800-foot theatrical reels, it gets out for television five daily reels, plus one weekly roundup. The newsreels are used by the entire CBS network, plus two-thirds of the cities having independent stations. On occasion, Telenews also gets out short subjects on special events.

In its coverage, Telenews attempts to get special stories so that generally there is no duplication with the other newsreels, Tobin declared.

Canada Film Exports Show Drop in Value

OTTAWA, May 18.—The Canadian Government's External Trade Branch reports a sharp drop in value of exports of films, declining to $166,000 in March, compared with $301,000 in March a year ago. Exports in the first three months ended in March dropped to $587,000, against $929,000 last year in the same period.

The report points out that exports in the last complete pre-war year of 1938 was $960,000.



THE MOST DEPENDABL GUY IN TOWN

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GET YOUR COPY NOW FROM YOUR 20TH EXCHANGE

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ON HIM FOR T

BIG-MONEY PICTUR

IT HAPPENS EVERY SPRI
THE BEAUTIFUL BLONDE FR
BASHFUL BEND · MR. BELVED
GOES TO COLLEGE · THE FORBID
STREET · THE FAN · CANAD
PACIFIC · MOTHER IS A FRESHM
A LETTER TO THREE WIV
DOWN TO THE SEA IN SH
THE SNAKE PIT · YELLOW S

There's No Business Like 20th CENTURY-FOX *Business*

Back the Motion Picture Industry's U. S. SAVINGS BONDS DRIVE, May 16 - June 30

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 99 NEW YORK, U. S. A., FRIDAY, MAY 20, 1949 TEN CENTS

RKO's Profit For '48 Was Half-Million

Net for First Quarter of 1949 Was $1,037,480

Radio-Keith-Orpheum yesterday reported consolidated net earnings of $504,044 for 1948, after all taxes and charges, including a write-off of $3,357,371 for losses on investments in productions, stories and continuities.

At the same time the company reported a $1,037,480 net profit for the first quarter of 1949, after taxes and all other charges, equivalent to approximately 27 cents per share on common stock outstanding, as compared with a net for the first quarter of 1948 of $1,345,327, after taxes and all other charges, equivalent to approximately 34 cents per share on common stock outstanding.

The 1948 net was equivalent to approximately 13 cents per share on the 3,899,914 shares of common stock outstanding at the end of the year and compares with a net of $5,085,848 for

(*Continued on page 6*)

Sees '49 a Big Industry Year

Present indications are that 1949 will be the biggest domestic year financially in the history of the industry, *Motion Picture Herald* will say today, citing the following from an analysis of government business findings, industry reports, and executives' forecasts on the future.

Theatre attendance is on the increase and box-office revenue for the first two months of the year was high-

(*Continued on page 6*)

Fabian, Bernhard May Purchase FC

HOLLYWOOD, May 19.—Acquisition of Film Classics by Si Fabian and Joseph Bernhard, under terms entailing complete separation of FC from Cinecolor, appeared imminent today when Fabian planed to New York bearing proposals he will consider with Bernhard, who left here yester-

(*Continued on page 6*)

Eliminate Cartels, Monopolies: Arnall

Philadelphia, May 19. — Elimination of monopolies, cartels and "the theory of special privilege" are requisities for "an economy of abundance," Ellis Arnall president of the Society of Independent Motion Picture Producers, told an Allied Jewish Appeal luncheon-meeting at the Warwick Hotel here today. Arnall was the featured speaker at the luncheon which was attended by 150 civic and business leaders. He will be back at his New York office tomorrow.

Continue Study of Small Bid for E-L

Conferences continued here yesterday among principals who will make the decision as to whether control of Eagle-Lion will be sold to independent producer Edward Small, and under what terms and conditions. Conferees included Robert R. Young, principal stockholder of Pathe Industries, E-L parent company; Serge Semenenko, Boston banker financing Pathe-E-L, and William C. MacMillan, E-L operations vice-president. It is understood that C. W. Sharpe, Pathe Industries treasurer, also participated in yesterday's talks.

Several plans under discussion, any one of which transfer of E-L control to Small might be accomplished, were drafted at last weekend's conferences on the Coast between small and Semenenko, MacMillan and others representing Pathe.

Berger Wants Conciliation

MINNEAPOLIS, May 19.—North Central Allied president Ben Berger may "approve in principle" the so-called Al Lichtman-Andy Smith 20th-Fox sales plan if the two company executives accept Berger's plans to extend the Smith-Berger conciliation idea on a national scale, and give "proper" consideration to suggested selling changes and other trade practices, it is understood here.

Berger would not discuss the matter but in his annual report he will tie in film rentals with conciliation, making the two inseparable. He will take the position in his report that if conciliation is not set up on a national scale, the industry will continue a "dog-eat-dog" policy. This is taken here to mean that if Berger is not supported in his conciliation idea, any change in sales policy will be rejected.

It is reported Berger will suggest to Lichtman and Smith that "any new

(*Continued on page 6*)

Elect Kirby Head Of Arkansas ITO

LITTLE ROCK, Ark., May 19.—Sam B. Kirby, Little Rock, was elected president at the 30th annual convention of the Independent Theatre Owners of Arkansas, a TOA affiliate, succeeding E. W. Savage, Booneville, who became chairman of the board.

At the meeting, held in the Hotel Marion, Max Connet, president of the Mississippi Theatre Owners, highly commended the policy statement

(*Continued on page 6*)

Ascap's Video Pact Extended 15 More Days

Paves the Way for Full Accord on New Terms

American Society of Composers, Authors and Publishers and the television networks took another step toward settlement of their differences on a music licensing contract at a meeting here yesterday. While considerable progress was reported since the new video negotiators took over last Monday, there seemed to be some doubt of a full agreement by June 1, when present gratis pacts expire and consequently the deadline has been extended to June 15.

Current meetings will be continued, with both sides optimistic that an accord will be reached.

Representing Ascap at the conferences are Fred E. Ahlert, president; Oscar Hammerstein II, board member; Herman Finkelstein, resident counsel, and Richard Murray, public relations chief. Sitting in for the telecasters are Charles R. Denny, executive vice-president of National Broadcasting; Joseph H. Ream, executive vice-president of Columbia Broadcast-

(*Continued on page 6*)

$5,000,000 Trust Action

A $5,076,000 triple-damage anti-trust action naming as defendants the eight major distributors was filed in U. S. District Court here yesterday by Harry W. Doniger as trustee-in-dissolution of Empire Amusement Corp. of Newark, and by Empire Amusement itself.

Empire went into dissolution in 1935 after only nine days of opera-

(*Continued on page 6*)

Transcribed TV to Loop on June 16

CHICAGO, May 19.—The Chicago Theatre will present its first "live" television show by way of the Paramount tele-transcription system, first adopted at the Paramount, New York, on June 16, 1948, it was announced here today by John Balaban, B. and K. head and station WBKB director.

A specially-prepared star show on

(*Continued on page 6*)

Palace Vaudeville in Glittering Comeback

By MANDEL HERBSTMAN

With fanfare and reams of publicity vaudeville was reborn at the RKO Palace Theatre on Broadway yesterday. The occasion was surrounded with tradition and sentiment and greeted with rare enthusiasm. The last vaudeville show presented at the famous playhouse was in 1935.

As maestro Don Albert raised his baton for the first show at 12:30 yesterday, the 1,700-seat house was filled to standing room only, while outside throngs tried in vain to get in. Eight full acts were presented. At their completion, the house unwrapped an

(*Continued on page 6*)

Screen Plays Heads Split; Kramer Stays

HOLLYWOOD, May 19.—Simultaneous announcements by both parties disclosed here today the termination of the partnership of Stanley Kramer and Robert Stillman as president and vice-president-treasurer, respectively, of Screen Plays, Inc.

Stillman, who partially financed "Champion" and wholly financed "Home of the Brave," is in negotiation with Maxwell Shane, among others, concerning future undertakings. Stillman was associate producer and assistant director of both pictures.

Personal Mention

RICHARD F. WALSH, IATSE president, was in Cleveland yesterday from New York to attend an AFL executive council meeting.

•

GEORGE SIDNEY, M-G-M director, has agreed to write a paper on directorial techniques for amateur moviemakers to be presented at the 1949 convention of the Photographic Society of America, to be held in St. Louis, October 19-22.

•

LESTER COWAN was host at a cocktail party at Hampshire House here yesterday for HARPO MARX, who will leave for England today on the *S.S. Queen Mary* for the London premiere of "Love Happy."

•

ROBERT D. HADLEY, Eagle-Lion art director, has been elected president of the Bergen County (N. J.) Players, a repertory stock company.

•

MOREY GOLDSTEIN, Monogram-Allied Artists sales manager, and NICKY GOLDHAMMER, Western sales manager, will leave here Sunday for Chicago.

•

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will return here today from Little Rock, Ark.

•

EDWARD WEISFELD of Associated Theatres, Detroit, is leaving that city next week for a visit with his son, DONALD, in Milwaukee.

•

CHARLES SIMONELLI, Universal-International Eastern exploitation manager, left New York yesterday for Chicago.

•

TAYLOR MILLS of the MPAA staff, became a father yesterday to a nine-pound boy, at a hospital in Rockefeller Center, Long Island.

•

DAVID BEZNOR, counsel for the Colosseum of Motion Picture Salesmen, is in New York from Milwaukee.

•

ARTHUR G. DOYLE, Far Eastern supervisor for 20th Century-Fox, will leave here today for a stay in Buffalo.

Lloyd Film to the Globe

Harold Lloyd's "Movie Crazy," a re-release, has been booked into Brandt's Globe Theatre here for an extended engagement immediately following the current run of "Champion." A heavy advertising and promotion budget has been appropriated by Motion Picture Sales Corp., the new Neil Agnew-Charles Casanave organization.

Hutton Replaces Garland

HOLLYWOOD, May 19.—M-G-M obtained clearance from Paramount today for Betty Hutton to replace Judy Garland in the title role of "Annie Get Your Gun," which shut down production last week when the latter refused to return to the set after lunch.

Insider's Outlook

By RED KANN

TWENTIETH-FOX's three-month financial statement is viewed generally as a strong one. Net earnings rose from $2,926,842 in the same period last year to $3,017,736, or an increase of $90,894. On its own, that's encouraging news.

Perhaps more arresting is that which the figures on income reveal. Film rentals and theatre receipts, always combined in the company's statement, rose from $40,316,174 in the first quarter of '48 to $43,490,969. A hefty gain of $3,174,795.

■

To some who attended the ITOA forum at which peace between the New York exhibitor association and 20th-Fox broke out, one of the interesting developments was the care with which Al Lichtman explained he held a one-year contract only with the company.

That isn't how the deal was described when it was recorded with the SEC. The terms on record call for a five-year ticket at $60,000 the first year and $35,000 each year thereafter. His active duties are to improve methods of distribution. Once done, he will serve in an advisory capacity on distribution.

It is understood Lichtman calculates the active phase will consume about a year. Thereafter, he will be available on the advisory, or quieter side.

■

American revenue may be frozen in important overseas markets, but it is not frozen to a point where it has to remain idle. An obvious procedure is production in those countries, using blocked money to make pictures which finally will show up in domestic distribution and pay off in hard American dollars. It's a form of economic relief which throws a brighter light on the problem facing all companies under existing international film restrictions.

The most expansive of steps in this direction belongs to 20th-Fox, which has coming up Tyrone Power in "The Prince of Foxes," made with Italian lira in Rome; Cary Grant and Ann Sheridan in "I Was a Male War Bride," produced with English pounds, French francs and German marks on the Continent; and "The Black Rose," now under way in England and North Africa with the aid of British currency.

The K.R.S., which represents British distribution, and the C.E.A., which represents British exhibition, are aroused officially over appearance in Britain of two early films starring Betty Grable and Cornel Wilde. The Grable is a compilation of RKO shorts about ten years old; the Wilde, a feature which he never completed. The position is the stars will not benefit nor will the public which might be misled into believing the attractions were freshly-made; that, consequently, bookings should be discouraged.

There is merit in this and the probability is Grable and Wilde, and their current producers, are being well served.

Why don't the British go further in the interest of their own films here? The old James Masons that have been dusted off and turned loose on unsuspecting audiences don't help the star, British pictures, American box-offices or the public's temper.

■ ■

Debate on the very tentative agreement designed to relieve the Anglo-American situation continues and probably will run on without abatement. It's a fruity topic for discussion, analysis and theory.

The two salient points are the proposal that 100 American-made "A" attractions be guaranteed playing time by the three principal British circuits and the *quid pro quo* clause under which the American companies would guarantee to underwrite British production based on her earnings here, plus.

The first, to be excessively brief about it, is knotty because no one knows how the 100 pictures would be split up among the American distributors and what, exactly, constitutes an "A." The second, viewed widely as nothing less than a subsidy, in many quarters is regarded as reaching beyond Britain and suggesting a pattern for international application wherever foreign pressure may be turned on.

Those familiar with the Eric Johnston-James Mulvey negotiations which resulted in elimination of the Britain's 75 per cent *ad valorem* tax are wondering what happened to the determination made then and never changed during those meetings, not to guarantee Britain a return on her films in this market.

Lipton Defers Visit To U-I Home Office

HOLLYWOOD, May 19.—David Lipton, Universal-International advertising publicity director, who was to have left here for New York this week for staff conferences preliminary to transferring his headquarters from the studio to the home office, has postponed the visit indefinitely.

W. A. Scully, Universal vice-president and general sales manager, will arrive here from New York on Monday to look at new product and discuss campaigns. Lipton will remain here to participate in the meetings.

Kreisler To Resume European Film Study

Bernard Kreisler, former distribution and production executive, is scheduled to leave here for Europe next Friday for a follow-up study of European motion picture conditions for the Harvard Graduate School of Business. Kreisler, who will spend four months on the survey, made a similar European study last year.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
WILLIAM HOLDEN · WILLIAM BENDIX
MACDONALD CAREY · MONA FREEMAN
"Streets of Laredo"
Color by TECHNICOLOR
In Person PETER LORRE plus THE PIED PIPERS FRANK FONTAINE FOUR EVANS Extra Added Attraction VICTOR LOMBARDO And His Orchestra GEORGE WRIGHT at the ORGAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

"Home of the Brave"
NOW! Victoria B'way & 46th St.
Continuous Performances - Late Shows Nightly
V-108

DANA ANDREWS - MAUREEN O'HARA
"FORBIDDEN STREET"
A 20th Century-Fox Picture
On Variety Stage — DICK HAYMES, Others
On Ice Stage — "RHAPSODY"
Starring ARNOLD SHODA
ROXY 7th Ave. & 50th St.

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Reports of Decline Over-Rated: Richey

CHICAGO, May 19.—Henderson M. Richey, director of exhibitor relations for Metro-Goldwyn-Mayer, set out today to dispel some misconceptions of the film industry in the public mind, in an address before the Federation of Women's Clubs at a meeting here.

For one thing, he said, "all the hue and cry" about the motion picture business being on the downgrade, are "greatly exaggerated." Good pictures still are breaking even war-time records, the industry is gradually ridding itself of war inflated inventories, theatre owners are still making very good profits, and attendance levels are off only about seven per cent from the peak year, he added.

Richey answered any public expectation of seeing new pictures on television by pointing out that "it would be a very short-sighted producer who, after spending up to $3,000,000 on a production and depending on established theatres to return that revenue and a profit, would sell it for the limited amount which the average advertiser could afford to pay for the rights to his production on television, at least until its theatrical possibilities have been exhausted."

Wilcox Sails Today; Film Deals In Work

British producer Herbert Wilcox and actress Anna Neagle (Mrs. Wilcox) will leave New York today for England aboard the *S.S. Queen Mary* after nearly a month's visit in the U. S., including two weeks in Hollywood.

Wilcox said here yesterday that negotiations with distributors are still in progress looking to distribution in this country of the producer's "Courtney's of Curzon Street," "Spring in Park Lane" and "Maytime in Mayfair." New York attorney William Feitelson will represent Wilcox in continuing negotiations following the latter's departure, the producer said.

Crosby, Bergman Top Magazine Star Poll

Bing Crosby and Ingrid Bergman head the list of stars chosen in the annual readers' poll conducted by the *Woman's Home Companion*, the magazine reported here yesterday. Gregory Peck, who placed second on the male list, is the only one of eight top favorites who has been on the screen less than 10 years.

Miss Bergman took top place among actresses for the third straight year, Irene Dunne was second, followed by Bette Davis and Greer Garson. Cary Grant and Clark Gable took third and fourth places among the men.

Feature Production Slated by RKO Pathe

For the first time in many years, RKO Pathe, producers of short subjects, will soon make a feature here. It was said that the as yet untitled picture will be a crime story, and that Phil Reisman, Jr., will write the script, and Jay Bonafield will produce. RKO Radio, which releases monthly the "This Is America" shorts produced at Pathe here, will release the forthcoming feature, it is understood.

A series of features may ensue at RKO Pathe here, it was said.

Review

"Lust for Gold"

(Columbia)

PROSPECT of sudden riches transforms men into crazed killers in this robust outdoor adventure yarn which presents Ida Lupino and Glenn Ford as a pair of very unscrupulous, unsympathetic residents of the Old West, both with a thirst for hidden gold.

The picture is a good Western, erring somewhat in a rather heavy-handed attempt to give its characters some depth, but on the basis of engaging story developments and attractive names, its market groove seems to extend well beyond the usual Western outlets.

"Lust for Gold" is reminiscent of "Sierra Madre" in theme but lacking in the masterful touches which made the latter production memorable entertainment. Here again is the fabulous gold mine which brings the savage instincts of its seekers to the fore.

Story is present-day at the beginning and end but for the most part takes place back in the 1870's in Arizona where Ford takes possession of the bonanza, after killing three men, and thereafter fights off others bent on sharing his wealth. Among the latter is Miss Lupino who wins his affections in a heartless scheme and subsequently kills her husband, Gig Young, in a desperate attempt to hold Ford after he discovers her motives. Ironically, both are killed in an earthquake in the mine in the heart of a huge mountain.

The picture opens as William Prince, Ford's grandson, takes on the search for the gold mine which is located near Phoenix. The story of Ford and Miss Lupino thereupon is told with the grandson offering off-screen narration in parts. Following this it reverts to the present where mysterious murders still are occurring. The film's highpoint is the climax, one likely to give even the blase onlooker the horrors. This has the grandson and a lunatic killer in a battle atop the mountain, staged with maximum effect.

S. Sylvan Simon produced and directed from a screenplay by Ted Sherdeman and Richard English. Earl McEvoy was associate producer. Barry Storm's book, "Thunder Gods Gold," was the original source. The cast also includes Edgar Buchanan, Will Geer, Paul Ford, Jay Silverheels, Eddy Waller and Will Wright.

Running time, 90 minutes. General audience classification. For June release.

GENE ARNEEL

Stall 'Champion' Suit Pending Settlement

HOLLYWOOD, May 19.—RKO's suit against Screen Plays asking $500,000 damages and an injunction against the exhibition of "Champion" on the contention that certain sequences in the film duplicates sequences in "Set Up" was put over until June 7 today by Federal Judge Pierson Hall, after RKO attorney Guy Knupp stipulated to withdraw the plea for an injunction.

Knupp and SP counsel Harold Fendler told the jurist, who yesterday viewed the sequences in dispute and gave the contenders until this noon to reach an amicable settlement, that they believe an agreement on the differences can be reached out of court.

$348,000 Bonds Sold At Rivoli Premiere

First of more than 100 "Bond Premieres" to be held during the Treasury's current "Opportunity Savings Bond Drive," accounted for the sale of more than $348,000 in E-Bonds by the Rivoli Theatre, New York, at the premiere this week of Universal-International's "One Woman's Story," according to Maurice A. Bergman, chairman of the motion picture industry drive committee. Bergman declared that the job done by Montague Salmon, managing director of the Rivoli and his associates, is evidence of what can be done with bond premieres in theatres throughout the country.

Academy Elections Held Last Night

HOLLYWOOD, May 19.—New board of governors of the Academy of Motion Picture Arts and Sciences was in session tonight to elect officers, including the presidency, recently vacated by Jean Hersholt after four years in office. Many here believe the board will undertake to draft him for a fifth term.

Settle Para. Theatre Boothmen Dispute

The five-week dispute between the New York and Brooklyn Paramount Theatres and IATSE projectionists local No. 306 over the discharge of Brooklyn Paramount boothmen has been settled to the satisfaction of both parties, Herman Gelber, president of 306, reported yesterday. The controversy was marked by continuous picketing of the New York Paramount Theatre as well as the Brooklyn house. The New York picketing ended Wednesday, and that in Brooklyn is expected to terminate officially today.

Settlement terms were promulgated by "IA" international president Richard F. Walsh, who was asked by the local to mediate the dispute. It is understood that they involve transfer to another theatre of at least one of the discharged employes around whom the dispute revolved.

See Customs Ban on French Film Cleared

The American Civil Liberties Union, which has intervened with the United States Custom Bureau in the confiscation of a print of the French film "White Legs," expressed hope here yesterday that the matter would be cleared up shortly.

It is expected, according to an ACIU spokesman, that the film will be admitted to the U. S. after some deletions are made. Vog Film Co. has distribution rights to the film here, for which Customs denied an entry permit.

$112,000 to Coast UJA

HOLLYWOOD, May 19.—Pledges aggregating in excess of $112,000 were made last night at the United Jewish Welfare Fund dinner here honoring Si Fabian, national chairman of the United Jewish Appeal.

Columbia to Meet in Chicago on Monday

Columbia district managers, home office sales executives and department heads will meet at the Drake Hotel, Chicago, on Monday for a three-day conference to review business conditions, discuss sales and liquidation problems and formulate and discuss distribution plans for forthcoming Columbia product. A. Montague, general sales manager, will preside.

Representatives from the field who will be present include Nat Cohn, New York district manager; S. A. Galanty, Mideast district manager; Jerome Safron, Western; Carl Shalit, Central; B. C. Marcus, Midwest; R. J. Ingram, Southeast; J. B. Underwood, Southwest; I. H. Rogovin, New England, and Harry Weiner, district manager for Southern New Jersey and Eastern Pennsylvania.

In addition to Montague, home office executives and department heads who will be in attendance include Rube Jackter, Lou Astor, Louis Weinberg, Irving Wormser, Maurice Grad, George Josephs, Joe Freiberg, H. C. Kaufman, Seth Raisler, Vincent Borelli, Irving Sherman and Sydney Singerman.

Set MPEA Far East Operation Deadline

Board of directors of the Motion Picture Export Association yesterday voted to extend MPEA operations in Indonesia only to January 1 but deferred consideration of how member companies will operate beyond that date.

Board also voted to continue MPEA in Japan and Korea another 30 days, to June 30, with any additional extension for those two countries being contingent upon how blocked money may be remitted.

Irving Maas, MPEA vice-president and general manager, addressed the board on conditions in Germany.

20th-Fox Premiere at St. Louis, Pittsburgh

Launching of "It Happens Every Spring," 20th Century-Fox, will take place at St. Louis on May 26 and at Pittsburgh the next day, with the picture's stars, Linda Darnell, Paul Douglas and Jean Peters, making personal appearances at both places.

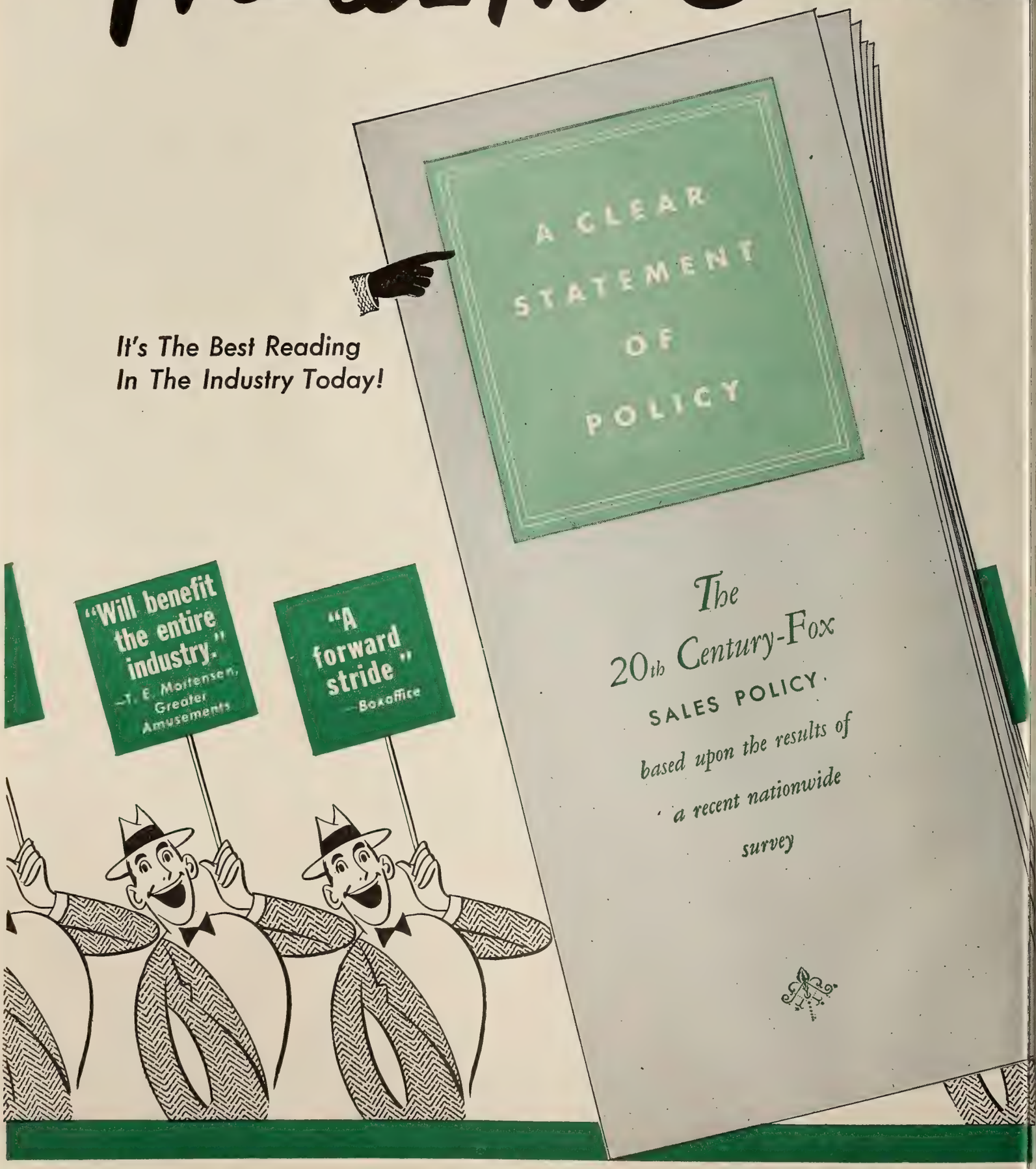
The Hollywood contingent will arrive at St. Louis two days in advance of the premiere at the St. Louis Theatre, with a full schedule of broadcasts and personal appearances for the three days. Representatives of the press from Chicago, Milwaukee, Kansas City, Des Moines, Omaha, Dallas and Houston have been invited to attend. The stars will fly to Pittsburgh for the opening there at the J. P. Harris and Senator theatres.

Valentine, '48 Award Winner, Dies at 45

HOLLYWOOD, May 19.—Funeral arrangements are pending for Joseph A. Valentine, 45, winner of this year's Academy Award for color photography in "Joan of Arc," who died in his sleep yesterday at his home in Cheviot Hills. Valentine started his career at 15 in Paragon Studios, Fort Lee. The widow, and an infant son survive.

There's No Busines

It's The Best Reading In The Industry Today!



Like 20th CENTURY-FOX Business!

THE BEAUTIFUL BLONDE FROM BASHFUL BEND
IT HAPPENS EVERY SPRING • MR. BELVEDERE GOES TO COLLEGE • THE FORBIDDEN STREET
THE FAN • CANADIAN PACIFIC • MOTHER IS A FRESHMAN • A LETTER TO THREE WIVES • THE SNAKE PIT • DOWN TO THE SEA IN SHIPS
YELLOW SKY • WHEN MY BABY SMILES AT ME



Back the Motion Picture Industry's U. S. SAVINGS BONDS DRIVE, May 16 - June 30

Palace Vaudeville

(*Continued from page* 1)

unbilled surprise by bringing on Milton Berle who introduced celebrities, including Pat Rooney, and then sounded a roll call of famous old vaudevillians present who were Palace headliners in the halcyon days.

When the doors opened at 10 A.M. there were already more people waiting in line than the theatre could accommodate. As befits the enterprising Borough of Brooklyn, it had one of its younger sons first in line. He was Steve Parker, 17, who took up his wait at two A.M.

The theatre was completely renovated for the occasion at a reported cost of $60,000. Under the new policy it will have four stage shows daily plus a film feature. On the screen yesterday was 20th Century-Fox's outdoor action thriller, "Canadian Pacific."

Needs $17,000 Weekly

The Palace needs a gross of $17,000 for the week to break even. The shows cost approximately $4,000 plus another $3,000 for back stage hands and orchestra. Rental on the house is close to $6,000 per week with film rental and promotion adding up to the break point of $17,000. Box-office is scaled at 55 cents to $1.20.

When the curtain went up and the electrically-operated signs at the side of the stage announced the first act, the audience broke into thunderous hand-clapping. The eight acts were received with applause, applause and more applause.

Mage and Karr, a ballroom tap dancing team was the opening act. They were followed by The Chords, two men giving their impressions of various band leaders. Next in order of appearance were Norman Evans, an English comedy star; The Marvellos, two men and a girl in a musical act interspersed with magic; Cook and Brown, two men in a knockabout comedy and dance routine; Jerry Wayne, the crooner; Lorraine Rognan, a comedienne; Dolinoff and the Raya Sisters, three girls and a man in an unusual doll-dance routine.

Berle Cites Schwartz

When Berle came on, he let loose a volley of gags, introduced his 72-year-old mother, and invoked the spirit of such greats as Sarah Bernhardt and W. C. Fields. Berle also cited Sol Schwartz, vice-president and general manager of RKO Theatres, for his "vision" in bringing back vaudeville.

Outside the theatre, Screen Publicists Guild representatives picketed with some difficulty because of the denseness of the milling crowds. SPG is protesting the breakdown of contract negotiations with the distributors.

Asked if RKO would extend the vaudeville policy to other houses, Schwartz replied that "the public, by its reception, will determine that." It is understood that various craft unions granted concessions to permit RKO to restore vaudeville to the theatre. Schwartz praised their cooperation.

The promotional campaign that surrounded the inauguration was tremendous. On radio, television and in the newspapers, the event was widely hailed and publicized. Harry Mandel, national director of advertising, exploitation and publicity of RKO Theatres; and John Cassidy, general press representative for metropolitan houses, geared the promotion.

It was a gala occasion. The audience was wowed. Everybody was happy over the prodigal's return.

Arkansas ITO

(*Continued from page* 1)

issued by 20th-Fox president Spyros P. Skouras, and also praised Andy W. Smith, Jr., the company's sales vice-president, recounting Smith's championing of better public relations in the industry. He particularly cited Smith's efforts in behalf of conciliation.

Connett's statement followed an address by Sam Shain, director of exhibitor and public relations for 20th-Fox, who told the assemblage that his company always intends to transact business with the exhibitor in the manner in which the exhibitor prefers and in the tradition of 20th Century-Fox, which has always stood for fair and square dealing. Shain read the Skouras statement of policy. Gael Sullivan, TOA executive director, also addressed the meeting, on a four-point problem program of the industry, namely: television, 16mm. film trailers and a declining box-office. He urged exhibitors to devote themselves to public service and take greater personal and active interest in their community affairs.

Other officers elected in addition to Kirby were O. G. Abernathy, Morilton, vice-president, and Jack Bomar, Little Rock, secretary-treasurer. The board, headed by Savage, consists of Sidney Wharton, Henry Haven, Terry Axley, W. C. Sumpter, W. D. Mitchell, L. G. Renfro, Jr., and Herod Jimerson.

Leon J. Bamberger, RKO Radio, urged exhibitors to intensify their exploitation of lesser pictures as well as bigger ones.

Another feature of the convention was the presentation by Paramount of sample films televised at the Paramount Theatre, New York, to indicate how its process is used.

Dais guests at a buffet included Herman Levy, general counsel of the TOA; Sullivan; Ben Cammack, RKO Radio; Bamberger; Connett; William Ruffin, Sr.; William Ruffin, Jr., president of the Tri-States exhibitor organization; Mike Simons, MGM; Kirby, Savage, Mundo and Shain.

Trust Action

(*Continued from page* 1)

tion of the Empire Theatre, Newark, a last-run house, the complaint states. Plaintiffs charge that Empire was forced to dissolve because the theatre could not get product from the defendant companies which, it is further alleged, discriminated against the house and operated a fixed system of run and clearances.

Empire states in its complaint that it leased the theatre for a five-year period with an option to re-lease for another five years. Damages asked are based, it is stated, on estimations of what the theatre would have earned had not dissolution taken place. Filing counsel was the New York legal firm of Rogge, Fabricant, Gordon and Goldman.

Vaudeville for St. James

Vaudeville has returned to another one-time citadel, Walter Reade's St. James at Asbury Park, N. J., which has inaugurated a six-act, four-a-day variety show in conjunction with its film program. Reade theatres in Long Branch and Perth Amboy in New Jersey and in Kingston and Saratoga Springs in New York have been using vaudeville successfully, it was reported.

Transcribed TV

(*Continued from page* 1)

the Chicago stage will tee off the event, which will also mark the eighth anniversary of WBKB.

Balaban said that the regularity of "live" shows at the Chicago will depend on the nature of important sports and other events appearing in Chicago and elsewhere. He revealed that B. and K. is negotiating for televising the Wolcott-Charles heavyweight bout in June. He predicted that television would eventually find its way into the circuit's key outlying houses, the Uptown, Tivoli and Marbro, but not employing equipment of such elaborate installation as tele-transcription.

Ascap's Video Pact

(*Continued from page* 1)

ing; Mark Woods, president of American Broadcasting; Mortimer Loewi, director of the DuMont television network, and Theodore C. Streibert, president of station WOR here.

The Ascap licensing contract, when agreed upon, will be retroactive to Jan. 1.

Conciliation

(*Continued from page* 1)

sales policy must contain an 'incentive' for the exhibitor to work for himself and not entirely for the distributor," if it is to be acceptable. He has withheld comment on the sales policy announced last week by 20th-Fox president Spyros P. Skouras, believing it will be more fruitful to thresh the policy out at the open forum of next week's NCA convention, when Lichtman and Smith explain the plan and answer questions from the floor.

May Purchase FC

(*Continued from page* 1)

day. The deal had been worked out by attorneys during the past fortnight which would provide for Fabian and Bernhard taking over complete ownership and operation of Film Classics subject to its indebtedness to Cinecolor, said to be approximately $2,000,000, representing sums advanced by the latter to FC for operational purposes and as guarantor for bank loans.

Bernhard recently resigned the presidency of Cinecolor but still has a large stock interest. Fabian is believed to be representing the group which at one time gave evidence of a desire to acquire United Artists. Completion of the present deal would require the approval of Cinecolor stockholders, whose next meeting has not been scheduled.

RKO's Net Profit

(*Continued from page* 1)

1947, after taxes and all other charges (including profit of $4,528,655 on the sale of capital assets, and losses on investments in productions and in foreign subsidiaries aggregating $4,692,435), equivalent to approximately $1.30 per share on 3,899,914 shares of common outstanding.

In its anual report, with respect to the $3,357,370 write-off for losses on investments in productions, stories and continuities, the company's statement to stockholders said that "the RKO Radio board authorized the write-off by a direct charge to profit and loss as of December 31, 1948, of the costs of certain stories and continuities aggregating $1,045,693 not contemplated for use in production," the statement continued. "Ordinarily, items of this nature are charged to studio overhead (and thus allocated to the cost of pictures produced during the year) but, subsequent to a change in studio management" (purchase of the company by Howard Hughes), "and as incident thereto, the write-off was effected by a direct charge to profit and loss. Nearly all of the above amount would have been included in inventories of productions at December 31, 1948, had the usual accounting procedure of the company been followed," it was said.

The company in 1948 had a gross income of $109,995,921, of which $105,768,019 came from theatre admissions and film rentals and sales, and $4,227,901 was received from rents and other income. From this, some $29,128,066 was charged to amortization of film costs and expenses, $28,228,687 to royalties and participations, and $47,015,528 to operating and general expenses. Earned surplus as of last December 31 totaled $21,682,181.

The company's statement disclosed current assets of $63,946,377, against current liabilities of $10,803,921, a ratio of more than six-to-one. On December 31, RKO had $17,458,658 in cash, $12,144,754 in U. S. Government securities, and production inventories of $25,762,686. Capital assets were listed at $37,295,816, and total assets at $108,273,768.

Industry Year

(*Continued from page* 1)

er than any year in the past decade, including the abnormally prosperous years of 1946 and 1947.

Motion picture stocks are currently at their highest level of the year, jumping as much as five points in some cases from their lows in January and February.

First quarter film revenues from rentals are equal to those of the comparable period in the record-breaking year of 1946.

Film production is up more than 35 per cent over the January level.

BOOKERS ANNUAL DINNER DANCE & SHOW

The MOTION PICTURE BOOKERS OF N. Y. will hold their 10th annual DINNER DANCE & SHOW on Sunday evening, May 22, at the Hotel Commodore.

An all-star stage show will be presented headed by JACK CARTER, who will act as M. C.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 100 NEW YORK, U.S.A., MONDAY, MAY 23, 1949 TEN CENTS

Quit Combines To Get Wider Film Variety

Independents Also Seek Shorter Clearances

MINNEAPOLIS, May 22.—A desire of many independent theatre owners for earlier runs and a wider variety of product is held by observers here to be the cause of the sudden breaking away of smaller independents from some film buying and booking combines in this territory.

Several independents are pulling out preparatory to demanding shortened clearance from distributors. Others have cancelled or intend to cancel their affiliations with combines due to the latter's refusal to buy the product of a distributor for all houses in the combine because of their inability to

(*Continued on page 4*)

Charles Brackett Is Head of the Academy

HOLLYWOOD, May 22.—The board of directors of the Academy of Motion Picture Arts and Sciences has elected Charles Brackett president, George Murphy first vice-president, Dore Schary second vice-president, Emmett Lavery secretary, Johnny Green assistant secretary, Fred Metzler treasurer and Carleton Hunt assistant treasurer.

Retiring president Jean Hersholt's annual report, distributed to board members but not discussed at the meeting, included a recommendation that the Academy accept commercial sponsorship for the broadcast of its

(*Continued on page 4*)

Directorial Award Goes to Mankiewicz

HOLLYWOOD, May 22.—Screen Directors Guild tonight presented its first annual award for directorial achievement to Joseph L. Mankiewicz, for "Letter to Three Wives," at a dinner at the Hollywood Roosevelt Hotel. The award, which is in the form of a silver medallion, was voted by the membership from four nominees who had won quarterly awards during the year. Other contenders were Howard Hawks, Fred Zinneman and Anatole Litvak.

Honor guests were Louis B. Mayer, Darryl F. Zanuck and George Bagnall.

Film Salesmen Plan Aug. Pay Hike Bid

A bid for a general wage increase will be made by the country's 1,000-odd film salesmen in August when their union, the Colosseum of Motion Picture Salesmen of America, will move to open industry-wide contract negotiations. Present contract with the distributors, the union's first, will expire in October.

This was reported here at the weekend by David Beznor, Colosseum attorney, who said it was still too early to indicate how much of an increase will be sought. Beznor, who makes his headquarters in Milwaukee, returned there at the weekend after a two-day visit here.

Bond Drive Subject Good Screen Fare

"The Spirit of '49," the one-reel subject starring Jack Benny, with Rochester, which is being distributed by Universal-International as part of the industry's cooperation with the U. S. Treasury's current savings bond drive, is solid entertainment well worth its 12 minutes running time on anybody's screen.

Borrowing from Benny's radio program his popular characterization of himself as a man of miserly habits, the subject begins with a visit to Benny's well-protected vault where he displays a golden railroad spike to Rochester and relates its story. Benny depicts his ancestor who closed up a dry goods emporium in Waukegan, Ill., to join the California gold rush of 1849. His overland journey Westward is made impressive with the aid of scenes from "The Covered Wagon,"

(*Continued on page 4*)

Heavier Fines for Trust Violators

Washington, May 22. — House Small Business Committee Chairman Patman said he would introduce in the near future a bill to raise fines for violating the anti-trust laws from $5,000 to $50,000 and to give the government power to sue violators for treble damages. At present, only private citizens can sue for treble damages.

The bill when introduced will go to the House Judiciary Committee, which is planning an over-all study of the anti-trust laws. Justice Department officials have indorsed both higher fines and government treble damage powers.

20th Completes 12 For Rest of '49

Twelve 20th Century-Fox productions have been completed and are awaiting release through the end of this year, the home office reported at the weekend. Pictures are: "The Beautiful Blonde from Bashful Bend," "It Happens Every Spring," "Sand," "House of Strangers," "Slattery's Hurricane," "You're My Everything," "Come to the Stable," "Father Was a Fullback," "Collision," "Everybody Does It," "Oh, You Beautiful Doll" and "Prince of Foxes."

Pictures which will be in production next month, the company reports, are: "The Black Rose," "Twelve O'Clock High," "Wabash Avenue," "Arrow," "Front and Center," "Oh, Doctor" and "Turned Up Toes."

Berger Claims Litigation Costs Boost Film Rentals

MINNEAPOLIS, May 22.—North Central Allied's annual convention will open here tomorrow at the Hotel Nicollet, and during the course of its two-day schedule delegates and national Allied guests will hear NCA president Ben Berger charge that "exorbitant" film costs are caused mainly by "the millions being drained off box-office income to meet the unlawful acts of distributors," it is understood.

Berger will tie up his attack on film rentals and the cost of attorney fees with a plea for continuance of the Smith-Berger conciliations plan, and its extension on a national basis. He will also urge independent exhibitors to police the Supreme Court decision in the Paramount case and to report violations of the decree to local exhibitor associations.

Stanley Kane, NCA executive counsel, will stress the achievement of the legislative members of the group in defeating every proposed anti-film measure introduced in this spring's sessions of the legislatures in Minnesota and North and South Dakota. He is also expected to report an improvement in the unit's financial condition, announce the addition of new members and the return of others who pre-

(*Continued on page 4*)

D. of J. Takes Arnall Protest Under Study

Protest of U. S.-U. K. Proposals to Bergson

WASHINGTON, May 22.—The Department of Justice is studying the complaint of the Society of Independent Motion Picture Producers against the reported terms for the proposed Anglo-American film agreement, it was admitted here on Friday by Herbert Bergson, Assistant Attorney General.

Bergson said the protest, which was filed by SIMPP president Ellis G. Arnall, has arrived on his desk and is now being studied by anti-trust division lawyers. Bergson, who left for the Coast at the weekend, said the protest is without significance in any pending motion picture case.

Levey Abroad for Foreign Film Deals

Jules Levey will fly to Germany today to finalize extended negotiations for distribution of two groups of his completed pictures, to contract for American distribution of French, Italian and British product, to screen three foreign pictures in which he has a substantial investment, and to arrange for further investments in foreign production.

The distribution deal for his completed product covers Germany, Austria and France. The first group involves his United Artists subjects, "Abilene Town," "New Orleans," "The Hairy Ape" and "Jacare." The

(*Continued on page 4*)

5th and Final Para. Sales Meeting Today

LOS ANGELES, May 22.—Fifth and final of the series of Paramount sales meeting which started May 9, will convene here tomorrow and will continue through Wednesday. George A. Smith, manager of the West Coast division, will preside.

Home office executives who attended the previous four meetings will be present, including A. W. Schwalberg, general sales manager; E. K. (Ted) O'Shea, assistant general sales manager; Oscar Morgan, sales manager of short subjects and Paramount News,

(*Continued on page 4*)

Personal Mention

JAMES A. FITZPATRICK, M-G-M short subject producer, will arrive here today from the Coast.

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MAJOR BARNEY OLDFIELD, former Warner publicist, film reviewer and Quigley Publications correspondent, has been assigned to Headquarters, U. S. Army, Pacific, at Honolulu, upon completion of his present assignment as a student at the Command and General Staff College, Fort Leavenworth, Kan.

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WILLIAM WENTZ, manager of Tri-States' Oil City Theatre, at Falls City, Neb., has had an emergency appendectomy.

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JULIAN BERMAN, M-G-M manager in Cuba, and MRS. BERMAN are the parents of a child, JOHN DAVID, born last week.

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H. M. BESSEY, Altec executive vice-president, has returned to New York from a trip through the South and Mid-west.

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LEON J. BAMBERGER, RKO Radio sales promotion manager, returned to New York over the weekend from Little Rock, Ark.

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J. D. TROP, independent producer, has left here on a three-week location trip to South Carolina and Louisiana.

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VERNE CALDWELL and CARD WALKER, Walt Disney studio executives, will arrive here today from the Coast.

•

ROBERT LENOX, 20th Century-Fox booker at Detroit, was married to BARBARA BLAKE.

S. Dembow to Handle New Sirk Production

Sam Dembow, president of Producers Service Corp., has been appointed representative for the Douglas Sirk production, "Two Hearts in Three-Quarter Time," it was announced by United Artists, which will distribute the film.

Sirk is now in Vienna supervising preliminary work on the film, which will be the first major American production to be made in Austria.

20th Heads in Chicago

Twentieth Century-Fox president Spyros P. Skouras and vice-presidents Al Lichtman, A. W. Smith, Jr., and Charles Einfeld are in Chicago today from New York to attend an Allied States meeting. Lichtman and Smith will continue on to Minneapolis for the North Central Allied meeting tomorrow. Skouras and Einfeld will return to New York following today's meeting.

Para. Hosts Waiters

Paramount will be host today to a group of waiters from Lindy's Restaurant here at a private screening of "Sorrowful Jones," starring Bob Hope, which will open at the New York Paramount Theatre early in June.

Tradewise...

By SHERWIN KANE

A NUMBER of industry executives who have given careful study to the suggestions advanced by the Anglo-American Film Council are still wondering whether the plan, solely from a practical approach, offers the American industry anything at all.

The suggestions that the British Film Producers Association work for a lower quota, increased dollar remittances to the U. S. and liberalized unremittable sterling uses in Britain cannot be assayed practically, some executives contend. They are suggestions that the BFPA take a particular stand with respect to those subjects. There is nothing to assure that anything beneficial to the American industry will result therefrom. The decision rests with the British government.

It is being pointed out in some quarters, too, that should the American industry become party to an agreement embodying those suggestions it would, in effect, constitute a recognition of the quota which could undermine the current opposition of the American government thereto and which might force it to retreat from the position it has taken.

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For practical purposes, the suggestion that the three major British circuits show a minimum of 100 American "A" features annually is meaningless, some executives claim.

The three circuits can accommodate 156 "A" features annually.

Under Britain's 40 per cent quota, effective next October 1, the three circuits could play 94 American "A" features. Thus, ostensibly, agreement on the Anglo-American Council's suggestion would be a concession amounting to six American "A" features per year.

However, it is being pointed out that British producers will not and can not furnish 56 "A" pictures annually, not to mention the 62 "A" features for which the quota would reserve playing time. It is claimed, therefore, that the 100-picture guaranty offers the American industry nothing.

On that subject, too, British industry attorneys express the opinion that an agreement by the three circuits in question to play any specific number of American pictures would be illegal under British law.

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Apart from the practical considerations, it is, of course, conceded that the value of the suggestions may reside in the extent to which they succeed in placating leaders of the British industry and in restoring amicable business relationships between the two industries. Presumably, that is the spirit in which the suggestions were offered and the latter aim surely should be a fundamental one for both sides of the Anglo-American Film Council.

The question then arises are the suggestions as drafted the only ones or the best ones likely to achieve that result?

To answer that, attention is turned to what the American industry would be expected to give.

•

Elimination of the unit playing program in Britain has little opposition from the standpoint of the contribution it would make to improved relations between the two industries. It is a well known fact that it has rankled the British leaders no end and that there is little hope of sweetening their opinions of us while it remains in effect.

The guaranty of an American subsidy payable to British producers annually on an ascending scale is not objected to by most on the basis of cost. The $4,000,000 and upward likely to be involved annually would impose no burden on the American industry.

However, quite a few responsible American executives are opposed to the idea of a subsidy on principle, as a precedent and because of doubts as to its propriety in the conduct of their business.

As a precedent, some are convinced that it is an extremely dangerous procedure, one that would invite demands for similar concessions from virtually every other market around the world and which, if denied to them, would be followed by new penalties imposed upon American films abroad. As for a business procedure, the question has been raised whether American stockholders would view favorably the application of their companies' funds to the financing of competitors.

There are those who believe that amity can be purchased on more acceptable terms.

Newsreel Parade

GEN. CLAY'S return and the arrival here of President Dutra of Brazil are current newsreel highlights. Other items include the Treasury Bond Drive, sports, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 41—Gen. Clay comes home from Berlin. President Truman opens Bond Drive. Another Roosevelt enters politics. Pope Pius proclaims new Saint. President Dutra of Brazil arrives in U. S. Premiere of "It Happens Every Spring" at Ann Arbor. Insulated building. Skim-boat racing. Crew race.

NEWS OF THE DAY, No. 275—Gen. Clay gets hero's welcome. Spotlight on another FDR. Pope proclaims new Saint. Hit bond trail for Uncle Sam. Great day for Monty Stratton in Greenville, Tex. Skimboating, newest sport. Golden Gloves. U.S. honors president of Brazil.

PARAMOUNT NEWS, No. 78—Stars help launch Bond Drive. Washington greets Brazil's chief executive. FDR, Jr., elected to Congress. U. S. saluted Gen. Clay.

TELENEWS DIGEST, 20-B—Shanghai under siege. Nation honors Gen. Clay. President Dutra visits Washington. FDR, Jr., elected to Congress. Tornado in Texas. Floods in Italy. Publicity-seeker atop 80-foot obelisk. Nylon-velvet bathing suit. Skim-boats.

UNIVERSAL NEWS, No. 249—U. S. acclaims Gen. Clay. Brazil's president welcomed. Golden Gloves. President Truman asks for bond drive support.

WARNER PATHE NEWS, No. 80—People in the news: President Dutra of Brazil; FDR, Jr.; John J. McCloy; Gen. Clay in Washington and N. Y. Chinook Pass plowing. Sheep cross Grand Coulee Dam. Bond Drive. Swiss acrobat. Golden Gloves. Skim-boating. Great Americans: Capt. Lawrence.

Jewish Appeal Fund Moves at Good Clip

Contributions in the 1949 drive of the amusement division of the United Jewish Appeal are progressing at a higher level than prevailed during last year's drive, it was reported here at the weekend by the advisory committee at a meeting held in the office of Fred Schwartz, amusement division chairman.

RKO-SP Suit Settled

HOLLYWOOD, May 22.—RKO has withdrawn its suit against Screen Plays which charged that scenes in the latter's "Champion" duplicated sequences in RKO's "Set-Up," with SP agreeing to make stipulated alterations in its film within a specified time.

Cut 8 Minutes of 'Pit'

LONDON, May 22.—"Snake Pit," 20th Century-Fox film that has been a center of controversy here, opened at the weekend with about eight minutes cut in order to secure a license for adults only.

'Tulsa' Opens New House

MANILA, May 22. — Eagle-Lion's "Tulsa" had its foreign premiere at the weekend at the opening of the new Roxy Theatre here, to be operated by Alfred A. Boulle.

Bans 30 Russian Films

Thirty Russian films, including newsreels and documentaries, and the Italian "Open City" have been banned from Buenos Aires theatres, according to press reports on reaching here.

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—SHOWMEN'S TRADE REVIEW

A LINDSLEY PARSONS Production — Directed by WILLIAM BEAUDINE

New England Group Sets Meeting Agenda

BOSTON, May 22.—Independent Exhibitors, Inc., comprised of theatremen in New England, has set the agenda for its convention at the Copley Plaza here on May 25-26 with business sessions to include a forum on means of increasing business, and a discussion of municipal, state and Federal taxes by David Palfreyman, exhibition representative of the Motion Picture Association of America.

A two-hour seminar on "Ways and Means to Get More People to Attend Motion Picture Theatres" will be presented by the M-G-M exhibitor relations department, to be conducted by M. L. Simons, assistant to Henderson M. Richey, department head.

Participating in a panel discussion of product and trade practices will be Leonard Goldberg, A. K. Howard, Irving Dollinger, Nathan Yamins and Julian Rifkin. Business outlook for the future will be reported on by Arthur Babson of Babson Reports.

The convention will close with a banquet at the Copley on Thursday.

Para. Sales Meet

(*Continued from page* 1)

and Joseph A. Walsh, Fred Leroy and Richard Morgan.

Barney Balaban, president of Paramount; Adolph Zukor, board chairman; Russell Holman, Eastern production manager, and Max Youngstein, who has just assumed his duties as director of national advertising, publicity and exploitation, also will attend.

Others at the three-day session include the following: From Los Angeles, A. R. Taylor, Earl Stein, Henry Davis, Robert Clark, Kenneth Derby, Roland Smith, Eugene Beuerman and Robert Blair; San Francisco, H. Neal East, Ward Pennington, Jack Stevenson, James French, King Trimble, Milton Anderson and Edward Canty. Seattle, Henry Haustein, John Kent, Lawrence Pulis, R. M. Hayden and David Dunkle; Portland, Wayne Thiriot, Francis Doty, Glenn Brogger and Luman Hummell, Jr.; Denver, Cornell J. Duer, Paul Allmeyer, Jack Felix, John Vos, Tillie M. Chalk, James Ricketts and Robert Quinn; Salt Lake City, F. H. Smith, Conrad Rose, James Swonson, Bertrand Turgeon, Warren Foster and Carl Lind.

Youngstein Honored at E-L Farewell Luncheon

Max E. Youngstein, former advertising-publicity vice-president of Eagle-Lion, who today begins in his new post of Paramount's director of advertising, publicity and exploitation, was honor guest at a farewell luncheon on Friday at the Picadilly Hotel here given by E-L home office employes. Exhibitors and representatives of various distribution companies were also among the 300 present. Youngstein was given a gold watch.

Among those present from E-L were: William Heineman, Jack Schlaifer, Milton Cohen, Hal Danson, Leon Brandt, Leo Brody, Sam Seidelman, Lige Brian, Bob Hadley and Jack Alicoate. Also on hand were Mrs. Youngstein; Rank Organization president Jock Lawrence; James King of Pathe Industries; Seymour Poe, representing Walter Wanger; Harry Kosner, representing Edward Small, and Maurice Maurer, vice-president of City Entertainment Corp.

Refile South Bend Suit

CHICAGO, May 22.—An overcrowded court calendar at South Bend, Ind., has caused the re-filing here of the South Bend Drive-In Theatre Co. anti-trust suit against eight major distributors. Federal Judge Joseph Barnes gave the plaintiff's attorney, Seymour Simon, 30 days in which to choose between the two courts.

Review

"One Woman's Story"

(Rank—Universal-International)

A SUPERB emotional performance by Ann Todd, and production quality that ranks with some of Hollywood's best are the distinguishing features of "One Woman's Story," produced in Britain by Ronald Neame under the aegis of J. Arthur Rank's Cineguild Productions.

Directed by David Lean, who previously was teamed with Neame in the making of "Brief Encounter," this latest of Universal-International's Rank imports recites, as did the former picture, the story of a married woman whose heart belongs to another man even though she feels a deep kindness and respect for her spouse. But the resemblance between the two films stops at that generalized comparison. Where "Brief Encounter probed into character and emotional forces, "One Woman's Story" merely emotes. However, no disparagement of the latter is intended in noting this; it stands among the better British pictures that have reached these shores. For marquee purposes there are also the names of Claude Rains and Trevor Howard, and, although none of the three lead names is exactly heavyweight by American commercial standards, each counts for no small attraction. The film has some good exploitation possibilities which, if adroitly utilized, can be made to pay off.

Based on a novel by H. G. Wells, Eric Ambler's screenplay creates circumstances that bring into contact at various intervals during a decade-and-a-half young biology professor Howard and Miss Todd, wife of oldish international banker Rains. The picture opens in the Swiss Alps where the two lovers meet by chance on vacation after a separation of many years. Rains has not yet arrived at the resort. Miss Todd reviews with the aid of flashbacks the history of this emotional triangle which offered her the alternatives of young, vibrant love and the security and luxury of her marriage. She chose the latter when crucial moments arrived. Finally, the chance and harmless vacation meeting infuriates the heretofore understanding Rains into filing for divorce. Near-tragedy marks the finale. Direction, acting and photography are all first rate and tower above what turns out to be a none-too-intriguing story.

Running time, 86 minutes. Adult audience classification. For June release.

CHARLES L. FRANKE

WB Will Operate 1st House in Harrison

NEWARK, May 22.—K and R Co., a group of Newark businessmen, headed by David Cronheim, Lester Finger, and Julius Vinik, have started work on a new theatre, to have a capacity of 1,100 seats, in Harrison, to be leased to Warner Brothers for a long period of years.

Greater Harrison, with a population of 30,000, has never had any place of amusement, and is said to be the only city of its size in the United States without a theatre.

Cronheim handled the transaction, including a 20-year mortgage from Equitable Life Insurance. Architects are Drew and John Eberson; completion is expected in the fall.

To Report Video Film 'Inadequacies' in U.S.

Norman Livingston, director of commercial program operations for station WOR and WOR-TV here is scheduled to sharply criticize television film producers and distributors, at the May 26 meeting here of the National Television Film Council, where he will be guest speaker, Mel Gold, head of the NTFC reported at the weekend.

Livingston, who recently returned here from Hollywood and a tour of TV stations throughout the country, is reportedly prepared to denounce at the meeting what he describes as "the inadequacies of Hollywood's thinking, and the thinking and production efforts of some producers of TV films."

Wehrenberg Bequests

ST. LOUIS, May 22.—Under the will of the late Fred Wehrenberg, St. Louis circuit operator, four veteran employes will receive $50,000. Chief recipients are Lester R. Kropp, assistant to Wehrenberg, who will get $25,000, and Miss Catherine Eilermann, Mrs. Helen Foster and Gustave Krause, each of whom will receive $7,500.

Bond Drive Subject

(*Continued from page* 1)

"Union Pacific," "The Thundering Herd" and "San Francisco." Striking it rich, he later lends the golden spike for the ceremony marking the completion of the first trans-continental railroad.

The present-day Benny, at the suggestion of a bank teller who beguiles him with the information that three will get you four, decides to put his hoarded wealth to work by purchasing U. S. savings bonds. There is no outright sales pitch made, merely an explanation of the various methods of buying bonds, the bond-a-month plan, the payroll plan, school children's savings plan and the over-the-counter purchases at banks and post offices.

There is nothing in the subject which could be considered an imposition on theatre audiences. On the contrary, it is entertaining and informative. Nothing more. Every theatre in the country should show this subject. There will be 600 prints at Universal exchanges beginning today.

Dore Schary supervised the subject, which was produced by Richard Goldstone with Armand Deutsch as coordinator. Allen Rivkin wrote the screenplay. S.K.

ANA Book Examines TV Status, Trends

Data ranging from the growth of television stations and networks to the sales impact of video is presented in a book, "Television's Status and Trends," written by Dr. Alfred N. Goldsmith, radio and television consultant, and published by the Association of National Advertisers.

Based on a talk made by Dr. Goldsmith at the ANA spring meeting, the book analyzes time costs, varying types of TV stations, the present size and character of the video audience and projects expected developments during the next five years.

Quit Combines

(*Continued from page* 1)

reach an agreement on terms for some houses, thus bringing product hardships to competitive theatres not involved in the disagreement.

Also many exhibitors feel that it is particularly necessary at this time to go out after theatre patronage and believe they should select the product which they think will get maximum grosses.

Berger Claims

(*Continued from page* 1)

viously left the fold. Unaffiliated members have been invited to participate in the business sessions, but they will not have a vote on motions, resolutions or elections, Kane said.

NCA's board of directors will meet tomorrow morning and the first business session will start after lunch, with Berger presiding. Minneapolis Mayor Hoyer will welcome the delegates. G. Ralph Branton of Tri-States Theatres will discuss theatre operations and Sam Shain, exhibitor relations liaison of 20th Century-Fox, will address the convention, to be followed by William L. Ainsworth, president of national Allied, Berger's annual report and comments on the report by Kane. Due next is an open forum on film buying with emphasis on forced selling and compulsory percentages.

There will be no morning session on Tuesday and after a convention luncheon, 20th Century-Fox vice-presidents Al Lichtman and Andy W. Smith will discuss their company's new sales policy. In the concluding hours there will be a discussion of exhibitors' rights under the Supreme Court decision in the Paramount case, a report by Kane on the status of Ascap, a discussion led by Ted Belnick of the Allied Caravan and a discussion of the place of drive-ins in relation to regular theatres, particularly their position in competing for runs. Last on the agenda are reports of committees and the election of officers.

Levey Abroad

(*Continued from page* 1)

second group covers five of his Mayfair productions, released by Universal, which are being handled by Universal's foreign department.

Levey will also visit Paris, London and Rome. His itinerary abroad will include Holland, Belgium, Switzerland, Austria, Norway, Sweden, Denmark and an extended survey of the film situation in the Republic of Israel.

Heads Academy

(*Continued from page* 1)

annual awards ceremonies, establish a permanent format for same, acquire larger Academy headquarters designed to house a motion picture museum, and substantially expand the membership. The board will consider recommendations at a later date.

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VOL. 65. NO. 101 NEW YORK, U.S.A., TUESDAY, MAY 24, 1949 TEN CENTS

Momand Again Appeals to U.S. High Court

Says Boston Ruling Will Upset Other Trust Suits

WASHINGTON, May 23.—A. B. Momand today again asked the U. S. Supreme Court to reconsider its May 2 action refusing to review a Boston Circuit Court of Appeals decision which threw out his 11-year-old anti-trust suit against eight major film companies.

A petition filed by the Washington law firm of Claggett and Schilz said that the Supreme Court in the Paramount case had established an illegal conspiracy among the film companies which should have been *prima facie* evidence in Momand's favor. In ruling that Momand had to prove specific intent to injure him, the petition said, the Boston court had ruled contrary to other Circuit Court decisions and had supplied the film companies with a new "escape hatch" to defend anti-trust suits.

The decision will affect such cases as the fifth and Walnut, Windsor ver-

(*Continued on page 3*)

Ia.-Nebraska AITO Asks Clearance Cuts

ELDORA, Ia., May 23.—Resolutions requesting reductions in clearances in the Des Moines and Omaha areas, and for an end to the licensing of new product to drive-ins have been passed by the membership of Allied Independent Theatres of Iowa and Nebraska and have been forwarded to distributors for action, according to Leo F. Wolcott, chairman of the board.

One resolution charges that clear-

(*Continued on page 3*)

Brandt In Charge of E-L's Ads, Publicity

Leon Brandt has taken over the duties of Eagle-Lion's director of advertising-publicity-exploitation, replacing Max E. Youngstein, who last Friday left as E-L advertising-publicity-exploitation vice-president to direct those operations for Paramount.

As exploitation manager, Brandt a few weeks ago took over the duties of publicity director Jerry Pickman when the latter left E-L for a public relations post at Paramount.

Query 20th-Fox On TV at Chicago Meet

CHICAGO, May 23.—Issues involving the potential threat of television to theatres and clarification of 20th Century-Fox's sliding scale system, dominated the discussions at the open forum meeting conducted by 20th-Fox officials for members of Allied Theatres of Illinois and prominent circuit exhibitors today at the Palmer House.

Questions on the company's new sales plan were answered by president Spyros Skouras and vice-presidents Al Lichtman and Andy W. Smith, Jr. Perturbation over possible inroads of TV on theatre business was evident in the discussion from the floor.

Ben Banowitz, Alliance Theatres head, asserted that theatres should be given full protection on all films, regardless of age, over the sale to television staions. "If 'Sitting

(*Continued on page 3*)

Shea Aims to Upset WB Plan for Split

Summons and complaint were served on Warners by Shea Enterprises here yesterday aiming to block Warners' plan for dissolution of what Shea terms their "joint venture" in the operation of three theatres in Youngstown, O.

Involved are the Warner Theatre, which Warners originally operated; the Park, originally a Shea house,

(*Continued on page 3*)

'NO QUOTA CHANGE', BRITISH TELL U. S.

Suggests Withholding Complaints Pending Council Negotiations

WASHINGTON, May 23.—The British government has delivered its answer to the State Department on U. S. protests against the British film quota—and it's a very flat "no change."

The British reply, delivered orally by a member of the Embassy staff here to Department officials Winthrop Brown and Merrill C. Gay, will undoubtedly touch off further MPAA protests and further criticism on Capitol Hill.

Several Congressmen have asked the State Department for a memo summarizing the British stand.

The British answer said it would be "most difficult'" to modify the new 40 per cent quota. It pointed out that it was fixed by law until October 1, 1950, and declared that it was reasonable in terms of British production, not in contravention of any legal com-

(*Continued on page 3*)

Palace Vaudeville In $32,000 Revival

Vaudeville, with "Canadian Pacific" on the screen, is very much alive at the Palace where the first week's gross will probably be close to $32,000. This represents a fancy profit since the house, which is charging from 55 cents to $1.20, has a break-point of only $17,000. During straight film programming, either first-run or double re-issues, the Palace grossed from $15,000 to $25,000 per week generally, with top admissions varied at from $1 to $1.40.

New York's 1st-Runs Are Still Sluggish

Sunday's rain was some help but not enough to lift the current week's grosses at New York first-runs above sub-par levels. Theatremen are attributing the continued slump to a "general condition," pointing out that business is almost uniformly off despite the fact that several of the current attractions won enthusiastic audience reception initially. Abundance of

(*Continued on page 2*)

MPAA Is Considering New Quota Protest

WASHINGTON, May 23.—The Motion Picture Association of America might make further representations to the State Department on the British quota, it is understood. A decision will be made sometime after MPAA president Eric Johnston returns here—he is due back Wednesday from a field trip.

MPAA officials understand that one portion of the British answer to U.S. quota protests declares that British producers can meet the quota and that the quota does not violate the General accord on tariffs negotiated at Geneva. The MPAA answer would presumably be a reassertion that the quota does violate the Geneva Pact and other Anglo-American agreements, and that the quota should have been negotiated rather than fixed arbitrarily by the British government.

E-L Sale Talks to Resume Tomorrow

Recessed since last weekend, the conference here among Pathe Industries and First National Bank of Boston executives regarding independent producer Edward Small's proposals for his purchase of control of Eagle-Lion will resume tomorrow. Several additional days of discussion are expected before a final decision is made by Robert R. Young, principal stockholder of Pathe Industries, E-L parent company.

BFPA to Meet on Anglo-U.S. Session

LONDON, May 23.—A special meeting of the British Film Producers Association has been called for Thursday to give further consideration to the plan advanced by the Anglo-U. S. Films Council. At the same time, Sir Henry French and Sir Alexander Korda, British members of the Council, will be briefed on their course of action at the June 2 and 3 meetings

(*Continued on page 3*)

'Unfriendly 10' Sue For $52,000,000

HOLLYWOOD, May 23.—The "Unfriendly ten" who refused to testify at Washington investigation of Hollywood today filed suit against the Motion Picture Association of America and member companies asking treble damages aggregating $52,000,000 and charging violation of the Sherman Act in preventing the plaintiffs from pursuing their professions.

The complaint cites the recent pur-

(*Continued on page 3*)

Personal Mention

ROBERT PURCELL, Pathe Industries executive, will return to New York from Cleveland on Thursday.

•

EDWARD B. HATRICK, News of the Day vice-president, has announced the engagement of his daughter, GLORIA HATRICK MCLEAN, to JAMES STEWART, the actor, with the wedding planned for August.

•

JACK MATLACK, executive assistant to MRS. J. J. PARKER, president of J. J. Parker Theatres, Portland, Ore., was married to ELOISE HERDER on Saturday. The couple will vacation at Carmel and Hollywood.

•

ROSSANO BRAZZI, Italian actor, and MRS. BRAZZI left here yesterday by plane for the Island of Stromboli to appear in WILLIAM DIETERLE'S production, "Stromboli."

•

ARTHUR H. LOCKWOOD, Theatre Owners of America president, will return to Boston tomorrow from Bald Mountain Lake, Me., where he has been relaxing for a few days.

•

ABRAHAM M. ELLIS, Philadelphia circuit owner, was honored by Temple University there last night during the dedication of a Chair in Hebrew Culture and Education.

•

AL TAMARIN, United Artists publicity chief here, will leave New York for Washington today.

Charles G. Booth, 51, Won '46 Award

HOLLYWOOD, May 23.—Charles G. Booth, 51, winner of the 1946 Academy Award for the best original screen play, "The House on 92nd Street," died yesterday after a two months illness.

Booth, author also of "The General Died at Dawn" and "Johnny Angel," was born in Manchester, England, and had been a successful writer of fiction for 30 years. The widow, Lillian Lind Booth, and a son, Charles Rockwell Booth, survive.

Joseph Fronder, 72

Funeral services will be conducted tomorrow morning at St. Michael's Church at Palisades Park, N. J., for Joseph Fronder, 72, pioneer in motion picture poster art work, who died on Saturday. Fronder started in 1918 with Famous Players-Lasky and for several years has been in the art department at National Screen's home office here.

Julius Levine, 66

Funeral services for Julius Levine, 66, manager of Principal Film Exchange, Inc., here, will be held at one P.M. today at the Gutterman Funeral Chapel in Brooklyn. Levine died yesterday. He is survived by the widow Kate, and three sons.

Para. Market Plans To Coast Conferees

HOLLYWOOD, May 23.—Paramount's West Coast divisional sales meeting opened here today at the Ambassador Hotel with top New York executives outlining details of distribution and promotion plans for the ensuing year. George A. Smith, manager of the Coast division, is presiding at the three-day session.

Exhibitors who joined with Paramount executives in opening the meeting, included Charles Skouras, president of Fox West Coast; Bert Pirosh, Cullen Espy and Edward Zabel, Fox West Coast film buyers; Harry Vinnicof, Southern California Amusement Co.; Ted Jones, Western Amusement Co.; Hugh Bruen of Whittier, Cal., and Paul Williams, associated with the Southern California Theatre Owners Association. They were guests today at a luncheon in the Ambassador Hotel and will be entertained tomorrow also.

'Hopalong' Zukor Recipient Of Lone Star State Honors

DALLAS, May 23.—Adolph Zukor, chairman of the board of Paramount, and actor William Demarest were honored at a luncheon here at the Baker Hotel in conjunction with the company's regional sales meeting.

Zukor, who flew here from New York to attend the sessions, was made an honorary Texas citizen by Gov. Beauford Jester. W. O. Reed, Speaker of the State Assembly, presented Zukor with a scroll on behalf of the Governor. Paramount's Dallas contingent presented Zukor with a pair of gold spurs, and nicknamed him "Hopalong Zukor."

Blanket Showings of 'Joan,' Popkin's Two

Walter Wanger's "Joan of Arc" will open today at 41 houses in the New York area with admissions advanced to 76 cents up to six P.M. and $1.20 for evenings. Bookings are in 34 RKO theatres, six Skouras and one Loew house.

In another blanket engagement, Harry Popkin's "Impact" and "My Dear Secretary," both United Artists, will play on a twin bill simultaneously in over 100 theatres in the New York area May 29-31. Included is the entire RKO circuit here, plus Skouras, Randforce, Century, Brandt and Joelson houses.

Dinner for Broidy

HOLLYWOOD, May 23.—Independent Motion Picture Producers Association will honor Allied Artists-Monogram president Steve Broidy's 25th anniversary in show business at a dinner, at Lucey's restaurant, on June 2.

Hearing to Reopen

OKLAHOMA CITY, May 23.—Griffith mandate hearing, now recessed, will reopen briefly June 20 for presentation of depositions and additional defense testimony, attorneys said here today.

New York Grosses

(Continued from page 1)

warm weather is believed to be the chief adverse factor.

"The Lady Gambles" is fairly bright at the Criterion, with the opening week's business figured at $25,000. "Big Jack" is adequate at the Gotham with $13,000 in prospect for the first week. "A Woman's Story" might reach $15,000 in a slow opening week at the Rivoli.

"Home of the Brave" is disappointing at the Victoria, with a second week's gross of about $17,500 in view, after taking close to $30,000 in a big opening week. Also under expectations, although it will stay, is "The Stratton Story" with a stage show at the Music Hall. The Hall did $78,000 Thursday through Sunday, indicating a second week's take of about $118,000; "Edward, My Son" is next, with May 2 as the probable starting date. Capitol is doing its slowest business in months with only $19,000 apparent for the second and final week of "The Sun Comes Up," with Glen Gray's orchestra and Gracie Barrie among others on stage.

Doing good business is "Barkleys of Broadway" at the State, where the third week's take could reach $35,000. "Champion" is falling off, but still is fair at the Globe, where the seventh week's income is about $15,000.

"Flamingo Road" is fair at the Strand where, with Ted Lewis' orchestra and a revue on stage, the second week's gross is likely to be about $33,000. "Forbidden Street," with Dick Haymes and an ice show on stage, probably will give the Roxy a very modest $65,000 in its second and final week, and will be replaced on Friday by "Beautiful Blonde from Bashful Bend." "Hamlet" at the Park should draw about $13,000 in a good 35th week. "We Were Strangers" could do about $15,000 in a fourth week at the Astor, leaving room for improvement.

"Quartet" is holding up very well at the Sutton, where $10,000 is apparent for the eighth week. At the Bijou, "The Red Shoes" still is healthy with $10,500 indicated for the 30th week.

Marshall Reelected President of SDG

HOLLYWOOD, May 23.—Screen Directors Guild, at a business meeting following last night's awards dinner, reelected George Marshall president, Joseph Mankiewicz vice-president, Lesley Selander treasurer, and shifted Al Rogell from secretary to second vice-president, electing Vernon Keays secretary.

The treasurer's report disclosed that the SDG's radio program, which has been a sustainer, will be sponsored by Pabst beginning July 1.

TOA in Meeting Snarl

Crowded hotel conditions in Los Angeles and a flood of reservations for Theatre Owners of America's Sept. 12-15 convention at the Hotel Ambassador there have combined to work a hardship on TOA headquarters here, the organization reports. Hence, the convention committee has urged members to make reservations as soon as possible.

TV Benefits Shorts, Says FitzPatrick

Being ideally suited for television presentation, the film short subject stands to benefit greatly from video useage, James A. FitzPatrick, shorts producer, declared here yesterday following a screening of his "Mighty Manhattan," Technicolor subject to be released by M-G-M. The company held the special screening and a reception for FitzPatrick at the Waldorf Astoria Hotel.

FitzPatrick, who will leave here June 12 on a whaling cruise to gather footage for his next subject, said he has a series of 12 shorts planned. He will release his old shorts for television "when the time is appropriate," he said. Present at yesterday's reception were: Nicholas Schenck and Mrs. Schenck, Herb Crooker, Fred Lynch, Max Weinberg, Richard Harper, Jack Bowen and others.

Video a Worry: Cheyfitz

WASHINGTON, May 23.—Television should worry the film industry, but the outlook is not entirely black, according to Edward Cheyfitz, assistant to Motion Picture Association of America president Eric Johnston and secretary of MPAA's television committee, at a panel discussion before the local chapter of the American Association of University Women on television's effects on various other media.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Manhandled"
starring
DOROTHY LAMOUR
DAN DURYEA
STERLING HAYDEN
Directed by Lewis R. Foster
IN PERSON
JANET BLAIR
JAN MURRAY
BLACKBURN TWINS
PAUL SYDELL
Extra
BOBBY SHERWOOD
AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
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MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
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V-108

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Test of Para. Plan Starts on May 29

MEMPHIS, May 23.—Distributors and exhibitors have temporarily halted negotiations on earlier release dates to permit deluxe second-run theatres and drive-ins to experiment with the earlier showing in three Memphis theatres of "Connecticut Yankee in King Arthur's Court" simultaneously.

The Ritz, usually a first-run house, operated by David Flexer; the Idlewild, owned by Edward O. Cullins, and the Rosemary, owned by Augustine Cianciola, will show the "Yankee" for seven days, May 29-June 4.

All three booked the picture under Paramount's new offer to release pictures for second-runs in 30 days instead of the usual 39 if theatres would run the film seven days, guarantee a $750 rental against a 35 per cent cut for the first $3,500, and a 50-50 split over $3,500.

Momand Appeals

(*Continued from page* 1)

sus Loew's, Emerson Long versus Schine, Auburn Theatres versus Schine, and Meiselman versus Paramount, according to the petition.

In all of these cases, the Momand brief held, the film companies will use the same defense of "No specific intent" and thus defeat the intent of the anti-trust laws.

Defendants in the Momand suit, commenced in June 1937, are: Universal, Loew's M-G-M, 20th Century-Fox, United Artists, RKO, Columbia and Vitagraph.

Ask Clearance Cut

(*Continued from page* 1)

ances in Des Moines and Omaha exchange territories "are out of line with clearances in other similar territories" and "are often dated from preceding runs other than the first-run, and subsequent-runs are therefore held back for unreasonable lengths of time beyond their proper and rightful playing time by this arbitrary arrangement."

The second resolution asks distributors "to consider the consequences" of licensing pictures to any drive-in ahead of the established indoor theatre.

'Unfriendly 10' Sue

(*Continued from page* 1)

chase by 20th Century-Fox for Albert Maltz's novel, "The Journey of Simon McKeever," which was followed by a company announcement that the story would not be filmed. This represents evidence, the plaintiffs charge, that the decision of the majors in 1947 not to employ the "ten" is a "conspiracy in perpetuity."

Amounts sought for individuals range from $3,000,000 to $8,000,000. An injunction against a continued ban on employment is asked by Robert Kenny, attorney for the plaintiffs. Federal Judge Pierson Hall has indicated that he will set a date for hearings within two weeks.

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Iowa-Nebraska Allied Favor 20th-Fox Plan

Anamosa, Ia., May 23.—Reaction of Allied of Iowa and Nebraska to the new 20th Century-Fox sales policy is favorable, as reflected in a Caravan bulletin sent to all members by Charles Niles. "When a film company indicates they will sell the membership at fair and equitable prices, the time has come to sit down and talk to their sales manager," he writes.

Quiz 20th-Fox

(*Continued from page* 1)

Pretty' appeared on TV," he declared, "probably 50 per cent our business would be dissipated."

In reply to a question by Illinois Allied head Jack Kirsch on 20th-Fox's stipulation of the right to license films to TV or radio stations, Smith answered that the company would eliminate the section. He stated that it was retained because of the company's deal with television interests for newsreels.

Skouras predicted that the future of television may well prove to be the "zenith of grosses in theatres," and should not be shied away from. He repeated that the company was contemplating the installation of television equipment in 25 West Coast houses, providing the FCC issues the rights. Films sold to theatres would not be made available for television showing, Skouras said, but stated the company was producing special TV films.

The exhibitors appeared to be generally in accordance with the sliding scale system, but it was attacked by some. Arthur Schoenstadt, head of the Schoenstadt circuit, took issue with the allocation and license fees imposed under the system, and posed the question: "Who shall decide the division of profits and losses, and who shall decide the equity of that division?"

Jack Rose, head of the Manta-Rose circuit, wanted to know on what basis the sliding scale goes up or down, and what control there is over the number of films on sliding scale. Al Lichtman replied that "the true sliding scale is based on honest expense figures."

Allied Board To Sift 20th-Fox Sales Plan

MINNEAPOLIS, May 23.—Allied States will "sift out" the 20th Century-Fox sales proposition at a quarterly meeting of the board in Dallas this weekend, William T. Ainsworth, president, announced at the opening session today of the North Central Allied here which is being attended by more than 150 independent theatre owners from Minnesota, the Dakotas and Western Wisconsin. He said the Board will consider reports from meetings held throughout the country on the plan.

Benjamin N. Berger, NCA president, in his annual report predicted that while "divorcement is a fact" there will be "real competition in the very near future in all three branches of the industry."

'No Quota Change'

(*Continued from page* 1)

mitment with the U. S., and is necessary to conserve dollars.

State Department officials were frankly stumped as to their next move. They said they were "considering" the British reply.

The British also suggested that there be a "closed season" on official U. S. protests until the current round of negotiations in the Anglo-American Films Council is concluded.

The British answer, delivered orally by an Embassy official to State trade chief Winthrop Brown and film chief Merrill C. Gay, stressed the fact that the Anglo-American Films Council had worked out general principles of an agreement and would attempt to reduce them to final terms at a meeting next month, and suggested that both the British and American governments remain quiet on the subject until the negotiations are completed.

On the quota, the British said that it was fixed by law until October 1, 1950, and that it would be very difficult to persuade Parliament to change this "under obvious pressure from the U. S." The British also stressed the fact that many British oppose spending too many of Britain's limited dollars on films, and that they regard the quota as a device to prevent a permanent dollar drain by keeping U. S. film firms from building up too huge blocked dollar balances to be paid later.

A British Embassy official, while refusing to comment on the report of the British reply, said that he had advised his government in London that he "hoped things would be quiet for a bit, but that they should not be too sure."

The British film quota is expected to be aired on the Senate floor later this week when the Senate takes up extension of the Reciprocal Trade Agreement Act. Senator Knowland, California Republican, has an amendment pending to hit back tariff-wise at any country discriminating against American films or other products.

Shea, Warner Plan

(*Continued from page* 1)

and the Paramount, which the two companies share on a 50-50 basis. Under terms of a 1933 agreement, which is to expire in 1956, the three houses are operated jointly with Shea and Warners equally dividing profits. The "joint venture" has been a very profitable one in recent years, it is understood.

Plaintiff Shea states that the Warner plan to take over operation of the Warner, to give the Park back to Shea and to sell its interest in the Paramount, is inequitable for, under it, Warners fails to acknowledge that the joint operation substantially enhanced the status of the Warner at the expense of the Park. Shea contends that prior to the agreement the Warner Theatre was a losing proposition, that the Park was a successful operation. Shea further states that the agreement provided that the Park be relegated to an inferior status, consequently its value in a separate operation, outside the pool, has deteriorated in large measure.

Shea asks that the assets of all three houses be divided equally rather than having each party recoup from the pool its own theatre and that the joint operation be placed in the hands of a receiver until such division is effected.

The complaint will be filed in New York Supreme Court following out-of-court preliminaries.

BFPA Meet

(*Continued from page* 1)

with the American members in New York.

It is anticipated that while the British members of the Council will receive the majority backing of the BFPA, Thursday's meeting will give them no roving commission to take with them to New York. Their brief will be drawn in close detail and they will be expected to adhere to it.

The Board of Trade still has had no comment to make on the Council's suggestions except to point out that the legislative position forbids any change in the quota before April, 1950.

Meanwhile, independent producers, led by Maurice Ostrer, Victor Hanbury and Edward Dryhurst, will hold a special meeting on the Council's plan and will give their views of it to Harold Wilson, Board of Trade president, on his return from Canada.

Cites Mono. Pact as Anglo-U. S. Mollifier

LONDON, May 23.—"Joint production and distribution projects such as we have entered into with Monogram are probably the ultimate solution to the Anglo-American film differences," declared William Moffat, Associated British-Pathe chief, on his return here from New York.

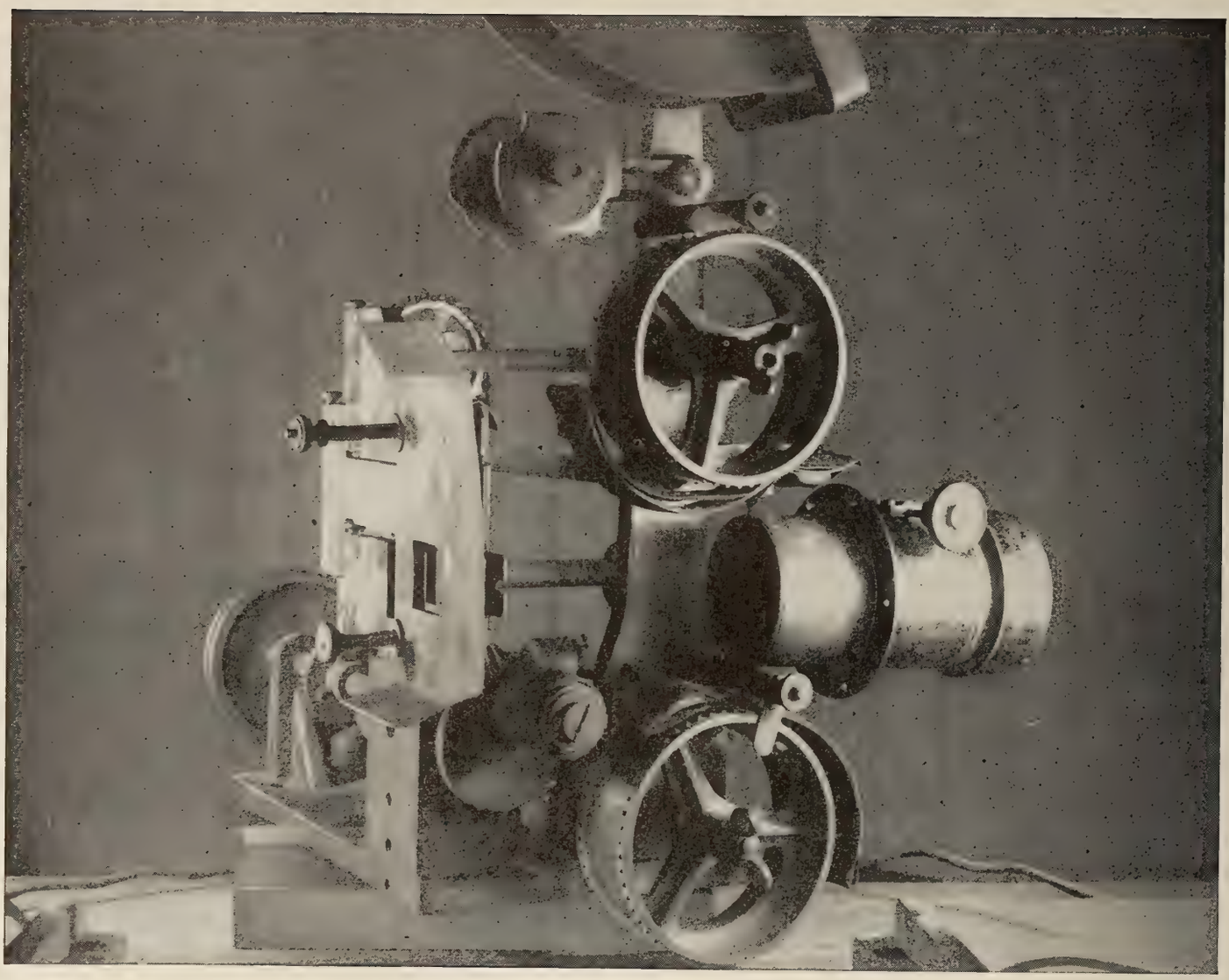
He claimed that Associated British films are already earning dollars in the U. S. and that the discussions he had with both Monogram and Warner executives will ensure them of even wider distribution.

Sears, Reisman to London; Kelly, Rome

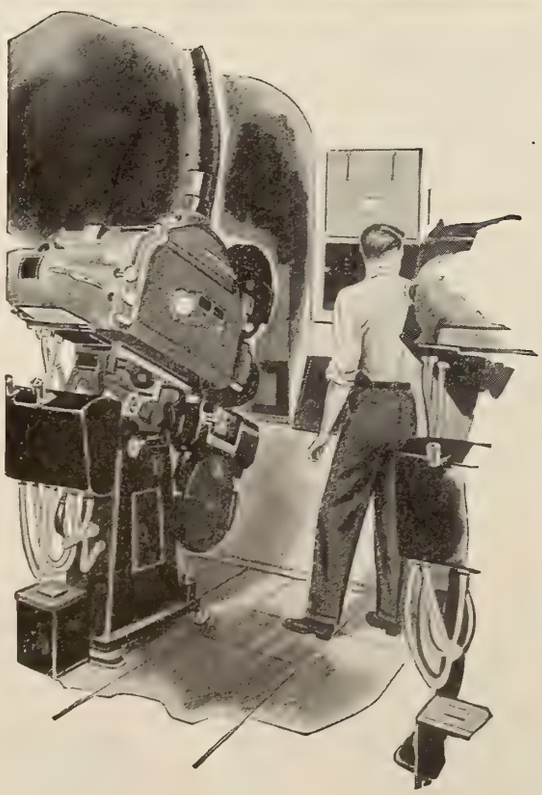
LONDON, May 23.—Gradwell L. Sears, United Artists president, will return here tomorrow from a visit of several days in Ireland for meetings with John Davis of the J. Arthur Rank Organization. Arthur W. Kelly, UA executive vice-president, has returned here from Paris and will leave for Rome next Friday.

Phil Reisman, RKO Radio's foreign chief, is also due here tomorrow.





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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 102 NEW YORK, U.S.A., WEDNESDAY, MAY 25, 1949 TEN CENTS

Color Video In Theatres 1st: 20th-Fox

Company Says It Will Outstrip Home Color

WASHINGTON, May 24. — Twentieth Century-Fox today urged "serious experimentation" on the use of color in theatre television projection.

In a 34-page progress report to the Federal Communications Commission on the company's theatre television experimenting, 20th-Fox said that it is possible that color television will be made available to the general public in the theatre before it is feasible for home reception.

This is due, it declared, because of

(*Continued on page* 4)

So. African Earnings Fight Is Redoubled

American distributors' representatives in South Africa and officials of that country's Schlesinger Circuit have established a "united front" in a campaign to avert the restrictions which the Capetown government has proposed to place on the earnings of imported films. This was reported here yesterday in industry foreign management circles.

The South African film quota year will begin again on July 1, and the organized "lobby" in behalf of the American industry has until then to make its oppositional stand accomplish its desired end. Under the restriction which threatens, 50 per cent of all film earnings (based on 1947 earnings) would be withheld by the South African government.

Balaban Optimistic Over New Setup

HOLLYWOOD, May 24.—Barney Balaban, president of Paramount, expressed the utmost confidence in the future of the company under its new status commencing January 1 when the new production-distribution company will start operations separated from the theatre circuit.

Addressing a meeting yesterday at the Ambassador Hotel of company executives and many exhibitors, as a function of "Paramount's Gold Rush of '49" West Coast regional sales drive, Balaban declared:

"This is a very important meeting, the last of a series of meetings following the vote of stockholders to segregate our business. This could not have been effected without assurance to our stockholders that excellent management has been provided for. Paramount will embark on its new

(*Continued on page* 4)

Argentine Moves to Exclude Old Films

WASHINGTON, May 24.—The Argentine government has taken steps to exclude outdated films and films of dubious moral value, the U. S. Commerce Department said here today.

A report by acting Commerce film chief George R. Donnelly cited an Argentine decree requiring distributors of foreign films to submit a summary of the plot, date of release of the picture in the country of origin, and the date of the picture's arrival in port.

Donnelly also cited announcements from Buenos Aires disclosing that the government soon will require national films to be shown three weeks out of every five, instead of two.

Industry Leaders Tell Press What's Right with Films

Within seven to 10 years, television will be shown in every theatre in the land and parlor television will take its place alongside home movies, industry leaders predicted at a round-table conducted by *Parade* and which will be reported in next Sunday's issue of the magazine.

Participating in the unusual interview were: Spyros P. Skouras, 20th Century-Fox president; Barney Balaban, Paramount president; Ned Depinet, RKO-Radio president; Eric Johnston, Motion Picture Association of America president; Joseph I. Breen and Francis Harmon, MPAA vice-presidents.

Questions put to the roundtable and the answers they elicited will be pre-

(*Continued on page* 2)

Hint Congress Probe Of Films and Radio

WASHINGTON, May 24.—House Judiciary Chairman Celler, New York Democrat, today appointed a special seven-man sub-committee to study the need for tightening the anti-trust laws; and said he may go into film and radio problems.

Celler is a long-time critic of Ascap and major film companies.

The sub-committee may build up a case against the Webb-Pomerene Act and other acts which "soften competition" by creating exemptions from the anti-trust laws, Celler said.

The group will work closely with officials of the anti-trust division, Fed-

(*Continued on page* 4)

Arnall Protest Of UK Plan To State Dep't

He and Rubin Call on Capital Officials Today

Formal protest against film trade barriers abroad and against recommendations of the Anglo-American Films Council for a film agreement with England will be filed with the U. S. State Department today by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.

Arnall and Robert J. Rubin, SIMPP counsel, both will be in Washington today and in addition to presenting the formal complaint they intend to press the matter further in calls upon the House Small Business Committee and other members of Congress, in individual conversations

(*Continued on page* 4)

Lichtman Wins NCA Okay for 20th-Fox

MINNEAPOLIS, May 24.—More than 200 enthusiastic exhibitors attending the North Central Allied meeting today gave hearty approval to an announcement by Al Lichtman, 20th Century-Fox vice-president, that every type of theatre operation can buy 20th-Fox product on a flat, percentage or sliding scale basis. His announcement that local autonomy has been given the branch manager to approve contracts caught militant exhibitors by surprise and diminished complaints to only half-a-dozen in discussions of the Lichtman plan from the floor.

Lichtman said he was crusading for a betterment of industry relations, which he believed would eventually result in improved box-office grosses.

(*Continued on page* 4)

'The Red Menace' Bids for Wide Public Attention

By SHERWIN KANE

Keyed to the widespread public concern throughout the United States over Communism, Republic's new production, "The Red Menace," now ready for release, makes a strong bid to center exceptional interest upon itself.

The picture was screened at the Republic home office and at the West Coast studio yesterday for trade press reviewers. It is a potently titled, fast-moving 87 minutes of screen action and exposition which tells more about what Communism is and purports to be, particularly in these United States, than any picture heretofore made available to American theatres.

All exhibitors should be aware of it for it could well prove to be one of those rarest of all present-day cinematic events—a sleeper. The public interest is ready and waiting for it, which is not exactly an unrecognized fact in Hollywood today, judging by the pictures on the subject of Communism either in production or contemplated. It deals with Communism in a punchy, educational way, while dramatizing the methods employed to win followers, to hold them or to wreak vengeance upon those who once having accepted it would repudiate it.

Interestingly, much of the informa-

(*Continued on page* 4)

Autonomous Ticket Tax Plan to Snyder

Washington, May 24. — A group of state and municipal associations have submitted to the Treasury Department a joint tax program, including Federal withdrawal from the admission tax field in favor of taxation by state and local governments, and have asked Treasury Secretary Snyder to help them get Congressional approval of the program.

National Allied After 1,000 New Members

Minneapolis, May 24. — An expanded membership roster of 1,000 additional independent theatre owners is contemplated by national Allied as a tribute to Abram F. Myers, board chairman and general counsel, delegates to the annual North Central Allied convention were told here by William Ainsworth, the national president.

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, is in New Haven from New York.

•

ROBERT BRAM, Universal-International office manager at Cleveland, and BABETTE BLUM plan to be married soon, while DON MCMAHON, booker, and RITA WAHL have set June 18 for their nuptials.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will attend the graduation of his two sons, WILLIAM FARRELL and THOMAS EDWARD, from Georgetown University on June 13.

•

MACGREGOR SCOTT, overseas sales manager for Associated British Pathe, has returned to London from New York.

•

GAEL SULLIVAN, Theatre Owners of America's executive director, will return here today from Washington.

$4 - Million Blocked In Japanese Money

WASHINGTON, May 24.—As of May 7, the Motion Picture Export Association had in Japan blocked yen equivalent to $4,350,955, according to testimony given the House Appropriations Committee by MPAA legislative representative Jack Bryson.

Bryson pointed out that the MPEA had operated in Japan for four years at an out-of-pocket cost of over $400,000, and asked $2,180,000 to reimburse the MPEA for losses through depreciation of the blocked yen. Bryson stressed that the funds asked did not include any profit, but only expenses plus a porportionate share of production costs.

Saints and Sinners Punish R. R. Young

Robert R. Young, railroad magnate and head of Pathe Industries, parent company of Eagle-Lion, was the "Fall Guy" for the Circus Saints and Sinners at the Waldorf-Astoria here yesterday, taking a merciless ribbing from Tex O'Rourke and others on his financial and railroad activities.

Among the industryites who witnessed the punishment were: Will H. Hays, George Skouras, William C. MacMillan, Rutgers Neilson, Sol Schwartz, Leon Bamberger, Chet Bahn, James Jerauld, Red Kann, Sherwin Kane and Harry Blair.

Metzger, 55, PCA Aide

HOLLYWOOD, May 24. — Charles M. Metzger, 55, for the past 14 years a member of the Production Code Administration Staff, who died last night following a stroke suffered a year ago, will be buried Saturday at Indianapolis. Metzger was formerly counsel and director of the Allied Theatre Owners of Indiana, and a director of Allied States Association of Indiana. His mother and three daughters survive.

Bernhard Denies Deal for Classics

Joseph Bernhard, president of Film Classics, yesterday denied that he is presently engaged in any negotiations with Si Fabian, president of Fabian Theatres, for the purchase of the former, and also denied that he is in on any deal with Walter Wanger and the Nassours for the same purpose, as reported on the Coast. Meanwhile, a spokesman in the Fabian office here said yesterday that there had been "some talk" about a deal, but he did not indicate whether a deal is still on.

Future ownership of the company is expected to be determined when directors of Cinecolor, parent of Film Classics, meet on June 14 to determine whether the two companies will be separated.

Saturday Is "Autry Day" in Trenton

Trenton will have a "Gene Autry Day" on Saturday by proclamation of Mayor Donald J. Connolly, and in conjunction with the event, Autry's latest Columbia film, "Riders of the Whistling Pine," will appear at the RKO Capitol in that city. Bands, parades, floats and all the trimmings will go with the affair. The trade and Metropolitan press will attend as Columbia's guests.

All eight RKO theatres in the city have been running trailers announcing the event. Henry Scholl, manager, and Ward and Farrar, publicists, aided in the promotion.

"Autry Day" in Trenton, according to Columbia spokesmen, is going to serve as a blueprint for Columbia Autry exploitation in the future.

New England Owners Meet Starts Today

BOSTON, May 24.—The 21st annual convention of the Independent Exhibitors of New England will open at the Copley-Plaza Hotel here tomorrow morning, to run through Thursday, climaxing with the annual banquet on that evening to which the following have been invited to the dais:

Mayor Curley, Abram F. Myers, Edward Lachman, David Palfreyman, Charles Einfeld, George Dembow, Arthur Lockwood, Sam Pinanski, John J. Dervin, Walter Mitchell, Lesley Bendslev, Hugh Owen, Jeff Whelan, Massachusetts state treasurer John J. Hurley, M. D. Limming, Maurice Wolf, E. A. Callahan, Art Moger and Dr. J. B. Fishman.

$24,000 for 'Brave'

"Home of the Brave," United Artists, is expected to end its second week at the Victoria Theatre here with a gross of $24,000, which is substantial business particularly in view of the unusually low grosses at the majority of other first-runs. The film drew close to $30,000 in its opening week.

Extend Patio Stage Shows

Stage shows at Century's Patio, Brooklyn, will be extended to a full week's run, starting today, with evening shows on weekdays and all-day shows on Saturdays and Sundays.

Leaders Tell Press

(*Continued from page* 1)

sented to *Parade's* 15,000,000 readers in 26 cities under the affirmative heading "What's Right with the Movies?" as the first group interview of industry men of their rank on recent industry criticisms and questions, the article is regarded as countering much that the industry feels will appear in the *Life* magazine series on motion picture affairs.

Parade reports that as the round-table progressed, "it became clear that the makers of American motion pictures are on the whole pleased with their product, their industry, and with what it has meant to their fellow-countrymen and to people in every foreign land."

The oft-repeated question of what television "will do to movies" was answered by Skouras.

Skouras Sees TV a Boon

"In my opinion," Skouras is quoted as saying, "television will be a boon to the motion picture industry. It will never reach great success in the public entertainment field except as a part of the motion picture. . . . The present entertainment which the public receives on television today is not being accepted."

Video will succeed, Skouras maintained, "only when it has the right facilities." He concludes: "We feel that the large screen will develop within a short time. We feel that through the local theatre, television will succeed because the public will demand it as a higher type of entertainment."

The query as to why the adult film-going population is not larger, and what the industry intends to do about it, was received by Balaban with the observation that it was "not a new question." He has heard the question, he said, "for more than a quarter of a century.

Challenging the claim that attendance is falling off, Balaban pointed out that Paramount's business in the first 14 weeks of 1949 was about equal to that of 1946, "the top year so far."

Added Skouras: "In every theatre in the country, from Monday through Friday, 95 per cent of the audience is adult."

Elders Have Less Time

When the same topic arose again later. Depinet made this observation: "When you were young you had time to see pictures. As you grew older and had to go out and earn a living, you had less time. I think it is no more than natural that as people grow older they have less time to go to the movies than youngsters do."

Regarding the relative importance of the "star system," Depinet said he did not think "our industry can get away from the star system—I don't think the public will permit us to."

Breen was asked: "Does the Production Code of the MPAA lead to forfeiture of the rights of free expression? Is the industry censoring itself out of business?"

"No," Breen replied.

"Some people," he said, "have the idea that there is a mysterious something or somebody in Hollywood which seeks to deny to the motion picture screen the right of discussion of problems which are valid. Let me say right here that I know of no such group. I know of no such movement. I know of no such authority.

"If you will read the Code," he added, "you will find that it permits the widest possible freedom of expression. Nothing in the Code denies or curtails freedom of expression on any matter."

Asked what the industry is doing to foster the broadest showing of the best foreign films, Depinet pointed out that in the U. S. "there is no quota, there is no restriction, and their (foreign producers') money is free to go back to their own country. I wish we were treated as well as they are."

"If it were not for the American motion picture," Skouras added, "the majority of the theatres of the world would be closed."

As the round-table discussion concluded, Skouras made this parting observation: "There is only one thing wrong with the motion picture industry: We do not appreciate its real greatness and its importance to the people of America."

The idea of the round-table interview was conceived by Tom Waller of the MPAA's New York information department.

Newsreel Parade

THE Big Four in Paris and the rioting in Berlin are current newsreel highlights. Tornadoes, sports and fashions are other items. Complete contents follow:

MOVIETONE NEWS, No. 42—Paris: Big Four meeting. Berlin rioting. Tornadoes strike Central and Western U. S. Mechanical crib and phonograph. New jet fighter tested. Giant flying boat. Tulip time in Holland, Michigan. Kids boxing. "Mr. America of 1949" crowned. Holland's woman track champion in Los Angeles relays.

NEWS OF THE DAY, No. 276—Big Four in Paris. Debs make their bow to royalty. Flying boat sets aviation record. Miracle nurse rocks baby to sleep. "Mr. America, 1949." Kids boxing. World's greatest woman athlete.

PARAMOUNT NEWS, No. 79—Big Four open talks on Germany. Nation mourns Forrestal. Eyes on Laredo, Texas, for premiere of "Streets of Laredo." Crown new "Mr. America." One-woman track team. Jack Dempsey referees mat bout.

TELENEWS DIGEST, 21-A—Washington: Forrestal tragedy. Middle West tornadoes. Berlin riots. Shanghai exodus. Secretary of State Acheson leaves for Paris. Monaco's Prince Louis 11 buried. Mrs. Lewis Douglas brings gift to London's Queen Mary Hospital. King and Queen of England attend wedding of private secretary's daughter. Fashions.

UNIVERSAL NEWS, No. 250—Tornadoes. President Dutra in New York. Hawaiian Mars Navy plane. Mechanical night nurse. Tulip time in Holland, Michigan. "Mr. America." Los Angeles relays

WARNER PATHE NEWS, No. 81—Big Four. Berlin riot. Mechanical night nurse. Air news. Bermuda hats. Boxing. Holland's woman athlete, Fanny Koen.

Christophers Award To Wanger's 'Joan'

Sierra Pictures' "Joan of Arc" will be given the first award ever made for a motion picture by The Christophers, a group founded four years ago to promote Christian principles in public life. The citation, a parchment scroll, will be received by Walter Wanger, producer of the RKO Radio picture, from Father James Keller, founder and director of The Christophers, at a luncheon in New York today.

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more terrific than the Atlantic and the Pacific is...

M-G-M's Technicolorful



'Red Menace'

(*Continued from page* 1)

tive material corresponds both broadly and in detail with testimony of Party activities given by government witnesses in the current New York Federal Court trial of American Communist leaders charged with teaching the overthrow of the government by force and violence. Other phases of "The Red Menace" are reminiscent of evidence given in Communist spy trials and of incidents reported in the press from time to time of those who have succeeded in escaping from Communist influences.

The story itself, however, written by Albert DeMond, who collaborated on the screenplay with Gerald Geraghty, makes no pretense of going to such sources of record. It is the story of an ex-G.I., played by Robert Rockwell, who becomes a good prospect for the Party's recruiting agents when he believes he has been defrauded of his savings invested in a housing project which failed to materialize.

Locale Is Los Angeles

The persuasion routine begins at a bar, with girl companions used by the Party, moves to the greater privacy of the apartment provided for one of the girls, and from there to the secret classes and meeting rooms of the Party. The scene is Los Angeles.

Illustrated are the teachings, discipline and vengeance employed to influence members to accept the dictates of the Party hierarchy and to punish the rebellious. A Jewish poet, played by Shepard Menken, persecuted by the Party for his intellectual honesty, is driven to suicide. The Irish girl with whom he was in love, played by Barbra Fuller, renounces the Party thereafter. An Italian worker, critical of its teachings, is brutally beaten to death while the Communist press blames "Fascists" for killing him because he was a Communist. A Negro writer for the Party paper, fed up with his deceitful tasks, returns to his family.

Fear Party's Vengeance

As Rockwell progresses through Party training he falls in love with one of the teachers, played by Hanne Axman. Their misgivings over the Party methods employed develop gradually but spurred by their love and desire to live normal lives they decide to break with the Party. Fearing its vengeance they set out to lose themselves in a remote town. They tell their story to a sheriff at the end of their journey and are reassured by his reminder that as good citizens they are entitled to the protection of the law and the government.

"The Red Menace" is lacking in production polish and has some of the trappings of prosaic writing, but R. G. Springsteen's direction imparts continuous interest and movement, as well as suspense, to the screenplay. In addition to those mentioned, the cast includes Betty Lou Gerson, as a psychopathic Party leader; Lester Luther and William J. Lally as Party functionaries; Leo Cleary as a priest and Duke Williams as the Communist writer. Lloyd G. Davies, Los Angeles city council member, provides a narration.

Yates Says 'Red Menace' Will Play 'Every City, Town and Village'

HOLLYWOOD, May 24.—Following a preview of "Red Menace" at the studio today, Republic president Herbert J. Yates told the press, "I decided to make this picture primarily to make Americans vitally aware of what Communism is and how it is working right here in this country. Our industry has been accused being Communistic and it is proper we controvert that accusation with every means at our disposal.

"This picture puts Communist strategy and methods squarely before the public with the screen's matchless impact. I believe it will be great box office success on an entertainment basis alone, but we are determined it will play every city, town and village in the country at any cost."

In evidence of his determination in this connection, Yates said Republic will spend $50,000 on a promotion campaign for picture's June 8 opening at Hollywood and Los Angeles Paramounts, and added, "Our information is that top campaigns here cost not more than $15,000. We are spending $50,000 to make sure our picture gets a thorough testing here before we open it elsewhere. We'll use similar campaigns throughout the country later.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Balaban Optimistic

(*Continued from page* 1)

status with adequate resources and top manpower.

"Knowing the excellent position Paramount would enjoy, I elected to remain with production-distribution in facing the new situation starting in 1950."

At today's meeting Ginsberg predicted a rise in production in the near future and said that he and Balaban would sit down and map future productions, with purchase of new story material in the immediate offing.

Ginsberg, mentioning that he started in the industry as a salesman, stressed that production realized that greater domestic grosses must be obtained and said that the studio would build "showmanship" into films in order to achieve greater playing time. He called for teamwork between production and distribution and praised A. W. Schwalberg, sales vice-president, for bringing a spirit of enthusiaism to the organization.

Among others who addressed the meeting were Adolph Zukor, board chairman, A. W. Schwalberg, sales vice-president; Charles P. Skouras, president of National Theatres; Hugh Bruen, of the Pacific Coast Conference of Independent Theatre owners; J. Myer Schine, president of Schine Theatres, and George A. Smith, Paramount West Coast division manager. Other company executives speaking today were: Y. Frank Freeman, E. K. (Ted) O'Shea, Oscar A. Morgan and Max Youngstein.

Neal East, San Francisco branch manager, was named divisional captain for the sales drive to be initiated under the slogan, "The West is the Best." Edward Canty, San Francisco booker, and John Kent, Seattle salesman, were named to the company's "100 Per Cent Club" by Smith.

Color Video

(*Continued from page* 1)

the comparatively few units involved in any change-over and the magnitude of the required investment.

The film company told the FCC that it believed that theatre television had now advanced to the point where it could be taken from the laboratory and introduced to the American public "as a new medium of entertainment." Further experimentation is of course necessary, but that can be done in the open, 20th-Fox said.

"Considering the many improvements that have been made during the past year it appears that the generation of a theatre television picture of suitable quality is not only possible but practical," 20th-Fox said.

The report was prepared by 20th's research director Earl I. Sponable and was personally submitted by attorney Vincent Welch in conferences with individual FCC commissioners.

The company pointed out that it had placed equal emphasis in its experiments on both direct projection and film storage methods of theatre television. "The direct projection method of large-screen theatre television," the report declared, "has now reached a stage of development which warrants the design of commercial equipment for theatre installation and operation.

"It is believed that a multiple point-to-point intra-city distribution system of theatre television could be established for such an operation with a minimum of two channels and that separate channels would not be required for each point-to-point link.

"Although the film storage method has a number of advantages over the direct projection method and must be included in any complete system, there exists in that system certain fundamental difficulties in tone reproduction which are yet to be resolved. Furthermore, there continue to be serious problems of conversion," the report said.

After outlining experiments and research in the field, the 20th-Fox report listed these major changes as having taken place: The direct projection unit has been radically reduced in size and weight; the optical system has been separated and as a result the design of a practical piece of equipment for either large or small theatres is now feasible; considerable improvement in screen lighting is claimed, and also an improvement in the film storage process of theatre television.

Congress Probe

(*Continued from page* 1)

eral Trade Commission and other government agencies.

Celler stated that he expects another sub-committee to report out this week—and the full Judiciary Committee next week—a bill to tighten the Clayton Act by prohibiting one firm from acquiring the physical assets of another where the result would be to lessen competition substantially.

Justice Department Leaves Paramount TV Bid to FCC

WASHINGTON, May 24.—The Department of Justice, which had asked to be heard before any final decision on the question of whether Paramount and other film companies found guilty of violating the anti-trust laws should be allowed into the television field, has notified the Federal Communications Commission that it has lost interest in Paramount since the consent decree was signed.

Arnall Protest

(*Continued from page* 1)

with officials of the State Department and with members of the Department of Justice, possibly including Attorney General Tom Clark.

Immediately upon disclosure of the suggestions of the Films Council for a trade agreement earlier this month, Arnall filed a complaint with the Justice Department.

Protests on British Quota Action Reach Capital; More Expected

WASHINGTON, May 24.—Protests from the film industry over the British government's refusal to consider modification of the British quota have been received by California Senator Downey today, with a telephone call from Joseph Schenck, 20th Century-Fox executive, and a wire from Robert H. Garton, film technicians union representative.

The California Congressional delegation expect the protests to increase tomorrow as the news of the British reply circulates. Several Congressmen called on Jack Bryson, Motion Picture Association of America legislative representative, for information on what steps the MPAA proposes to take.

AFL Film Council Wires Protest

HOLLYWOOD, May 24. — The AFL Film Council here telegraphed the entire California representation in Congress, saying, "urgently request your cooperation in asking State Department to reject British note re film quota and demand immediate negotiations for elimination of quota."

Lichtman Wins NCA

(*Continued from page* 1)

He declared that flat rentals are the practical way to sell small situations, with the exchange and exhibitors negotiating playing time to include the days the pictures contracted for can do the most business. He warned, however, that the plan was not conceived to decrease 20th-Fox revenues, but rather to increase the income for both company and exhibitor.

Andy W. Smith, Jr., praised by Ben Berger, NCA president, for his efforts to "be fair," replied to an inquiry that the 20th-Fox manager would naturally negotiate for the best playing time for his company's top pictures and "hoped" the exhibitors would be fair in their negotiations. Berger approved most of the 20th-Fox policy statement "in principle," but bitterly attacked the "must" percentage for small situations as "an obnoxious policy that has destroyed our business and forced us to sell peanuts and popcorn to make a living."

Smith praised Berger for conceiving the Smith-Berger plan and said that conciliation with 20th-Fox would be continued for the present at the local level, adding that he would like to see it placed on a national level and accepted by all distributors and independent exhibitors.

Berger and the entire NCA board were re-elected.

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Hollywood Up In Arms Over British Quota

Nine Organizations Ask Congressional Probe

HOLLYWOOD, May 25.—One of the most concerted production protests ever made was voiced here today when nine producer, talent guild and labor union groups charged, through the Motion Picture Industry Council, that "undisclosed motives behind these persistent breaches of faith tend to bolster the suspicion that present British government policy primarily is aimed at stifling the American film industry in the world market."

The nine organizations, representing many thousands in Hollywood production, petitioned for a Congressional in-

(*Continued on page 5*)

UK Quota Protests Pour in on Capital

WASHINGTON, May 25.—Protests against the British refusal to consider modifying its new 40 per cent film quota continued to pour in on Capitol Hill, and there was indication some action might result.

Joyce O'Hara, executive assistant to Motion Picture Association of America president Eric A. Johnston, and MPAA legislative representative Jack Bryson spent several hours talking to Sen. Downey and other members of Congress.

Practically every California Congressman had eight or ten wires from Hollywood labor and industry groups,

(*Continued on page 5*)

SIMPP Hits UK Plan While It's Down

WASHINGTON, May 25.—SIMPP president Ellis Arnall and general counsel Robert J. Rubin continued their fight on the Anglo-American Film Council proposals here today, with conferences with Justice and State Department officials and several members of Congress.

After a day of calls, they returned to New York. James Barnes, Washington counsel for SIMPP, said he did not know exactly whom they saw.

Arnall, in a press release, said he

(*Continued on page 5*)

Warner Int'l Sales Meet June 9-11

Warner Brothers will hold a three-day international sales convention at the Waldorf-Astoria Hotel here on June 9-11, reports Ben Kalmenson, distribution vice-president. This is the company's first such sales meeting in three years; representatives from all over the world will be present.

Major discussions will be on the company's production plans, with properties and stars to be outlined.

Also on the agenda will be merchandising plans for releases for the remainder of this season, these including: "The Fountainhead," "The Girl from Jones Beach," "Look for the Silver Lining," and "The Lady Takes a Sailor."

The three Warner brothers, Harry

(*Continued on page 5*)

Quarter Taxes Up Despite March Drop

WASHINGTON, May 25.—Box-office business slumped in March, both compared with February, 1949, and with March, 1948, but business for the first quarter as a whole was still above 1948, according to tax collection figures released here today by the Bureau of Internal Revenue. March was the first 1949 month in which business was below 1948, on the basis of the tax figures.

General admission tax collections in April, reflecting March box-office busi-

(*Continued on page 4*)

Fox Plan, Bidding, Errant Stars, Top Busy Allied Agenda

WASHINGTON, May 25.—Discussions of 20th Century-Fox selling policies, whether film companies are using competitive bidding as a means of getting higher rentals and the advisability of renewing activity for the Finneran plan "in view of the Hayworth and Bergman scandals" head a lengthy and comprehensive agenda for Allied States Association's spring board meeting, which will be held in Dallas next Monday and Tuesday.

On competitive bidding, the board will specifically consider whether "bids should be opened in the presence of or made available to the bidders."

The tentative agenda was released

(*Continued on page 5*)

Percentage Actions Filed in Cleveland

CLEVELAND, May 25.—Columbia, Universal, RKO Radio, Loew's, 20th Century-Fox and Paramount each filed a separate percentage action today in U. S. District Court here against Mrs. Nazera Zegiob, operating the Dreamland, Elvira and Pearl Theatres in Lorain, and the Liberty in Vermillion.

Each complaint alleges that the defendant submitted false returns of admission receipts on percentage pictures. Thomas M. Harman, of the

(*Continued on page 5*)

20th-Fox Availability Plan to Start Today

W.B.'s Chicago Video Plans Are Dropped

Washington, May 25.—Warner Brothers will stick by its original plan to withdraw its application for a Chicago television station, attorney Marcus Cohn said here today. He indicated that the Federal Communications Commission would probably dismiss the application on Friday.

Warner asked the FCC some weeks ago to dismiss the application but later asked that action on its request be deferred, indicating Warner might change its mind.

PHILADELPHIA, May 25.—The 18 local theatres which will open tomorrow with first neighborhood runs under the new 20th Century-Fox plan for earlier availabilities are giving the set-up full promotional backing. "Mr. Belvedere Goes to College" will open at all 18 houses.

Five of the 18 will increase admission prices for the run of "Belvedere." Of the quintet, three—the Fernrock, Ogontz and Oxford—are Warner houses; the others are the independent Jeffries and Mayfair. Prices will vary from 26 to 45 cents for matinees and 45 to 70 cents evenings. Exhibitors in the area will watch closely for audience reaction to the temporary increase in admissions for a non-advanced admission price picture.

Howard Minsky 20th-Fox Mid-Eastern division manager, was "opti-

(*Continued on page 4*)

Britain Will Ask Council Meeting Delay

Major Provisions of Program Seen Killed

British members of the Anglo-American Films Council will ask for a postponement of the meeting now scheduled to be held here next Wednesday and Thursday, it was reliably reported yesterday.

The scheduled meeting was designed to develop the details of the understandings reached by the Council at its Washington meeting, April 21-22, assuming that, in the meantime, the general aims received the ratification of the organized American and British film industries.

The British Film Producers Association is scheduled to meet in London today to give further consideration to

(*Continued on page 5*)

E-L Purchase Talks May Reopen Today

Serge Semenenko of the First National Bank of Boston is due back in New York today, following conferences with other bank officials, to resume talks with Robert R. Young, Pathe Industries' principal stockholder, and Pathe executives regarding the plans offered by independent producer Edward Small for the latter's acquisition of control of Eagle-Lion, Pathe subsidiary. The conferences here, recessed since last weekend, were expected to resume yesterday, but indications last night were that the talks will be reopened today.

Pathe Industries executive Robert

(*Continued on page 5*)

Melamed Is Named Treasurer of E-L

William C. MacMillen Jr., Eagle-Lion's vice-president in charge of operations, has appointed David J. Melamed to the position of treasurer, effective immediately. Melamed replaces A. E. Bollengier, who has returned to his former post at Eagle-Lion studios in Hollywood.

Melamed, who has been assistant treasurer of E-L's parent company, Pathe Industries since 1946, joined Pathe in 1941. He entered the industry in 1933 as an accountant with Columbia's foreign department.

Warner-K-B Ruling Due By June 15

WASHINGTON, May 25.—Attorneys for the K-B Amusement Co. and Warner Brothers argued in District Court here today whether or not K-B has the first right to buy out Warner from the jointly-owned MacArthur Theatre when Warner is getting out under a court order in the Paramount case.

The occasion was arguments before Judge Matthew McGuire on a suit by K-B, originally to force Warner out of the MacArthur, and now to get the Warner interest at the low terms prescribed in a 1945 contract. Judge McGuire promised to hand down a decision by June 15.

Warner argued that the contract gave K-B the first right to buy the Warner interest only if Warner was getting out voluntarily. The consent judgment under which it now is getting out is an involuntary disposal, Warner attorney Philip Amram argued, and K-B has no "first crack" at the Warner interest. Amram said that under the judgment Warner could either sell or dissolve, and had decided to ask the court to dissolve the joint venture and sell the assets at public auction.

K-B attorney Monroe Oppenheim said that a 50 per cent stockholder could not dissolve a corporation, and that since Warner must sell, it should be required to sell at the terms fixed in the contract. He said they were drawn up with a possible court order in the Paramount case in mind.

Final decision in the case could have wide effect on many other situations under the Paramount decree.

Para. Heads Return To N. Y. on Tuesday

Barney Balaban, Paramount president, and other executives of the company will return to the home office on Tuesday from the Coast, where they attended a fifth and final regional sales meeting. Board chairman Adolph Zukor was due back in New York by plane last night.

Others returning Tuesday are A. W. Schwalberg, general sales manager; E. K. (Ted) O'Shea, assistant general sales manager; Max Youngstein, advertising-publicity director; Oscar Morgan, short subjects sales chief; Russell Holman, Eastern production manager, and Richard Morgan, attorney.

Press at Autry Party

Columbia Pictures held a cocktail party yesterday for Gene Autry at the Pine Room of the Hotel Warwick, with representatives of the press and radio in attendance. Representing Columbia were Ray Murray, Hortense Schorr, Arthur Schmidt and Henry Strauss.

Randel to Aid UJA Drive

Henry Randel, New York-New Jersey district manager for Paramount, has been appointed chairman of the film exchange section of the amusement division's United Jewish Appeal drive for 1949.

Personal Mention

EDWARD LACHMAN, president of Allied Theatre Owners of New Jersey, and WILBUR SNAPER, vice-president, will fly from New York to Boston today to attend the meeting of the Independent Exhibitors of New England. On Saturday, LACHMAN and MRS. LACHMAN will leave New York for Dallas to attend the board meeting of Allied States and the convention of Texas Allied.

•

THOMAS HODGE, director of the films and publications division of British Information Services, left here yesterday for England, where he will spend the summer.

•

STEVE BROIDY, Allied Artists and Monogram president, returned to Hollywood yesterday from a tour of Southern and Southeastern exchanges.

•

CARROLL PUCIATO, Realart general manager, has left New York for a tour of Western exchanges.

•

SIR SIDNEY CLIFT, British exhibitor, will arrive here today from London aboard the *S.S. Queen Elizabeth.*

•

MAX WEINBERG, M-G-M Eastern short subjects representative, will return here today from Boston.

JULES K. CHAPMAN, Film Classics assistant general sales manager, left here yesterday on a tour of the company's Midwest exchanges.

•

GEORGE H. MACKENNA, manager of the Lafayette Theatre, Buffalo, has been elected treasurer of the Western New York chapter of the Sister Elizabeth Kenny Foundation.

•

BRADFORD F. SWAN, motion picture critic for the *Providence Journal-Bulletin,* celebrated his seventh anniversary at his post by reviewing his 2,000th film this week.

•

WILLIAM WYLER has been selected to receive an award from the British Film Academy, with the presentation to be made tomorrow in London.

•

J. DON ALEXANDER, president of Alexander Film Co., Colorado Springs, is visiting in New York.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, is in Minneapolis.

•

JOSEPH PASTERNACK, M-G-M producer, is due back from Paris next week.

Board Favors FC Transfer to Bernhard

HOLLYWOOD, May 25.—Special meeting of Cinecolor Corporation stockholders will be held June 14 for the purpose of voting on a proposal to transfer Film Classics to Joseph Bernhard and associates, according to a letter to the stockholders. Approval of the proposal is recommended by the Cinecolor board, with the explanation that the Film Classics operation has failed to live up to expectations.

$18,000 to Palsy Fund

First event held by the women's group of the National Foundation for Cerebral Palsy, Inc., in the campaign to raise the initial $100,000 by the group under the chairmanship of Mrs. Leonard Goldenson, wife of the Paramount vice-president, was the recent dinner and auction at the Larchmont Shore Club. Attended by 500, $18,000 was raised at the event under the immediate chairmanship of Mrs. Fred Mohrhardt, wife of Paramount's treasurer.

Jennifer Jones Cited

U. S. Junior Chamber of Commerce magazine *Future* has presented its first "Career Accomplishment Award," a bronze plaque, to Jennifer Jones, a Selznick star. The Selznick Releasing Organization also reports that Miss Jones has won the favorite-actress polls conducted in Paris by *Cine Monde,* among theatre owners and the public, and *Film Francais,* conducted among exhibitors.

Mich. Ticket Tax Fails

LANSING, Mich., May 25.—With the state legislature adjourned, attempts to pass a 10 per cent admission tax failed.

Schine Decree Talks On 'Minor' Details

WASHINGTON, May 25.—Schine attorneys and Justice Department officials have been working this week on "minor details" of a proposed Consent Decree, a Justice spokesman said.

Justice officials have been getting consistently more pessimistic of late about finally working out a decree. Any discussion of major points in the Decree is off until late next week, after Assistant Attorney General Bergson returns from the West Coast. The case is scheduled to come up in Buffalo District Court again on June 18.

Ainsworth, Berger to Speak at Memphis

MEMPHIS, May 25.—William L. Ainsworth, Fond Du Lac, Wis., president of National Allied, and Benjamin Berger, Minneapolis, president of North Central Allied, have accepted invitations to speak in Memphis before the convention of Allied Independent Theatre Owners of the Mid-South, June 28-29, at the Hotel Chisca, Bob Powers, Memphis chapter manager, said.

AFL Carpenters Sue

HOLLYWOOD, May 25.—An attorney representing the AFL Carpenters Union which struck Hollywood studios in September, 1946, filed suits in Federal court today for nine individual members, asking $100 weekly back pay on the assertion that they have been locked out. Today's filings conform with the ruling made some time ago that individuals must file separately, instead of collectively, and is expected to be followed by 2,000 similar cases.

8,000 Deals to Date For Industry Short

Contracts have already been signed for more than 8,000 theaters to show "Let's Go to the Movies," first short in "The Movies and You" series about the film industry, Harry Michalson, short subject sales manager of RKO Radio, reported here yesterday to the Industry Film Project Committee.

Others in the series will be released at the rate of one every two months.

New England Meet Opens; Simons Talks

BOSTON, May 25.—Registration was heavy at the Independent Exhibitors of New England convention at the Copley Plaza today. Highlight of the meeting today was an address by Mike Simons, assistant to H. M. Richey, M-G-M exhibitor relations executive, who said that "the theatre is a vital part of every community. Exhibitors must keep up with the times. Hollywood has become an important factor all over the world. If exhibitors prosper the producers prosper, if the exhibitors fail, the producers fail. This applies to the big as well as the small exhibitor," he added.

Mannheimer, Sr., F-C Official, Dies at 63

Albert Mannheimer, Sr., 63, head of exchange business operations of Film Classics, died suddenly of a heart attack yesterday while at his desk at the home office here. His son, Albert, Jr., screenwriter, flew in immediately from the Coast. Funeral arrangements are being completed at Riverside Memorial Chapel.

Deride-Gael Deegan

OLD GREENWICH, Conn., May 25.—Funeral services were held here this morning at St. Clement's Church for Deirdre-Gael Deegan, three-and-a-half-year-old daughter of Thomas J. Deegan, Jr., who passed away Sunday, a victim of leukemia. Burial was at St. Mary's Cemetery. Deegan is director of public relations for Robert R. Young, head of Pathe Industries.

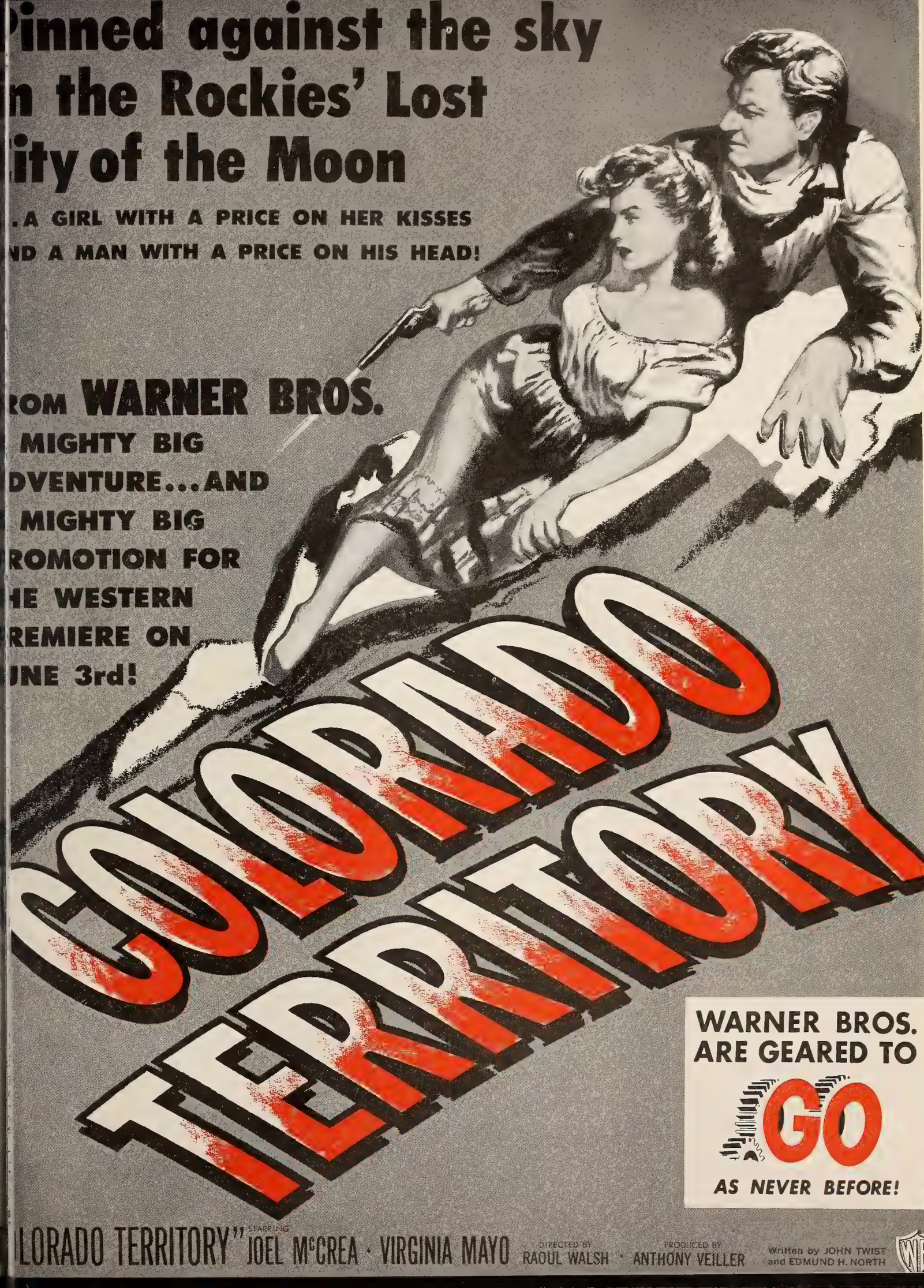
Thomas Services Friday

HOLLYWOOD, May 25.—Funeral services for Harry Thomas, 74, father of producer William C. Thomas, who died yesterday following an operation, will be held Friday morning at Forest Lawn. The widow also survives.

Wanger Receives Award

Walter Wanger, producer of "Joan of Arc," who arrived in New York yesterday from the Coast, received at a luncheon here The Christophers' first motion picture award, in behalf of "Joan." Wanger is scheduled to proceed to Rome from here on a survey of production facilities preliminary to his projected fall production there starring Greta Garbo.

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GO
AS NEVER BEFORE!
LORADO TERRITORY" STARRING JOEL McCREA · VIRGINIA MAYO
DIRECTED BY RAOUL WALSH
PRODUCED BY ANTHONY VEILLER
Written by JOHN TWIST and EDMUND H. NORTH

Reade Theatres Plan To Open 27 Drive-ins

Walter Reade Theatres plans 27 drive-in theatres in the East. Many of them will operate as community recreation centers, with picnic grounds, amusements for children, pony rides, dance floors, shuffleboard courts and horseshoe pits in many cases, in addition to various refreshment stands.

First of the 27 to be opened was the Walter Reade Drive-in, at Woodbridge, N. J. The second, the 9W Drive-in, at Kingston, N. Y., will be opened tomorrow night with ceremonies.

MPEA Ironing Out Jap Trade Problems

Exhibitors of American pictures in Japan are getting a practical lesson in democratic procedures, the Motion Picture Export Association reported here yesterday. For the first time in the Jap film business, exhibitors in all provinces are meeting with distributors, airing their grievances and suggesting improvements in service and operations, it was said. Charles Mayer, MPEA managing director of Japan, inaugurated the series of open forums. The object of the meetings, which are being held regionally, is to enable MPEA to patch up weak spots in distribution for the 800 theatres which now exhibit the product of MPEA's 10 member companies.

Complaints, "though in most respects isolated," were said to range all the way from occasional delays in the routing of prints and dissatisfaction with the dates of program changes, to the tardy delivery of publicity material. Suggestions were made for cooperative printing of theatre programs and for continuation of lecture courses on theatre management and showmanship techniques which MPEA introduced to the Japanese trade a year ago.

20th Demonstrates Its Theatre Video

A demonstration of large-screen television as developed by 20th Century-Fox and RCA was held here yesterday in 20th-Fox's Little Theatre for 200 members of the New York Society of Security Analysts, to point up the practicability of theatre video.

Spyros P. Skouras, president of 20th-Fox, presided, with William Michel, executive vice-president; Al Lichtman, A. W. Smith, Jr., and Charles Einfeld, vice-presidents; Donald Henderson, treasurer, and other company executives participating.

Colosseum Reelects

MINNEAPOLIS, May 25.—The entire slate of officers of the Minneapolis Colosseum was reelected at the film salesmen's annual meeting at the Nicollet Hotel. Returned to office were: Paul Weiss, president; Don Halloran, vice-president; George Fosdick, secretary-treasurer; Clyde Cutter, sergeant-at-arms.

Pens were presented to the officers by the members, and to Morrie Steinman and Pat Halloran.

Review

"The Beautiful Blonde from Bashful Bend"

(*20th Century-Fox*) *Hollywood, May 25*

IT'S pretty hard to discount the box-office power of a star like Betty Grable, voted placement among the "Top Ten" in the past seven *Motion Picture Herald-Fame* "Money-Making Star" polls, but the vehicle which Preston Sturges wrote, produced and directed for her use this time warrants a warning to showmen. In an all-out exercise of his singularly vigorous whimsy, the man who hit with "Great McGinty" and "Miracle of Morgan's Creek" has cooked up a burlesque on Western melodrama which runs to excesses in so many directions as to raise grave doubt about what he was trying to do. After a fast and funny 15 minutes not too offensively flecked with hot situations and double-edged dialogue, the picture skids into a blend of slapstick and running gags that gets down ultimately to a Chic Sale bit eliciting the kind of howl from which no family audience can rebound save in the wrong direction. Prior to this the heroine shot the local judge twice in the posterior, this being the master point on which the story depends, and so there is nothing left to do but have her shoot him again in the same place for the finale.

The Sturges scrip is about a blonde orphan whose grandfather taught her in infancy (about 1870 or so, and out West) to fire a pistol with utter accuracy. She grows up to become a dance hall girl with a trigger-quick temper and a yen for a gambler (Cesar Romero) who reciprocates her yen and also many others, a state of affairs which sends her gunning for him and shooting the judge by mistake. From that start the thing fans out to involve a prodigiously large number of caricatured characters—hillbilly types, ruffians, halfwits, sheriffs, nondescripts and miscellany—who engage in prolonged mass gunfights entailing constant shooting but no fatalities save audience interest. Among the players taking part in these dubious proceedings are: Rudy Vallee, Olga San Juan, Sterling Holloway, Hugh Herbert, El Brendel, Porter Hall, Pati Embers, Margaret Hamilton, Danny Jackson, Emory Parnell, Alan Bridge, Chris-Pin Martin and many more.

All of the Sturges working materials have been poured into the job without stint, including money, Technicolor and camera tricks. The dialogue contains slick switches and coined words, and he keeps the heroine undressing a good deal of the time but kills her only two song numbers for her fans by subordinating them to comedy business. As matters wind up, the success of the picture depends much less on whether you like Miss Grable than on whether you're a Sturges addict, and it appeared that a very large proportion of the preview audience which saw the picture at the Alex theatre in Glendale were not.

Running time, 77 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

CIO 'Collarites' Step Up Loew's Picketing

Picketing of Loew's theatres by the Screen Publicists Guild and the Screen Office and Professional Employes Guild, which has been in effect since May 3 and is aimed at all major companies who have not signed contracts with the CIO unions, was stepped up last night on the eve of the resumption of negotiations.

Termed by a union spokesman as a demonstration of strength in the event of a strike, the picketing extended to Loew's houses in Manhattan, Bronx and Brooklyn, with a concentration in front of the State on Broadway. The joint strategy committee has been authorized to hold a strike ballot if present negotiations fail to obtain contracts.

Smakwitz Is Named Variety Liaison

ALBANY, N. Y., May 25.—Charles A. Smakwitz, Warner Theatres' Albany zone manager, has been named international representative of the Variety Club by R. J. O'Donnell, international chief barker, who appointed him liaison between the international office and the tents at Boston, New Haven, Buffalo and Albany.

Roach in New TV Plans

HOLLYWOOD, May 25. — Hal Roach Studios, which plans to make entertainment films for television, is also preparing to produce spot commercials for video. Sales and planning in this field will be handled by the company's New York office.

Malik Gets Republic Product for 4 Years

Baheej Malik, general manager of the Dollar Film Co. of Cairo, has acquired distribution of the Republic program for the Middle East. The deal covers four years ending with the 1949-50 program and embraces these territories: Egypt, Sudan, Eritrea, Abyssinia, Cyprus, Syria, Lebanon, Transjordania, Iraq and Iran. Dollar Film will operate out of exchanges in Cairo, Beirut and Baghdad.

Malik is in the final stages of a second deal covering the same territory with SRO on a basis which is reported to represent a new approach in negotiations between an American distributor and a foreign buyer.

Malik, who has been in New York from Cairo for several weeks, will leave for Hollywood over the weekend, but will return here for another stay.

Stars at 'Spring' Premier

ST. LOUIS, May 25.—Linda Darnell, Paul Douglas and Jean Peters, here for tomorrow's premiere of 20th Century-Fox's "It Happens Every Spring," opened the city's "Poppy Drive," attended a Cardinals' ballgame and were hosts at a press cocktail party.

'Quo Vadis' Delayed

HOLLYWOOD, May 25.—Because of the illness of Gregory Peck, M-G-M has postponed filming of "Quo Vadis" until next spring. It was to have been started in Rome about July 1, with Arthur Hornblow producing and John Huston directing.

Availability Plan

(*Continued from page* 1)

mistic" about the success of the new set up. He pointed out that while theatres previously enjoying key runs had clearance reduced seven days after first-run downtown, many of the new key runs have had clearances slashed 21 days. It is also possible for theatres which had been operating at 42-64 days under former clearance, to negotiate for a key-run at a 21-day availability.

Minsky stressed that each zone operated as a separate situation. He also emphasized that all problems evolving from the plan would be tackled as they turned up by discussions with the theatremen.

All advertising, publicity and exploitation plans for the new policy were prepared at a special meeting at the 20th-Fox exchange, under the direction of Harry Freeman, local 20th-Fox publicist.

Large cooperative ads will appear tomorrow in the Philadelphia *Inquirer, Bulletin* and *Daily News* and the theatres' own campaigns include flash lobby and front displays, trailer clips telling of the earlier runs, distribution of heralds in merchant tie-ins, lobby displays with indorsements by the theatre managers, extra posters, special children's matinees, store window displays, neighborhood newspaper promotions and other media.

Added incentive will be awards by Fox of a $100, $50 and a $25 U. S. bond to the theatre managers conducting the most outstanding campaign for the opening.

Quarter Taxes Up

(*Continued from page* 1)

ness, totaled $26,307,280—about $4,839,000 or more than 15 per cent below the $31,146,236 collected in April, 1948. The April collections were even more sharply below the $34,716,074 collected in March, reflecting February business. In 1948, business went up from February to March.

The over-all first quarter showing was not too bad, however, since collections in both February and March, reflecting January and February business, exceeded those of the comparable 1948 months—by about $1,500,000 in February and about $4,250,000 in March. Collections for the February-through-April period, reflecting first quarter business, totaled $87,930,738 this year, compared with $87,018,546 in 1948.

Collections for the first four months of 1949, reflecting December, 1948, through March, 1949, business, totaled $113,697,536, a shade below the $115,707,001 collected in the first four months of 1948.

Penn Sues Majors For More Damages

PHILADELPHIA, May 25. — Harry Norman Ball, trustee for the Penn Theatre, Ambridge, Pa., has filed supplementary damage proceedings in his anti-trust suit against Paramount, Loew's, RKO, 20th Century-Fox and Penn Ware Corp., in U. S. District Court here.

The original suit heard in Pittsburgh Federal District Court last July, resulted in a judgment against the defendants. In the supplementary complaint Ball charges the Penn has continued to suffer losses because of the defendant distributors' conspiracy and asks unspecified damages.

Council Delay

(*Continued from page* 1)

the Council's program and a formal request for a postponement of next week's meeting is expected to be made by the BFPA immediately thereafter, it was understood yesterday in top industry circles here and in London.

Meanwhile, no call has been issued here for a meeting of the Motion Picture Export Association to hear the report and recommendations of its subcommittee appointed to study the Council's program. Ratification by the MPEA is required before next Wednesday to permit the American members of the Council to proceed further with the negotiations.

See Program's Collapse

Postponement of next week's Anglo-U. S. Council meeting is generally interpreted here as signalling the collapse of the program developed by the Council in Washington as a means of improving relationships between the British and American industries. The program met with unexpected criticism and opposition on both sides of the Atlantic, and indications are that both its British and American proponents are not averse now to dropping either the entire program or its major phases which drew the greatest fire.

That could leave an emasculated, face-saving program limited to the suggestions of cooperation on mutual problems in the future, promotional and institutional campaigns for films in Britain and other world markets, exchange of technical skills and technical information between the British and American industries, and promotion of a single world film festival.

Quota Action Dooms Plan

All of the trade suggestions pertaining to playing time for American films in Britain, subsidies for British producers, elimination of the American unit playing program in Britain, reduction of the British quota, liberalization of the remittance agreement and of the permitted uses for blocked sterling of American companies in Britain presumably would be knocked out.

Trade authorities here say that the British government's reply to the State Department refusing to consider a lowering of the quota in itself deals those provisions a death-blow, since they all are based upon playing time for American films in Britain and could not be realized without a change in the quota.

SIMMP Hits

(*Continued from page* 1)

had notified House Small Business Committee chairman Patman and Senator Claude Pepper, who was once chairman of a special Senate Committee studying problems of American small business abroad, of his objections to the proposals as violating the Webb-Pomerene Act.

The press release reiterated Arnall's position that the Act was never intended to permit American film producers to "join forces with their potential competitors abroad and thus cartelize world trade in their respective industries," and that MPEA approval of the Films Council propsals would violate the anti-trust laws. It also reaffirmed SIMPP's opposition to any plan to "subsidize foreign production at the expense of American motion picture producers."

Patman is out of town, as is anti-trust chief Herbert Bergson. Attorney General Tom Clark's office said Arnall had not seen Clark.

Hollywood on Quota

(*Continued from page* 1)

vestigation to uncover motives behind Britain's rejection of U. S. appeals to end its quota discrimination against American pictures.

The MPIC statement was addressed to the State Department in Washington and to all California Congressmen and Senators and urges "prompt action to give effect to the warning by Representative Cecil R. King, speaking in the House on April 13 that he would ask the Ways and Means committee to make such an investigation."

The statement said, "It has been amply demonstrated that dollar shortages have little or no bearing whatever on the high British quota."

The statement was signed by Cecil B. DeMille, MPIC chairman, with the following organizations represented: Motion Picture Producers Association, Hollywood AFL Film Council, Screen Actors Guild, Screen Writers Guild, Screen Directors Guild, Independent Office Workers and the Society of Motion Picture Art Directors.

UK Quota Protests

(*Continued from page* 1)

including protests from Roy Brewer on behalf of the AFL Film Council and from Cecil B. DeMille on behalf of the Motion Picture Industry Council. Several demanded Congressional investigations.

Some discussion on the film quota will undoubtedly come on the Senate floor next week when the Reciprocal Trade Agreements Act is debated.

Sen. Knowland has an amendment pending to strike back tariff-wise at Britain and other countries discriminating against American films and other products. On the other side of the Capitol, it was learned that Rep. King has been sounding out top members of the House Ways and Means Committee on the possibility of that group investigating the situation after it finishes debate on Social Security.

Warner Int'l Meet

(*Continued from page* 1)

M., Jack L. and Major Albert, are expected to attend the convention, in addition to the following home office executives: Samuel Schneider, Mort Blumenstock, Harry Kalmine, Norman Moray, Wolfe Cohen, Roy Haines, Jules Lapidus, Norman Ayers, I. F. Dolid, Ed Hinchy, Clayton Bond, Bernard R. Goodman, Harry Goldberg, Howard Levinson, Harold S. Bareford, R. A. McGuire and Charles Baily.

District managers attending will be: George W. Horan, Clarence Eiseman, Robert Smeltzer, Charles Rich, Harry A. Seed, Hall Walsh, John F. Kirby, Doak Roberts, Henry H. Herbel and Haskell M. Masters

Branch managers in attendance will be: R. S. Smith, Al Daytz, E. A. Catlin, Carl Coe, Ben Abner, William G. Mansell, Fred W. Beiersdorf, J. S. Abrose, J. M. Wechsler, C. W. McKean, F. D. Moore, A. J. Shumow, W. D. Woods, Nat Marcus, Art Anderson, R. M. Dunbar, R. C. Borg, F. J. Hannon, Lester Bona, W. C. Williamson, Jr., R. J. Iannuzzi, Luke Conner, Vernon Adams, Ed Williamson, G. Livingston, E. A. Bell, Fred Greenberg, Al Oxtoby, Wm. F. Gordon, A. Shmitkin, Vete Stewart, Maurice Saifer, Grattan Kiely, Mickey Komar, I. Coval, Earl H. Dalgleish and Frank Davis.

Members of the home office advertising and publicity department attending the sessions will be Gil Golden, Larry Golob, Charles Steinberg, Bill Bromberg, Sid Rechetnik and Leonard Spinrad.

Zone managers to attend will be: James Coston, Frank J. Damis, Ben Wallerstein, I. J. Hoffman, Charles Smakwitz, George A. Crouch, T. Schlanger, M. A. Silver and Nat Wolf.

Allied Agenda

(*Continued from page* 1)

today by Allied general counsel Abram F. Myers. Other points include a survey of what should be done about television, discussion of whether the time is ripe to propose to distributors revision of certain of the standard clauses in exhibitor contract forms, possibilities of improving screen trailers "to reflect more accurately the type of picture being advertised," whether distributors are living up to the commitments made to a special Allied committee on forced percentage playing and the need for any further action in this field. Also, any improvement in the print shortage situation, and "what is being done or can be done to secure lower insurance rates for theatres and what will be the effect of the switch to non-inflammable film."

Myers will report on the prospects of getting an admission tax reduction at this session of Congress, and possibly make recommendations on this point.

Membership committee chairman Niles will report on the progress of the drive to get 1,000 new Allied members. S. E. Samuelson will deliver a caravan committee report and Edward A. Lachman will discuss negotiations with the Army on competition from post theatres. Reports will be delivered on the status of the Brandt and Berger cases and other matters relating to ASCAP, and on work to date for the 1949 convention at Minneapolis. The bond drive and industry shorts also will be discussed.

The board meeting will be in the Hotel Adolphus in Dallas. On Sunday afternoon, there will be a general Caravan meeting. On Wednesday, June 1, Allied Theatre Owners of Texas will hold its convention, which Allied board members and officers will attend. The entire program will be climaxed Wednesday night with a testimonial banquet in honor of H. A. Cole, Texas Allied president.

Myers said the board would discuss what the new 20th-Fox selling policies actually mean and whether any action should be taken by Allied on them. He has notified all Allied members to bring to Dallas whatever observations they have on changes in 20th-Fox's selling policy, and said he was especially hopeful that some indication of whether the company was following the original Lichtman plan or the new Skouras policy would come from exhibitors in Minneapolis and Chicago.

Myers will leave Washington tomorrow for Boston for the convention of the Independent Exhibitors of New England, and will go to Dallas from there.

E-L Purchase

(*Continued from page* 1)

Purcell, who has been participating in the conferences here, will return to New York today from Cleveland. Other participants have been Robert Benjamin, Pathe's counsel, and William C. MacMillan, E-L's operations vice-president.

Percentage Actions

(*Continued from page* 1)

Cleveland law firm of Jones, Day, Cockley and Reavis, signed the complaints as attorneys for the plaintiffs. Sargoy and Stein of New York are of counsel.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

THERE ARE NO BAD TIMES FOR GOOD PICTURES!

- *BEST PICTURE OF THE YEAR*
  —NATIONAL BOARD OF REVIEW
- *MOVIE OF THE WEEK*
  —LIFE MAGAZINE

- *AND WINNER OF ALL OTHER HIGHEST AWARDS EVERYWHERE*

Roberto Rossellini's

PAISAN

THE LIVES AND LOVES OF THE GI's IN ITALY



BOOKED SOLIDLY EVERYWHERE
ALL MAJOR CIRCUIT THEATRES
ALL INDEPENDENT THEATRES

MAYER-BURSTYN INC.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 104 NEW YORK, U.S.A., FRIDAY, MAY 27, 1949 TEN CENTS

British Would Meet Again Next August

Strong Opposition to Proposals Seen Factor

LONDON, May 26.—As expected, the British Film Producers Association, following its emergency meeting here today, announced that it had decided unanimously that it is necessary to postpone until next August the meeting of the Anglo-American Film Advisory Council which had been scheduled for next Wednesday and Thursday in New York.

The announcement added that BFPA felt the next meeting should be held in London, instead of New York, and that Sir Philip Warter, chairmen of Associated British Pictures Corp., should be added to the British membership of the Film Council, which includes J. Arthur Rank, Sir Alexander Korda and Sir Henry French.

It was noted that the Council's pro-

(*Continued on page 4*)

Harmon Shuffling MPAA Departments

Reorganization of the Motion Picture Association's exhibitor relations and community service departments is in prospect in consequence of Eric Johnston's appointment of Francis Harmon, MPAA vice-president, to head the two departments.

Arthur DeBra, in charge of the community service department, will continue in that capacity under Harmon. Present plans are to eliminate

(*Continued on page 4*)

Palace Gross for 1st Week Was $29,000

The RKO Palace here grossed $29,000 in its first full week of vaudeville revival, ended Wednesday night, Sol Schwartz, in charge of theatre operations, said yesday. The gross, while near capacity for the house, was under estimates made earlier in the week when $32,000 was foreseen. House overhead is running slightly in excess of $17,000 weekly.

'Would Like to See the Quota Lifted': Clift

"I would like to see the quota lifted so I can be a showman again and play the pictures which the public likes." Thus did Sir Sydney Clift, head of Clifton Cinema Circuit of England, express himself on his arrival here from London yesterday on the *SS Queen Elizabeth.*

Clift was formerly national president of the Cinematograph Exhibitors' Association.

Clift, who is here to "see product" and do some "fact finding," declared that he does not think England can meet the quota satisfactorily. He pointed out that "if quality is sacrificed for quantity, it will kill the public desire for pictures."

Clift declined any comment on the Anglo-American Film Council meetings. Expressing concern, however, he said laconically that he wanted to "see that the independents are not squashed out." On Clift's agenda for next week is a talk with Eric Johnston.

Re-opening of 1948 Trade Treaty with British, SIMPP Aim

Still pressing for improvement in trade relations with England and against the activities of the Anglo-American Films Council, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, and Robert J. Rubin, counsel, will return to Washington next week for a continuation of conferences with State Department and Department of Justice officials.

Arnall has an invitation to discuss "procedures" with Herbert Bergson, head of Justice's anti-trust division, and his first assistant, Herbert Borkland, relative to Arnall's charge that

(*Continued on page 4*)

Lipton Due to Name U-I Staffers Here

David Lipton, Universal-International advertising-publicity director, is scheduled to arrive in New York from the Coast on June 6 to reorganize the home office department in consequence of the advancement of Maurice Bergman, Eastern director of the department, to a special public and exhibitor relations post for the company.

Bergman has been devoting some time to the new post recently and is scheduled to make the switch-over formally when his duties as head of

(*Continued on page 4*)

Lippert Claims Big Recording Savings

SAN FRANCISCO, May 26.—Robert L. Lippert claimed today that his new tape-recording sound synchronization system will save thousands of dollars in the production costs of his United Artists release, "Treasure of Monte Cristo," which he is currently shooting here.

Lippert; Murray Lerner, director; Leonard Picker, producer; Glenn Langan, Steve Brodie, Bobby Jordan, Adele Jergans and Michael Whelan arrived here the first of the week to begin shooting. They will return to Hollywood next Wednesday and will be able to begin editing the film immediately, Lippert said.

FCC Hopes to End TV Freeze in '49

WASHINGTON, May 26. — The Federal Communications Commission today, in a long-awaited announcement, said that it hopes to be able late this year to lift the television freeze and at the same time provide several dozen more television channels in the ultra-high frequencies and open the way for color television.

The present VHF channel system would be revised and the revised VHF channels and the new UHF channels integrated into a nationwide plan covering commercial operation in both

(*Continued on page 4*)

Exhibitor Good Will Role Vital: Dembow

BOSTON, May 26.—Addresses by an industry executive, a candy sales specialist and a business economist were featured at the final business session of the Independent Exhibitors of New England convention at the Copley Plaza Hotel here.

The convention closed with a banquet this evening, where Charles Einfeld, 20th Century-Fox vice-president, spoke of the role of public relations in theatre showmanship.

George Dembow, vice-president and geenral sales manager of National Screen, told the convention that "exhibitor responsibility lies beyond the

(*Continued on page 4*)

SolonsDemand State Dept. Quota Action

Two Senators, Rep. King Ask for Written Protest

WASHINGTON, May 26. — Two Senators and a member of the House said today that the State Department should make a formal written protest to the British government on its film quota reply, and should demand that the British meet immediately with our government to negotiate reduction or elimination of the quota.

The Senators were Republican Senator Knowland and Democratic Senator Downey, both of California. The Representative was California Democratic Rep. Cecil King. King has already written acting Secretary of State Webb to this effect, while Downey and Knowland will make public tomorrow a joint letter to Webb along these lines.

Meanwhile, the Motion Picture Association of America made plans to carry new protests to the State Department. Joyce O'Hara, executive assistant to MPAA president Eric Johnston, will confer tomorrow with international trade policy chief Winthrop Brown and film chief Merrill Gay. Sometime later—probably next week—Johnston will call on Webb.

King, in a statement today, characterized the British reply as a "shabby

(*Continued on page 4*)

Johnston Agrees to Council Meet Delay

WASHINGTON, May 26.—American members of the Anglo-American Films Council have agreed to the request of the British members for a postponement of the next council meeting, MPAA president Eric Johnston announced.

Johnston said he wished to consult with his American associates on the Council—Barney Balaban and Nicholas Schenck—about the time and place for the next meeting. Sir Henry French, in a cable requesting the post-

(*Continued on page 4*)

No Paper Monday

***Motion Picture Daily* will not be published on Monday, Memorial Day, a legal holiday.**

Personal Mention

SPYROS P. SKOURAS left here yesterday by plane for the Coast.

•

WILLIAM DASHEFF, vice-president of Buchanan and Co., motion picture advertising agency here, and MRS. DASHEFF, will leave here today aboard the *Flying Dutchman* for England and the Continent on a six-week combination honeymoon, vacation and business trip.

•

HAROLD MIRISCH, Allied Artists and Monogram vice-president, and WALTER MIRISCH, Monogram producer, have returned to their desks at Hollywood.

•

DAVID MILLER, Universal-International district manager, and EUGENE VOGEL, Albany branch manager, visited Gloversville, N. Y., this week.

•

W. STEWART MCDONALD, Warner Theatres vice-president, will return to New York from London over the weekend.

•

H. M. RICHEY, M-G-M exhibitor relations head, will return to New York today from Milwaukee.

•

ELEANORE BERNSTEIN of M-G-M's publicity department will be married Sunday to LEONARD KAISER.

•

M. A. SCHLESINGER left New York by plane yesterday for South Africa.

Nixon to K. C. Orpheum

KANSAS CITY, May 26.—James H. Nixon, associated for five years with A. and N. Presentations, will manage the Orpheum Theatre which Fox Midwest will take over this summer when RKO opens the modernized Missouri. Fox Midwest will use the Orpheum primarily for road film and stage shows.

Loew's Sued on Songs

CHICAGO, May 26.—Loew's and six music companies are the targets of a suit filed here by Henry P. Moore, owner of Mars Music Publications, which charged unauthorized use of two songs, "Just Reminiscing" and "Joe-See-Fus—Joe." Attorney William H. Huff said a similar suit will be filed against Louis B. Mayer.

Files Plagiarism Suit

KANSAS CITY, May 26.—Charging plagiarism in connection with the film, "The Harvey Girls," Clifford Funkhouser, Parsons, Kan., has filed suit against Loew's M-G-M and others, alleging material in a play written by him was used in the screen play.

E-L Talks Next Week

Conferences here revolving around Edward Small's proposals for his purchase of the controlling interest in Eagle-Lion are expected to continue next week, an E-L spokesman indicated here yesterday.

Myers and Rembusch At Rocky Mt. Meet

DENVER, May 26.—Trueman Rembusch and Abram Myers of Allied will be in Denver for the second annual convention of Allied Rocky Mountain Independent Theatres, June 8-9, at the Brown Palace Hotel, with the former confining his talk to theatre and other forms of television, while Myers will discuss Supreme Court matters, especially divorcement. John Wolfberg, local Allied president, will conduct the meetings which will be open, and to which all independent theatre owners are invited.

Frank Shea Is Named de Rochemont Aide

Frank Shea, who has been with The March of Time for eight years in office management, and who was recently promoted to direct MOT sales in the commercial and television fields, will be attached to the office of Richard de Rochemont, MOT producer, and will also work with 20th Century-Fox, March of Time distributors, in the sale of the MOT theatrical series. He will be assisted by Fred Brooks.

62 Midwest Houses Set for "Spring"

ST. LOUIS, May 26.—Following tonight's premiere of 20th Century-Fox's "It Happens Every Spring" at the St. Louis, 62 theatres in three states of the Midwest area will open the picture during the coming week in line with 20th-Fox's policy of saturation premieres.

Tonight's premiere, highlighted by personal appearances of Linda Darnell, Paul Douglas and Jean Peters, climaxed an intensive three-day city-wide promotion.

Kreisler to Europe

Bernard J. Kreisler, former production and distribution executive, will sail from here on the *S.S. Queen Elizabeth* today on a four months' follow-up study of European film industries for the Harvard Graduate School of Business. His initial trip was made a year ago. He will visit 16 European countries, including several behind the Iron Curtain, among them Czechoslovakia, Eastern Germany, Austria, Hungary and Poland.

Coast 'IA', Majors Sign

HOLLYWOOD, May 26. — IATSE Cine-Technicians Local No. 789, which recently won an NLRB election conferring jurisdiction over studio machinists, has signed a five-year contract with the major studios. Pact continues the present wage scale and provides for reopening of negotiations in August and in August, 1951.

St. Louis Fox to Close

ST. LOUIS, May 26. — The 5,000-seat Fox, largest house in St. Louis, will close for the summer, apparently because of a lack of product. Edward B. Arthur, general manager for Fanchon and Marco, operators, said last month that some houses might be closed, but in his absence no formal statement has been issued.

Saranac Hospital to Variety on June 9

Arrangements have been completed for the ceremonial takeover of the Will Rogers Hospital at Saranac Lake, N. Y., on Thursday, June 9, by Variety Clubs International. All of the day's activities will be covered by the newsreels, the press and wire services, according to Robert J. O'Donnell, International chief barker.

The party will leave New York in private sleepers on Wednesday, June 8, arriving at Saranac Lake early Thursday, and the entire day will be spent at the hospital. The return trip will be by the same private cars on the night of June 9, arriving back at Grand Central Station early next morning.

Walsh Named to Saranac Post

Richard Walsh, president of the IATSE, has been elected a vice-president of the Variety Clubs-Will Rogers Hospital.

Legion Reviews 9; Classes Four as "B"

Nine additional films have been reviewed by the National Legion of Decency with four of them getting a "B" rating. In that category are United Artists' "Black Magic"; Warner Brothers' "Colorado Territory"; M-G-M's "Neptune's Daughter," and Universal-International's "One Woman's Story."

In Class A-1 are 20th Century-Fox's "It Happens Every Spring" and Republic's "Law of the Golden West." In Class A-11 are Lux Film's "Guaglio"; RKO Radio's "The Judge Steps Out" and Columbia's "The Secret of St. Ives."

Occupational Manual Written by Tell

"Opportunities in Motion Pictures," by Pincus W. Tell, has been published by Vocational Guidance Manuals, Inc. The 68-page book is divided into two parts, covering production and exhibition.

Tell is at present publicity director of the New York Rivoli Theatre.

Cite Paramount Short

National Father's Day Committee announced at its annual luncheon at the Waldorf-Astoria Hotel here yesterday that Paramount's "The Lambertville Story" was selected as "The Father Short of the Year." The film features Paul Whiteman who relates how the town of Lambertville, N. J., successfully coped with misbehaving youngsters. At the luncheon yesterday, trade paper reporters and editors were the guests of Paramount's Ben Washer and Monroe Goodman.

Loop Record for "Brave"

CHICAGO, May 26.—Opening day's gross of close to $8,000, an all-time high for the house, was registered at the Woods Theatre with "Home of the Brave" yesterday, the management reports. This was said to be about $1,000 over the previous record.

Drive-In Sues Over 30 Days Clearance

CHICAGO, May 26.—The Starview Outdoor Theatre, an Elgin, Ill., drive-in, today filed an anti-trust suit in Federal District Court here naming all major distributors except United Artists, Great States circuit and Balaban and Katz as defendants and asking equitable clearance relief.

The complaint, filed by Seymour Simon, attorney for Starview, charges that 30 days clearance over it is granted to Great States' Crocker, Grove and Rialto in Elgin. The case is the third by a drive-in to come into local Federal courts this year.

New Mexico TOA to Meet on June 28-29

Theatre Owners of America executive director Gael Sullivan and general counsel Herman Levy are scheduled to address the convention of the New Mexico Theatres Association, TOA affiliate, which will be held on June 28-29 at a yet to be designated New Mexico city.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Manhandled"
starring
DOROTHY LAMOUR
DAN DURYEA
STERLING HAYDEN
Directed by Lewis R. Foster
IN PERSON
JANET BLAIR
JAN MURRAY
BLACKBURN TWINS
PAUL SYDELL
Extra
BOBBY SHERWOOD
AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

"Home of the Brave"
NOW! Victoria B'way & 46th St.
Continuous Performance • Late Shows Nightly
V-108

BETTY GRABLE
"The BEAUTIFUL BLONDE From BASHFUL BEND"
A 20th Century-Fox Picture in Technicolor
ON ICE STAGE—Excerpts from "Mlle. Modiste" starring ARNOLD SHODA . JEAN ARLEN
ON WONDER STAGE—BERRY BROS. VIOLA LAYNE . GASTON PALMER
ROXY 7th Ave. & 50th St.

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"THE LADY GAMBLES"

Pays off BIG!



World Premiered at Criterion Theatre, New York, and 5-theatre combination, Los Angeles, "The Lady Gambles" is running way ahead of top-grossing hits like "Criss Cross," "City Across the River," "Tap Roots," "Rogues Regiment"!

"'The Lady Gambles' is a feminine 'Lost Weekend.' Miss Stanwyck has responded with magnificent skill." *— N. Y. World-Telegram*

"It is 'The Lost Weekend' of clicking dice and whirring roulette wheels." *— Los Angeles Times*

"Another of Barbara Stanwyck's achievements." *— Walter Winchell*

"Barbara Stanwyck's performance...is being compared to Ray Milland's in 'The Lost Weekend.'" *— Dorothy Kilgallen*

"Barbara Stanwyck gives a remarkable performance." *— N. Y. Daily News*



THE INDUSTRY'S SHOWMANSHIP LEADER

And now showmen are setting their sights on two more ***U-I "SHOWMANSHIP SPECIALS"!***

"ILLEGAL ENTRY..." Washington Invitation Premiere, June 8, with personal appearance by Marta Toren • "CALAMITY JANE and SAM BASS..." Hollywood Cavalcade heads for World Premiere, June 8, in Dallas, with 350-City territorial openings.

Back the Motion Picture Industry's U. S. SAVINGS BONDS DRIVE, May 16 - June 30

Harmon Shuffling

(*Continued from page* 1)

field heads of the department. Duke Hickey has been field representative for the East; Irvin E. Deere, Central, and Alice Field, West Coast. The latter announced her resignation yesterday, effective July 1.

David Palfreyman, who has been head of the MPAA exhibitor relations department, is opposed to the change and is expected to resign, although he has been asked to continue. A departmental head will be named by Harmon in the event Palfreyman resigns or is given a new assignment by Johnston.

Lipton Due Here

(*Continued from page* 1)

industry participation in the current U. S. Treasury Savings Bond Drive are completed around June 15.

Lipton also has yet to name a permanent successor here to Al Horwits, whose post as Eastern publicity manager for U-I has been filled temporarily by Phil Gerard since Horwits was transferred to the Coast some months ago as head of U-I publicity at the studio.

Meanwhile, plans for permanent establishment of Lipton's headquarters at the home office have been deferred indefinitely in consequence of studio conferences between Nat J. Blumberg, president, and William A. Scully, vice-president and general sales manager. Scully is expected back from the Coast next week.

Exhibitors' Role Vital

(*Continued from page* 1)

box-office." Maintaining that the theatre must be the center of community life, Dembow urged exhibitors to do "their utmost to cement good will with patrons."

Walter A. Lapham, merchandising manager of the New England Confectionery Co., addressed the convention on the extent to which theatre candy sales can be increased, and urged exhibitors to "take advantage of the tremendous opportunity candy offers in merchandising possibilities."

The general economic situation and prospects were examined for the meeting by Arthur C. Babson of Babson's Reports.

Film Ad Cuts Are Hit By New Jersey TOA

PASSAIC, N. J., May 26.—The annual convention of the New Jersey chapter of the Theatre Owners of America yesterday decried the action of those producers and distributors who have curtailed advertising. Companies' cessation of such promotional efforts, the organization held, "will be injurious to the successful sale at the box-office of good productions."

The convention re-elected Maury Miller president of the New Jersey TOA. The 1949-50 leadership also includes Harold Eskin, vice-president; Frank Fowler, secretary; Adam Adams, treasurer, and Walter Reade, Jr., national delegate.

Following the business session, Gael Sullivan and Edward Lachman, national exhibitor co-chairmen of the industry's division of the bond drive, were honored by the New Jersey organization at a testimonial dinner in the Ritz Restaurant here. Harold Blumenthal was general chairman of the convention.

SIMPP, British Aim

(*Continued from page* 1)

the Films Council participated in a conspiracy in violation of law when it met to map recommendations for a new trade formula within the framework of the U. S.-British film agreement of March 11, 1948.

On the second front, Arnall and Rubin are seeking a means of opening that agreement and for that purpose again will see the State Department's Winthrop Brown, head of the commercial policy division, and Merrill Gay, head of the motion picture division. The British refusal to consider a reduction in the present quota will be protested by Arnall.

Arnall took up the overall matter with Borkland, Brown and Gay on Wednesday when the formal State Department complaint of the SIMPP was presented. He said here yesterday that he is convinced that the Films Council activities to date constitute a "clear cut violation of law" but he declined to elaborate on the "procedures" to be taken up next week in the capital.

Arnall disclosed that Rep. Emanuel Celler, chairman of the House Judiciary Committee, has been apprised of SIMPP's "cause of complaints" this because the Celler group is now considering procedures to strengthen the anti-trust laws.

Arnall to Address C. of C. in Colorado

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, is scheduled to deliver the keynote address at the meeting of the U. S. Junior of Commerce in Colorado Springs, Col., on June 9. An invitation was extended by Robert Graham, vice-president of the organization, and general counsel for the Pacific Coast Independent Theatre Owners. Now in New York, Arnall will leave for Atlanta today to spend the weekend at home, after which he will go to Washington and then to the Coast.

Johnston Agrees

(*Continued from page* 1)

ponement, suggested that the next meeting be held early in August in London. American members are expected to hold out for an American location for the second meeting, with the third meeting in London as originally scheduled.

American delegates, Johnston declared, will be happy to discuss at the next meeting a British suggestion to increase the Council's membership from six to eight members. The British suggestion was made to get Sir Philip Warter of A.B.P.C. on the Council.

MPAA officials had no comment on whether the British proposal would be used to add a representative of the Society of Independent Motion Picture Producers to the American membership of the Council, in turn. A basic phase of the spirited opposition by SIMPP to the Council's activities has been the contention that it did not and could not speak or act for independent producers who are not represented on the Council.

MPEA Fills Polish Post

Jean Birkhahn, Motion Picture Export Association representative in Bulgaria, has been transferred to Poland as supervisor of the MPEA-Film Polski contract, succeeding John Swanink, who held the post on a temporary basis.

British Would Meet

(*Continued from page* 1)

gram, devised in Washington last month, sought to commit the three British circuits, of which ABPC is one, to guaranteed playing time for American pictures although that company was not represented on the Council, nor did the British Council members have any authorization to act for it.

The reason given for the postponement of next week's meeting in a cable sent to Eric Johnston, Motion Picture Association president and member of the Council with Barney Balaban and Nicholas M. Schenck, was that it is made partly necessary by the absence of Harold Wilson, president of the Board of Trade, from London. Wilson, currently visiting in Canada, was consulted on the Council's proposals prior to his departure. His reaction at the time was negative, or, at best, noncommittal.

Actually, the BFPA's ranks are as divided on the Washington proposals as are those of organized American producer-distributors. Several members, vigorously critical, contended that Rank, French and Korda had no authority to act for or to purport to represent all British producers.

Union Joins Protest

Elsewhere today, Tom O'Brien, head of the powerful National Association of Theatrical and Kine Employes, joined the protestors asserting that the only persons efficiently represented at the Washington meeting were the stockholders in Rank's and similar companies. His obvious inference was that the Washington proposals appear to have been directed toward the assistance of Rank and Korda only.

Vigorously condemning the implication that big combines represent the entire British industry, O'Brien threatened to raise the matter in the House of Commons, of which he is a member, if an attempt is made to commit trade unions, independent producers or exhibtors to the Washington program without prior consultation with them.

Board of Trade officials remained noncommital but smiled satirically at any suggestion that Wilson had given the big producers even the slightest mandate to negotiate on behalf of the government.

Generally, the trade here considers all major or controversial phases of the Washington program as permanently killed irrespective of whether or not the Council meets in August.

'IA' 'Collarities' Aid Greater N. Y. Fund

A drive in behalf of the Greater New York Fund opened yesterday at the home offices of Warners, Universal, Paramount International, United Artists, Republic, DeLuxe Laboratories, Pathe Laboratories, Consolidated Film Laboratories and several music companies, under the auspices of the IATSE Motion Picture Home Office Employes Local No. H-63, whose "white collarite" members have been asked to contribute.

Russell Moss, H-63 executive vice-president, said that it has been suggested that each member of the local donate at least an hour's pay.

William Strohbach, 57

HOLLYWOOD, May 26. — William Strohbach, associated with motion picture production since 1911, died Tuesday after a long illness.

Solons Demand

(*Continued from page* 1)

performance," and said that the British government was trying to evade the quota issue by "hiding supinely" behind the Joint Anglo-American Film Council.

"The quota is not an industry matter," King said. "It is a government matter. It was proposed by the British government and jammed through Parliament under the whip of the British government, which cannot now duck its responsibility."

The California Congressman, a member of the Ways and Means Committee and an advocate of an investigation of the film quota by that committee, said that the British had affirmed that the quota did not violate the general agreement on trade and tariffs. King said that it did, and that "the State Department will be derelict in its duty if it permits the British to get away with this unilateral interpretation of the agreement."

The Downey-Knowland letter, it was learned, takes a similar tack. It expresses "severe disappointment" at the British stand, and says that the refusal to do anything is "rough treatment." The suggestion that further action be held off until the Anglo-American Council finishes its deliberations is attacked on the ground that the British government set the quota and the British government must reduce or end it.

Finally, the letter reminds the State Department and the British that the Reciprocal Trade Agreements Act is pending before the Senate.

FCC Hopes

(*Continued from page* 1)

bands. The FCC announcement is expected to serve as a very strong green light for the entire television industry.

The Commission, with only Commissioner Frieda B. Hennock dissenting on the grounds that it is "premature," said it would issue a proposed rule on the whole matter within six weeks. The proposed rule will not only cover the contemplated use of channels in the UHF band but will also contain a revised allocation for the present VHF band. Alternatives can be submitted by the industry for a 30-day period, and then there will be a hearing and oral argument. All possible speed will be used, the Commission said, "but it does not appear that final decision can be made before late fall." Some observers believe it may be considerably longer. The Commission said it proposed to use approximately one-half of the lower portion of the UHF band for regular television operation on six megacycle channels. This band is now used for experimentation. The upper portion of the band will be kept open for television research, including, presumably, theatre television.

Equity to Elect at June 3 Meeting

Election of Actor's Equity will be held here on June 3 at a membership meeting at the Hotel Astor.

The regular ticket follows: president, Clarence Derwent; vice-presidents, John Kennedy, Cornelia Otis Skinner, Ralph Bellamy and Augustin Duncan; treasurer, Paul Dullzell; recording secretary, Basil Rathbone.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 105 NEW YORK, U. S. A., TUESDAY, MAY 31, 1949 TEN CENTS

Quota Attack To Be Pressed Before Senate

California Senators Tie It to Trade Act Debate

WASHINGTON, May 30.—Senators Sheridan Downey and William F. Knowland, both of California, have served notice that they intend to "go into the British film quota thoroughly" when extension of the Reciprocal Trade Agreement Act goes before the Senate.

The Act may come up this week if Finance Committee Chairman George is out of the hospital. If he is not, it may be put off for some time.

Knowland, a Republican, has an amendment pending to strike back tariff-wise at any country discriminating against American films and other products. Downey, a Democrat, said he is not so sure that this amendment is the best way of dealing with the situtation and is himself looking about for a solution.

Downey and Knowland made the statement about going into the quota on the Senate floor in a letter to Secretary of State Dean Acheson. They

(*Continued on page 6*)

Counters UK Contentions

WASHINGTON, May 30.—Postponement of the next Anglo-American Film Council meeting at the request of the British members does away with a major point in the British government's stand on State Department film quota protests, MPAA told the Department Friday.

Joyce O'Hara, executive assistant to MPAA president Eric Johnston, continued the industry's fight against the quota with calls on State's trade policy chief Winthrop Brown and film chief

(*Continued on page 6*)

Johnston and Wilson To Meet, Might Talk

WASHINGTON, May 30.—Eric Johnston, president of the Motion Picture Association of America, and British Board of Trade president Harold Wilson may discuss Anglo-American film problems briefly in Toronto tomorrow. Johnston is scheduled to at-

(*Continued on page 6*)

Tax Reduction Not Expected Before 1951

Back from Washington following conferences with government officials, Theatre Owners of America executive director Gael Sullivan reports that the Administration apparently will not be ready until January, 1951, to examine the possibility of lifting the wartime emergency theatre admission tax. Ten per cent of the present 20 per cent Federal admission tax was applied as an emergency levy during World War II. The "emergency" period ended when President Truman abandoned his special wartime powers.

In making his observation, Sullivan hastened to point out, however, that there are "too many imponderables" still to be considered in attempting to analyze excise tax cut prospects. There are, he said, too many contin-

(*Continued on page 6*)

2nd 5th-Walnut Suit Is Filed

Without waiting for a decision to be handed down by the U. S. Circuit Court of Appeals here on the appeal of the adverse ruling in its $2,100,000 triple-damage anti-trust action against seven distributors, Fifth and Walnut Amusement Co. of Louisville on Friday filed in U. S. District Court here against the same defendants a second similar suit, with $1,500,000 triple-

(*Continued on page 6*)

'Youth Week' May Inspire U.S. Program

Theatre Owners of America's "Youth Week" program, tentatively scheduled for late next October, may serve as the springboard for a general government-sponsored anti-juvenile delinquency program in 1950, TOA executive director Gael Sullivan disclosed here upon his return from Washington where he conferred with U. S. Attorney-General Tom C. Clark on "youth week" plans. Sullivan said Clark is pondering the possibility of a Federal Security Administration drive against youth crimes, patterned somewhat along the lines of TOA's "youth week" drive.

AFM Will Meet On Coast Next Week

American Federation of Musicians president James C. Petrillo and his staff will leave here this week for Los Angeles, where the organization's annual convention will be held June 6-10 at the Civic Auditorium.

An AFM spokesman at the weekend indicated it is unlikely that the convention will take up the subject of the AFM's contracts with Hollywood producers, since the present pacts will expire in August thus leaving plenty of time meanwhile for the union to draft demands.

AFM's present contract with the eight majors provides for employment at the studios of 339 musicians, while the pact with the independent producers stipulates that the latter shall provide 30,000 man hours of work yearly.

Cohns, Warners, Yates, Prutzman in Stock Deals

WASHINGTON, May 30.—Columbia president Harry Cohn received 9,795 shares of Columbia common stock in March "in satisfaction of indebtedness," according to a report filed by the Securities and Exchange Commission on transactions in film stocks by company officers and directors. The report covers the April 11 to May 10 period, although in some cases the transactions are from earlier months.

At the end of the period Cohn held 151,122 shares of common and 400 shares of preferred. Jack Cohn in April bought 400 shares of Columbia common in his own name for a total of 48,968, and 100 for his trust ac-

(*Continued on page 6*)

Reelect Paul Broder Realart President

Realart's board of directors has re-elected Paul Broder president, and has named Norman Eisenstein to succeed Joseph Harris as board chairman. All board members were reelected, including Broder, Eisenstein, Harris, Jack Broder, Budd Rogers and Alex Alexander.

Eisenstein was also elected secretary and assistant treasurer, and Alexander was elected assistant secretary. The following officers were reelected: Jack Broder, vice-president and treasurer, and Rogers, executive vice-president.

MPA Mapping Broad Public Relations Plan

Need Active Cooperation Of Exhibitors Locally

An ambitious program of industry and public relations, national in scope and local in organization, is reliably reported to be in the planning stages by the Motion Picture Association.

The program is tied in with the current reorganization of the MPAA's community service and exhibitor relations departments under Francis Harmon, vice-president in charge of the New York office of the association.

It contemplates the cooperation and active participation of all national and regional exhibitor organizations and of numerous civic groups currently working with the MPAA's community relations department around the country. Harmon has been named by Eric Johnston to head up the two coordinated departments and will be in charge of the eleborate industry and public relations program.

The public relations phase of the plan resembles last year's public re-

(*Continued on page 6*)

Mono. Creates 2 New Posts

Harold Wirthwein and L. E. Goldhammer have been named Allied Artists-Monogram Western and Eastern sales managers, respectively, it was announced here at the weekend by Morey Goldstein, general sales manager.

This is the first time that Allied Artists-Monogram has had an Eastern and Western sales manager in the field. The positions were set up to enable the company to establish and maintain a closer contact with exhibi-

(*Continued on page 6*)

Selznick Forms New Canadian Outlet

Selznick Releasing Organization has formed a new Canadian sales organization, Selznick Alliance, Ltd., in association with J. L. Smith and Ray Lewis of Alliance Films, Ltd., the latter two of Canada, it was disclosed here at the weekend by Sidney G.

(*Continued on page 6*)

Newsreel Parade

THE Big Four Paris meeting is a highlight in all current reels. Other items include sports, fashions and a George Bernard Shaw interview. Complete contents follow:

MOVIETONE NEWS, No. 43—The Big Four discuss German problems at Paris meeting. Nation pays tribute to Forrestal. Airborne maneuvres at Fort Bragg. Greek Queen visits war orphan camp. Canadian log drive. Preacher from South Seas arrives. Oysters grow on trees in Puerto Rico. Navy boxing. Water skiing.

NEWS OF THE DAY, No. 277—Shanghai abandoned to invading Reds. West stands firm in Big Four parley. Report from India. Oysters grow on trees. Gift of mercy to hospital. Paratroopers keep ready. **Boxing.**

PARAMOUNT NEWS, No. 80—Big Four discuss key issues. Lest we forget (program on Memorial Day and the fifth anniversary of D-Day).

TELENEWS DIGEST, 21-B—Forrestal buried. Airborne division maneuvres at Fort Bragg. Big Four meet opens. Economic plight shown in Budapest. Unveiling of memorial to concentration camp victims in Austria. Berlin railroad strike ended. London Communists protest Eisler arrest. John Sullivan officially retires as Secretary of Navy; Francis Matthews sworn in. Beautiful leg contest. George Bernard Shaw explains films to Danny Kay.

UNIVERSAL NEWS, No. 251—World affairs. Big Four meet. Communists capture Shanghai. Greek queen. Secretary of Navy Matthews sworn in. Oyster trees in Puerto Rico. Book reading apparatus. Sports: Joe DiMaggio. Motorcycle hill climb.

WARNER PATHE NEWS, No. 82—Big Four meet. Airborne maneuvres. Forrestal funeral. Queens at work. Summer fashion. Joe DiMaggio. Navy boxing. Great Americans: Theodore Roosevelt.

Goldberg Heads N. Y. ITOA UJA Committee

At the weekend meeting of the New York Independent Theatre Owners Association, the following were named by organization president Harry Brandt to serve as an ITOA United Jewish Appeal committee: J. Joshua Goldberg (chairman), John C. Bolte, Jr., Maurice Brown, Ben Knobel, Sam Koenig, Murray Le Boss, Abe Leff, Martin Levine, Hyman Rachmil, Irvign Renner, Leon Rosenblatt, Julius Sanders, Abe Shenk and Henry Siegel.

Disney Paris Office Headed by Cutting

Walt Disney Productions has set up Paris headquarters for a foreign production department with John W. Cutting in charge, it was announced here by Roy O. Disney, president. The office will facilitate the making of different language versions of Disney's new product, including "Cinderella" and "Alice in Wonderland." The two will be translated into at least 10 versions, it was said.

Roisman Leaves MOT

Resignation of Morrie Roisman, senior editor of March of Time, here for six years, was announced by Richard de Rochemont, MOT producer. It was stated that although he is interested in starting a television film production organization of his own, he is also considering joining a television unit of a New York advertising agency.

Personal Mention

EDWARD J. MANNIX, M-G-M studio executive, will leave here for Rome this week.

•

MARJORIE ANNE WHITE, daughter of GORDON WHITE of the MPAA's Advertising Advisory Council, was married Saturday to ARTHUR JOHN LOHWATER at the James Memorial Chapel, Union Theological Seminary, New York.

•

W. R. (BILL) FRANK, Twin Cities circuit operator and producer of "The Great Dan Patch," will leave Minneapolis today on a tour of exchange centers.

•

CHARLES SIMONELLI, Universal-International Eastern exploitation manager, left New York for Dallas over the weekend.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, returned here last night from Minneapolis.

•

DOUGLAS FAIRBANKS, JR., arrived here from the Coast over the weekend and is due to sail for Europe on Saturday.

•

PHIL GERSDORF, RKO Radio studio publicist on loan to Walt Disney, will sail from here tomorrow for England.

•

JACK ELLIS of Crest Films is due back in New York today after five weeks in the field.

•

LESTER COWAN, independent producer, left here for London by plane over the weekend.

ERNEST EMERLING, Loew's Theatres advertising-publicity director, has arrived in Paris from New York for a vacation in that city and in Zurich, Frankfort, Milano and Rome. He will return here June 20.

•

PINCUS SOBER of M-G-M's legal department will leave here Thursday for the United Kingdom and Ireland, accompanying the AAU track team on a tour. He is president of the Metropolitan AAU and chairman of its national track and field committee.

•

LAURENCE AUDRAIN, publicity-advertising director of the J. Arthur Rank-Prestige unit of Universal since its formation in 1946, has resigned to become managing director of the newly-formed British Book Centre here.

•

EMMA C. CARBONE, secretary to HARRY MANDEL, RKO Theatres advertising-publicity director, has become engaged to THOMAS J. DONOVAN.

•

DAVID T. WALSH has been named manager of the Boro Drive-In, which will open next week on Route No. 1, near Cumberland, R. I.

•

ARTHUR PINCUS, Loew's International publicist, is due back here on June 10 from a tour of Latin America.

•

JOHN J. KAROL, CBS sales manager, has been elected president of the Radio Executive Club.

•

DR. CARTER STORR has been elected president of the Ottawa Film Council.

C. L. Glett Named Don Lee TV Aide

HOLLYWOOD, May 30.—Charles L. Glett, managing director of Motion Picture Center studios, has been appointed vice-president in charge of television for the Don Lee Television System, by Willet H. Brown, president of the Mutual-Don Lee network.

Glett, who was once vice-president in charge of production for David O. Selznick and more recently was associated with the Screen Plays productions, "Champion" and "Home of the Brave," is expected to assume the newly created post at once.

SPG Pact Talks to Continue Tomorrow

Representatives of distributors and the Screen Publicists Guild will hold another negotiation session here tomorrow, Len Goldsmith, SPG business agent, reported following the reopening of talks in the dispute over a new contract. Following the Tuesday meeting the SPG council will convene to act on the results of negotiations to date.

Extra Holiday Shows

Majority of New York first-runs opened earlier yesterday to allow for one extra performance. Holiday prices were charged, of course.

Poster Exchanges Reelect M. Pantzer

DETROIT, May 30.—Mitchell Pantzer, head of the Philadelphia Poster Exchange, was reelected head of the Independent Poster Exchanges of America at its meeting in Detroit. Others elected were: J. Schraeder, Charlotte, vice-president; Donald Swartz, Minneapolis, secretary-treasurer; David Mitchell, Dallas; and directors William Pennington, Kansas City; M. Sweigman, Canada; M. J. Lipp, Chicago; J. Riff, Boston; W. Cobb, Atlanta.

2 More Bond Premieres

Bond premieres in the U. S. Treasury's current "Opportunity Savings Bond Drive" have been set for the Keith's Theatre in Baltimore, June 9, and the Arkansas Theatre in Little Rock, Ark., June 16, Maurice A. Bergman, motion picture industry chairman announces.

2 Albany Drive-Ins Open

ALBANY, N. Y., May 30. — The Menands, new drive-in on the Albany-Troy road, and the Indian Ladder, another drive-in at New Scotland, have opened, making a total of 10 outdoor houses, within 10 miles of Albany. The first is operated by Sandy Miller, Carl Roupp and William Thompson; Don Hallenbeck owns the second.

Fox Says New Plan Improves Business

Twentieth Century-Fox claimed at the weekend that its new plan in Philadelphia reducing clearances for de luxe subsequent-runs has set new box-office records at all of the 18 theatres which adopted the plan last Thursday with the simultaneous booking of "Mr. Belvedere Goes to College."

Despite adverse weather, but aided by a citywide promotional campaign, the opening day's gross drew between 25 and 50 per cent more business than usual at some theatres, the company said in a statement released by the home office.

Under the new plan of flexible availability, the 18 theatres were granted an opportunity to play the company's product on a 21-day availability after first-run downtown.

Theatres involved in the new plan are: the Broadway, Benson, Tower, Girard, Nixon, Iris, Carman, Logan, Jeffries, Roosevelt, Fernrock, Ogontz, Bandbox, Mayfair, Oxford, Erlen, the Keswick in Glenside, and the Suburban in Ardmore.

Eastern SDG Drive

A membership drive has been started by the Eastern Screen Directors Guild, it is announced by president Jack Glenn, with Gene Martel as chairman of the campaign committee.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART - JUNE ALLYSON
"THE STRATTON STORY"
Frank Morgan-Agnes Moorehead-Bill Williams
A SAM WOOD PRODUCTION
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Manhandled"
starring
DOROTHY LAMOUR
DAN DURYEA
STERLING HAYDEN
Directed by Lewis R. Foster
IN PERSON
JANET BLAIR
JAN MURRAY
BLACKBURN TWINS
PAUL SYDELL
Extra
BOBBY SHERWOOD
AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
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Film Ad Space Free In Chicago Paper

Chicago, May 30.—First of a series of free advertisements devoted to motion pictures and urging theatre attendance started today in the *Herald American,* a Hearst publication. An 1,120-line ad carried copy reading in part: "You are the hero at the movies. The movies are good entertainment. Good for you and good for the whole family."

The ad cited as forthcoming films, "Reign of Terror," "Beautiful Blonde from Bashful Bend" and "Colorado Territory." Idea was instigated, it is understood, by Bill Hollander, B. and K. ad chief.

Forrestal Is Named Aniline Vice-Pres.

BINGHAMPTON, N. Y., May 30.—James Forrestal has been elected vice-president of General Aniline and Film Corp. in charge of both the Ansco Film and Ozalid divisions. He succeeds E. A. Williford whose resignation recently was accepted.

Forrestal joined Ansco in 1933.

Two More Drive-ins For the Midwest

CHICAGO, May 30.—The Manta-Rose circuit has opened the Hammond 41 outdoor theatre. This is the third drive-in for the circuit, and accommodates 1,000 cars.

Another outdoor, the Keno, in Kenosha, Wisc., also has opened, operated by Connie Pappas and also accommodates 1,000 cars.

Two More Ochs Drive-ins

TORONTO, May 30.—The Ochs interests of Cleveland, Ohio, are completing two more drive-ins in Ontario, at Belleville and at Kingston. They are scheduled to open Wednesday. The same group has auto theatres at Toronto, Peterboro, Oshawa and Ottawa.

Loewenthal To Make 3

MEXICO CITY, May 30. — Rodolfo Loewenthal, producer, and the Churubusco Studios here have combined to make three pictures this year. The first, now in production, stars Carlos Lopez Montezuma, winner of the 1948 prize as the best Mexican dramatic actor.

Ideal Elects Officers

Ideal Pictures, national distributor of 16mm films and a subsidiary of Esquire, Inc., has elected officers as follows: David A. Smart, board chairman; A. L. Blinder, president; Ellsworth C. Dent and Paul Foght, vice-presidents; Lester Petchaft, treasurer; Don Moller, secretary.

Cities Fail to Levy Tax

NASHVILLE, May 30.—No move has yet been made by Tennessee cities to levy the two per cent amusement tax made available to local authorities when the state legislature reduced the tax from four per cent to two. Receipts under the tax would range from $30,000 to $75,000 annually in major cities.

Reviews

"Johnny Allegro"

(Columbia)

"JOHNNY ALLEGRO" is a polished melodrama, full of familiar ingredients, but always touched with excitement. George Raft, Nina Foch and George Macready provide the triangle around which the melodramatic and frequently violent events rotate. The film warrants good playing time in those situations which are receptive to hard-boiled adventures of this kind.

Raft, in the title role, portrays an old-time underworld character who has registered a good service record in the war and now operates a swank florist shop. As it develops, Federal authorities are following a mysterious lady who is the suspected key to a huge counterfeit ring. Since this lady, Miss Foch, has already gotten to know Raft, the authorities decide to enlist his aid to get at the center of the ring. Raft is allowed to help Miss Foch in a getaway, and there follows a flight by air and sea until an island hideout is reached in the Caribbean Sea. It is here that Macready, Miss Foch's husband and master of the island, is introduced. A man of cultured tastes and sadistic impulses, he loves to toy menacingly with a bow and arrow. Eventually, it is learned that Macready is in cahoots with a foreign power to flood this country with worthless money. But it is inevitable that he discovers Raft's true identity, and when this finally happens the film reaches its climax in a primitive game of hunter and hunted.

The screenplay, by Karen DeWolf and Guy Endore, pads out the action with a series of melodramatic events, ending in Macready's death. The finale has a Coast Guard rescue of Raft and Miss Foch from the island and the pair setting out to face the future together. Irving Starr produced, from the story by James Edward Grant; Ted Tetzlaff directed.

Running time, 81 minutes. Adult audience classification. For June release.

MANDEL HERBSTMAN

"Mighty Joe Young"

(Arko Productions—RKO Radio)

IT looks as though RKO Radio has *the* exploitation picture of the year in "Mighty Joe Young," a John Ford-Merian C. Cooper presentation about a gigantic, 50-foot-tall African gorilla's adventures as a Hollywood nightclub entertainer.

A gargantuan frolic in the realm of serio-comic impossibility, this Arko Production received from director Ernest B. Schoedsack a most appropriate tongue-in-cheek treatment. Witness these sample incidents: the anthropoid hero of the title having a good time for himself dunking Primo Carnera like a doughnut into a pool on the super-colossal nightclub's stage; the gorilla wrecking the joint like a nightclub has never before been wrecked by a gorilla on a binge; "Mighty Joe" winning with ease a tug-of-war with 10 of the country's famous strong men; a nocturnal highway chase between the police and a big truck which is used in an attempt to get the gorilla back to Africa safely after the animal's nightclub rampage; "Mighty Joe" vindicating himself by performing spectacular rescue work in an equally spectacular orphanage fire.

Of course, it is all done with a trick camera and processed shots, as was the case in making "King Kong." In this one, technical creator Willis O'Brien gives a good account of his capabilities in making the huge mechanical beast perform like a living creature. The story, briefly, has famous nightclub owner Robert Armstrong persuade pretty African farm girl Terry Moore to let him feature her and her pet, "Mighty Joe," in his new club. Although apprehensive, she agrees, and the consequences are as outlined above. In the end Miss Terry, cowboy Ben Johnson with whom she falls in love, and "Mighty Joe," who can toss lions around as though they were kittens, return to Africa to live happily ever after. The cast is rounded out by Frank McHugh, Douglas Fowley, Denis Green, Paul Guilfoyle, Nestor Paiva, Regis Toomey, Lora Lee Michel and James Flavin. The picture has plenty of laughs, plenty of thrills, and, viewing it as an exploitation "natural," it should do plenty of business.

Running time, 94 minutes. General audience classification. For August release.

CHARLES L. FRANKE

Minneapolis Owners Seek Clearance Cut

MINNEAPOLIS, May 30.—A group of independents in this area contemplate making demands for clearance running from seven to 14 and 21 days, while the Engler brothers, at Hopkins, seven miles west of the Loop, are considering asking for first-run day-and-date with the Loop.

FCC Cancels WB-TV Bid

WASHINGTON, May 30.—Acting on the request of Warner Brothers, the Federal Communications Commission Friday dismissed "without prejudice" the film company's application for a Chicago television station. Warners said lengthy delays in getting action on its application led to the decision to withdraw.

Wakely Unit To Tour

HOLLYWOOD, May 30. — Jimmy Wakely, Monogram Western star, has assembled a complete unit of Western acts which he will head on a cross-country tour starting June 25 at the Municipal Auditorium, Kansas City. Unit includes Wakely's Saddle Pals, instrumentalists; his horse, Sonny; Smokey and Henry, Western comedy team; Dick Thomas, songster, and Patsy Montana and Her Cowgirls.

Claim Loew's Infringed

Loew's has been named defendant in an infringement action filed in U. S. District Court here by George B. Dowell and Helen Lowenthal who charge the company used a common-law copyrighted play of theirs in the making of "Three Wise Fools." Accounting of profits is sought.

Two-City Premiere For 20th's 'Spring'

PITTSBURGH, May 30.—Twentieth Century-Fox's "It Happens Every Spring" opened here Friday at the J. P. Harris Theatre with the film's stars, Linda Darnell, Paul Douglas and Jean Peters, flying in from St. Louis, where they had participated in a three-day buildup of the premiere there. The picture will open this week in 62 theatres in Illinois, Kentucky and Missouri.

The St. Louis send-off was a civic affair, with the Hollywood contingent launching the city's Poppy drive. They were guests of the Cardinals at Sportsmen's Park, and were hosts at a cocktail party attended by civic notables and representatives of the press from cities as widely separated as Houston in the South and the Atlantic Coast.

'Joan' Ahead 25% in High-Scale RKO Run

Multiple booking of Walter Wanger's "Joan of Arc" in the RKO Metropolitan New York circuit of 34 theatres at advanced scales resulted in an overall increase of 25 per cent above normal business for the five-day run ended Saturday night.

Admissions were under average but more than compensating for this were the uniform roadshow prices, 76 cents to six P.M. and $1.20 for evenings, which represent an increase of about 60 per cent over regular scales. Last increased admission-film to play the circuit was "Best Years of Our Lives," about two years ago.

It is said here that "Joan" revenue at the RKO theatres was about 25 per cent under the "Best Years" mark but that the marked change in general economic conditions makes the comparison more favorable than the figures alone would indicate.

Fred Stanley, 58, Hollywood Writer

HOLLYWOOD, May 30.—Fred Stanley, 58, publicist, journalist and screen writer, died last Thursday at the Burbank Hospital, following a heart attack. He came to Hollywood to join First National as a publicist and scenarist in 1923 after a career on Boston and New England newspapers, later joining Columbia as director of publicity and advertising, and was *New York Times* Hollywood correspondent from 1943 to 1946.

Stanley was on a leave of absence from the M-G-M publicity department, due to bad health, when he was stricken. The widow, a son, daughter and sister survive.

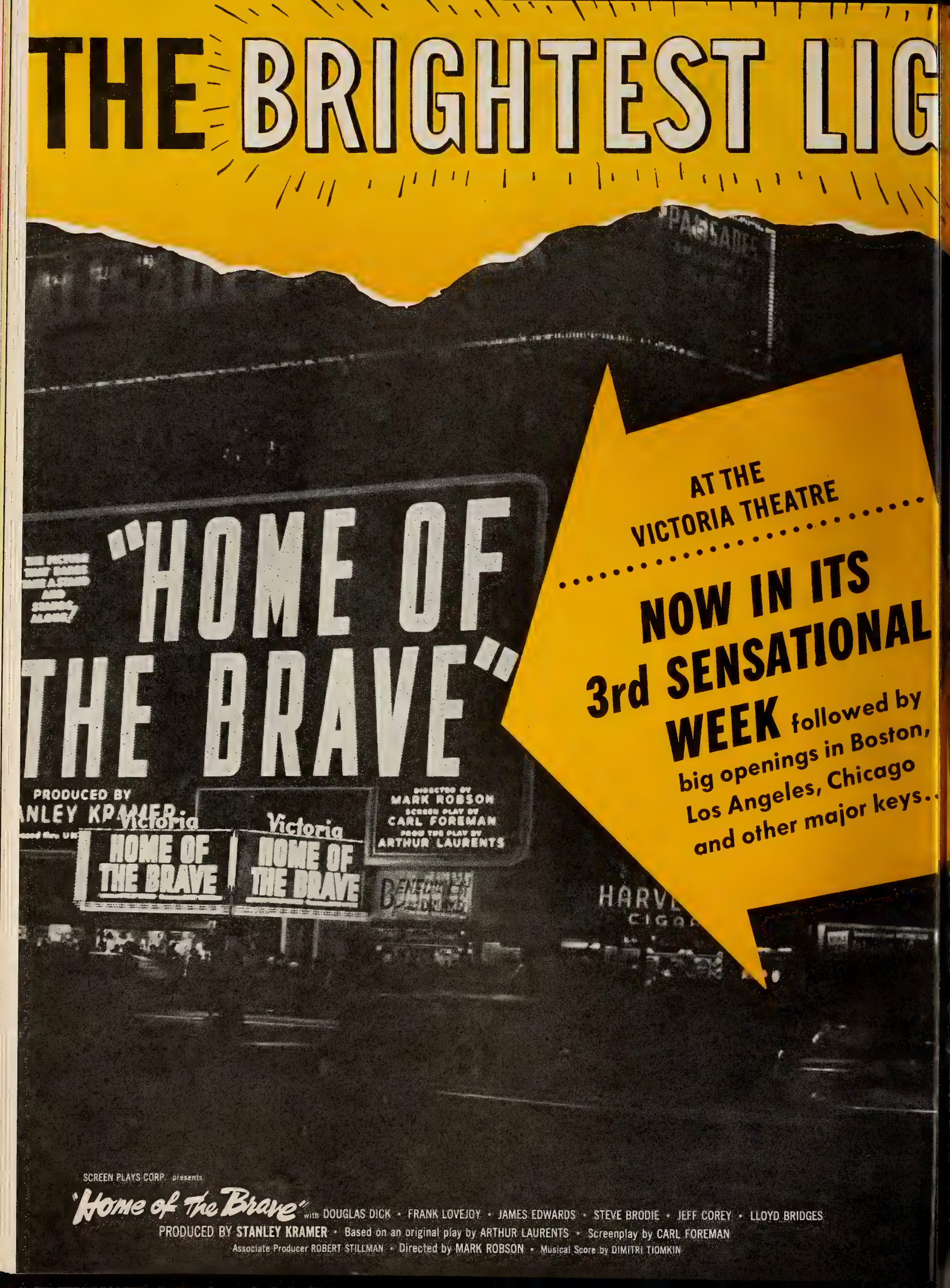
Jack Goodman Rites In Winchester Today

BOSTON, May 30.—Funeral services for Jack Goodwin, district manager for New England Theatres and formerly associated with Comerford Theatres in Pennsylvania, will be held at Kelly and Hawes Funeral Home, Winchester, Mass., tomorrow. He died of a heart attack on Friday.

Famous Players Dividend

OTTAWA, May 30. — Famous Players Corp., Ltd., declared a dividend of 25 cents per share on common stock payable June 25 to shareholders of record on June 10.

THE BRIGHTEST LIG



SCREEN PLAYS CORP. presents

"Home of the Brave" with DOUGLAS DICK • FRANK LOVEJOY • JAMES EDWARDS • STEVE BRODIE • JEFF COREY • LLOYD BRIDGES

PRODUCED BY STANLEY KRAMER • Based on an original play by ARTHUR LAURENTS • Screenplay by CARL FOREMAN

Associate Producer ROBERT STILLMAN • Directed by MARK ROBSON • Musical Score by DIMITRI TIOMKIN

HTS ON BROADWAY!



AT THE GLOBE THEATRE

NOW IN ITS 8th TREMENDOUS WEEK

and in Boston, Los Angeles, San Francisco, Pittsburgh, Detroit and everywhere the box-office "champion"!

TWO SCREEN PLAYS CORP. HITS thru UA!

Screen Plays Corp. presents KIRK DOUGLAS in Ring Lardner's "CHAMPION"

co-starring MARILYN MAXWELL · ARTHUR KENNEDY with PAUL STEWART · RUTH ROMAN · LOLA ALBRIGHT · Luis Van Rooten

Produced by STANLEY KRAMER · Associate Producer Robert Stillman · Directed by Mark Robson · Screenplay by Carl Foreman

Musical Score by Dimitri Tiomkin

Quota Attack

(*Continued from page* 1)

called on Acheson to formally protest the British film quota to the British government and to insist that the British negotiate with our government or reduce or eliminate the quota. The letter said that Article Four of the General Agreement on Tariffs and Trade specifically provides for such negotiations.

The Downey-Knowland letter is similar to one sent to Acheson last week by Rep. King, California Democrat and head of a committee appointed by California House members to get action on the film quota.

The California Senators in their letter said that the British attitude has "seriously damaged the cause of reciprocal trade," and that the British stand "is singular evidence of a spirit of non-cooperation." The letter termed the quota "highly restrictive" and "directed against American motion pictures."

It said the British reply to the State Department was "most unsatisfactory and clearly reveals the British intention not to abide by the spirit and purpose of solemn obligations under international agreements."

As did King, Downey and Knowland attacked the British government for trying to "evade" the quota issue by suggesting that government action be held up pending the outcome of the meetings of the Anglo-American Film Council. "Private industry can do nothing about the quota," they wrote. "This is a governmental matter. Only the British government can provide relief from its onerous provisions. The British government is responsible, and no evasive words can shift that responsibility."

Counters UK

(*Continued from page* 1)

Merrill C. Gay. O'Hara informed the State Department officials of the postponement of the Council meeting.

Brown, Gay and O'Hara discussed various possibilities of action for the Department, following the British reply. The Department is still studying the answer.

Meanwhile, the State Department forwarded to Johnston official notice of the British answer. A letter from Acting Secretary Webb outlined the terms of the British position. The letter was virtually identical with one sent Rep. Cecil King, California Democrat, and released by him last Thursday.

Johnston and Wilson

(*Continued from page* 1)

tend a dinner in Toronto tonight in Wilson's honor, and is staying over tomorrow to address the Canadian Club.

Asked if there would be any attempt to set up a formal meeting on film problems, an MPAA official said he did not know about any formal meeting "but they'll see each other at the dinner at least, and I assume they'll say more than 'hello'."

Johnston will return to New York on Wednesday and will return to Washington from there.

Johnston to Northwest

WASHINGTON, May 30.—MPAA president Eric Johnston plans to be in the Pacific Northwest late in June and may swing down to Hollywood, MPAA officials said.

He will speak at the Kiwanis convention at Chicago on June 23.

Ontario Censors Put UK Films First

TORONTO, May 30.—British and foreign films are praised and Hollywood's product covertly censured in the annual report of Ontario's Motion Picture Censorship and Theatre Inspection branch.

The report said British-made films were "mature in outlook, socially significant and highly entertaining. Technically they are on a high plane, with detail work and color outstanding."

British producers displayed a "sense of responsibility in producing at considerable cost a great number of short subjects to meet demands for children's entertainment," the report stated. Increased popularity of the foreign film was due to elements of appeal not usually found in Hollywood products. "European dramas are unusually realistic," it was said.

The board of censors reviewed 606 motion pictures from the United States, Great Britain and Continental Europe. About 25 per cent required cutting before being exhibited. One subject was rejected entirely.

2 New Posts

(*Continued from page* 1)

tors throughout the country and at the same time facilitate branch operations in the way of sales and liquidation.

Wirthwein will have headquarters in Los Angeles. He spent 20 years with Paramount. His last position was Mid-Western division manager, with headquarters in Kansas City. He will have supervision over Los Angeles, San Francisco, Seattle, St. Louis, Des Moines, Omaha, Denver, Salt Lake City, Milwaukee, Kansas City and Portland.

Goldhammer, who was formerly Western sales manager, will have headquarters in New York, with supervision over Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, Chicago, Indianapolis, Minneapolis, New Haven, New York, Philadelphia, Pittsburgh and Washington.

Monogram Net Loss Up for 2nd Quarter

HOLLYWOOD, May 30.—Operations of Monogram and its subsidiaries for the 29 weeks ending June 2 resulted in a loss of $511,663 before federal income taxes. This compares with a loss of $295,646 for the same period of the previous year.

The consolidated net loss after credit for refund of Federal income taxes amounted to $463,090, which compares to $97,899 in the preceding year. Gross income, after eliminating inter-company transactions, was reported at $7,724,788, as compared with $6,590,540 for the previous year.

New Selznick Firm

(*Continued from page* 1)

Deneau, SRO distribution vice-president.

From offices in the principal Canadian exchange cities, Selznick Alliance will handle the release of all films for which SRO holds Canadian distribution rights, as well as the product of Alliance Films, which in the past has handled key foreign films and reissues.

Joseph Marks, Canadian sales manager for SRO, will be the general manager of the new company, which will have headquarters in Toronto.

Tax Cut Prospects

(*Continued from page* 1)

gencies that can influence the Administration's attitude toward tax cutting.

For example, Sullivan said, if the current Foreign Ministers' meeting in Paris were to bring about improved relations between the East and the West, America's defense budget of $30,000,000,000 might be considered eligible for trimming to the point where excise cuts would be in order perhaps before 1951.

The present session of Congress, like the previous one, has seen the introduction of a large number of bills providing for elimination of the emergency admission tax. However, it is commonly accepted, Sullivan said, that such measures will not meet with favorable Congressional action while the Administration withholds approval of excise tax cuts.

Stock Deals

(*Continued from page* 1)

counts for a total of 19,057. Joseph A. McConville bought 236 shares for a total of 400, while A. Schneider bought 300 shares for a total of 10,028. Henry Crown reported he owned 1,000 common shares and 500 preferred when he became a Columbia director on April 4.

The three Warners brothers continued making large gifts of their company's stock. Harry M. Warner gave away shares, dropping his total to 265,750 shares; his trust account holds 16,000 more. Jack L. Warner gave away 5,000 shares, dropping his holdings to 421,500; trust accounts hold another 21,500 shares. Albert Warner gave away 3,300 shares and bought 200, dropping his personal holdings to 441,800; there are 21,000 in his trust.

Charles D. Prutzman gave away warrants for 1,000 shares of Universal common; at the end of the period, he had 6,100 shares and warrants for 20,250.

Herbert J. Yates bought 1,000 shares of Republic preferred, and Arthur J. Miller, 100 shares, their total preferred holdings. Yates owns 79,331 common shares, Miller 100 shares.

Harry Brandt bought 1,400 shares of Translux common and the Brandt Foundation bought 2,000 shares. At the end of the period Brandt held 93,615 shares, his wife, 14,700; Broadvork. Inc., 1,000; Harday, Inc., 1,400, and the Brandt Foundation, 2,800.

2nd 5th-Walnut Suit

(*Continued from page* 1)

damages sought. Filing attorney was Monroe E. Stein of New York.

The new action was described as bringing up to date the first suit's charges, including one of conspiracy to deprive the plaintiff's National Theatre, Louisville, of first-run product. The initial action, instituted in 1946, carried allegations covering a period ending with that year, while the new litigation covers the period between 1946 and the present.

Last March 14, presiding U. S. Circuit Court Judge Augustus N. Hand and associate judges Harrie B. Chase and Charles E. Clark reserved decision on the plaintiff's appeal of Federal Judge Vincent L. Leibell's decision in favor of the defendants. The Circuit Court's ruling is expected to influence the future conduct of other private anti-trust actions in the industry, as it may determine whether a final decree in the industry's anti-trust suit can be used in private actions.

MPAA Mapping

(*Continued from page* 1)

lations campaign conducted by the Theatre Owners of America, although it would be on a far more ambitious level. It would, however, employ the TOA idea of supplying constructive information, news and feature copy for local "planting" by exhibitor organizations, individual theatre operators and other agencies friendly to the industry.

In addition, speeches or material for public addresses would be supplied to the same agencies; aid would be provided local exhibitors in forming film committees consisting of representatives of influential civic organizations in their communities and full material for answering critics of the industry would be furnished.

Organization of the industry public relations network might be patterned after the War Activities Committee, which Harmon directed during the war years.

See Closer Liaison

The trade relations phase of the program would call for closer liaison between the several branches of the industry and among the members of each branch. Johnston and Harmon presumably will be available for exhibitor meetings around the country to discuss industry problems and to answer exhibitor questions. A trade practice plan for exhibition also is understood to be a possibility within the framework of the program.

Official details of the plan, however, are not available yet as the entire project is only now in its formative stage. An MPAA announcement released for publication today said only that "It is expected that in the future the community relations of the industry will be exhibitor-centered to a far greater degree than in the past."

Field Posts Dropped

The announcement confirmed that in line with the reorganization of the MPAA's community service and exhibitor relations departments, Irvin Deere, Duke Hickey and Alice Field were being dropped for economy reasons, their field posts in the Midwest, Eastern and West Coast areas being eliminated and their functions being shifted to New York under Harmon. Mrs. Field headed the MPAA previewing service in Hollywood which, with the corresponding service operated in New York, represented 12 national organizations cooperating with the MPAA. Those not already functioning in New York have agreed to appoint preview committees from the New York area for designated terms of service. Preview reports previously published both in Hollywood and New York will emanate exclusively from here after July 1. Mrs. Field had been with the MPAA's Hollywood office for 20 years.

Deere has been working out of Chicago for 15 years and Hickey has had a roving assignment with MPAA since 1942. Both were associated with the community relations department.

Mills to Louisville

BUFFALO, May 30.—Lloyd Mills, manager of the Midtown Theatre here, has left for Louisville, where he will open a district office for Coastal Theatres, operators of the Midtown.

Keating Promoted

ALBANY, N. Y., May 30.—Richard Keating has been promoted to head booker at the Paramount office here, succeeding Peter Holman, who resigned.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 106 NEW YORK, U.S.A., WEDNESDAY, JUNE 1, 1949 TEN CENTS

90,097 Film Houses in the World: U. S.

Increase of 11,123, Or 14% in Two Years

WASHINGTON, May 31. — There were an estimated 90,097 motion picture theatres operating in 116 countries throughout the world on Jan. 1, 1949, an increase of 11,123, or 14.1 per cent, over the 1947 estimated total of 78,974 theatres, the U. S. Commerce Department reported here today.

Approximately 72 per cent of all features shown in these 90,097 theatres were U. S. productions.

The report, made by film chief Nathan D. Golden, said that part of this increase, especially in Europe and the Far East, represented reopening of theatres closed by the war, but that

(*Continued on page* 4)

NewUA,OdeonDeals In View; Sears Back

Gradwell L. Sears, president of United Artists, has returned to New York from London, where he and Arthur W. Kelly, executive vice-president, undertook to gain additional bookings in the J. Arthur Rank-controlled Odeon circuit in which UA has substantial, but non-voting stock interests. That they met with some success was indicated, but Sears was not available for comment. Kelly is now on the Continent.

Denied at the home office here were reports from London that the UA chiefs had entered into discussions with the Rank interests on the sale of

(*Continued on page* 4)

E-L Sale Talks Are 'Very Much Alive'

Notwithstanding the absence of developments since negotiations for Edward Small's purchase of Eagle-Lion were transferred here from the Coast nearly three weeks ago, one of the principals in the discussions yesterday described the negotiations as "very much alive."

Most of the business in connection with the negotiations is being carried on by telephone among officials of Pathe Industries here and First National Bank of Boston executives who will decide whether control of E-L, Pathe subsidiary, will go to Small.

First Runs Still Off; $60,000 for 'Tulsa'

New York first-run business continues sluggish for the most part. The long weekend was credited with only a minor assist. Theatremen in the Broadway area are said to be giving some thought to new cuts in admission scales as a possible answer to box-office doldrums but definite decision on this has yet to be reported. Only change so far is the re-scaling at the Park where beginning today more lower-priced seats will be added but with roadshow prices to be continued.

"Tulsa" is going fairly well at the Capitol where the first week, with Eddy Howard and Marilyn Maxwell on stage, probably will result in a gross of $60,000. "Beautiful Blonde from Bashful Bend" with Al Bernie topping the stage show at the Roxy should provide a moderately healthy first week's take of $78,000. "The Younger Brothers" with Bobby Byrne's orchestra on stage should give the Strand about $37,000.

Second week of vaudeville at the

(*Continued on page* 4)

MGM Cuts Clearance In Three Ohio Towns

CLEVELAND, May 31—M-G-M has reduced clearances in at least three known situations in this area, namely at Lorain, East Liverpool and Sandusky. In Lorain, clearance to the Lorain and Dreamland theatres has been reduced from 54 days to 35. In East Liverpool, the clearance of the Ceramic Theatre over subsequent-run houses, is reduced from 60 days to 42, while in Sandusky Warners' first-run clearance of 60 days over subsequent-runs has been reduced to 28 days.

Two Exhibitor Meets In Tenn. This Month

Memphis, May 31.—Two exhibitor associations will hold conventions in Tennessee during June. The Tennessee Theatre Owners Association will meet at the Hotel Patten, Chattanooga, on June 10, and the Allied Independent Theatre Owners of the Mid-South will convene at the Hotel Chisca here on June 28-29.

Theatre Owners of America executive director Gael Sullivan will be the principal speaker at the Chattanooga meeting. Trade practices, 16mm. competition and taxation problems will be discussed at both conventions.

20th's Philadelphia Plan Grosses Mount

Twentieth Century-Fox's earlier runs plan in Philadelphia has made it possible for "Mr. Belvedere Goes to College" to out-gross "The Snake Pit" and "Sitting Pretty" by more than 20 per cent in that city, the company reported here yesterday following the first five days' application of the Philadelphia plan.

Compared with the other two pictures, both being previous high grossers, "Belvedere" grossed from $1,000 to $5,000 more over the five-day period in a majority of the Philadelphia theatres, the company said.

"The new distribution plan has done everything we expected of it," A. W. Smith, Jr., 20th-Fox distribution vice-president, declared here yesterday.

Precedent Is Threatened In FTC 'Blimp' Decision

WASHINGTON, May 31.—A Federal Trade Commission trial examiner has recommended to the full Commission a proposed order that United Artists cease and desist from distributing or advertising "Colonel Blimp" in any abridged version without clearly disclosing that the film is a cut version.

If the order is upheld by the full Commission, it can have wide effect on film advertising, for while directed to the one film, the order would serve as a precedent for all films.

Examiner Abner E. Lipscomb ruled that UA's methods of advertising a cut version of "Blimp" led many people to believe that it was the full, un-

(*Continued on page* 4)

Wilson Wants More UK Films in Canada

Toronto, May 31.—Harold Wilson, president of the British Board of Trade, concluded his Canadian tour last night with an address before the Canadian Board of Trade in which he called for increased outlets in the dominion for British films. This was his only reference to the industry. He said his Canadian visit was only for "fact finding."

Eric A. Johnston, president of the

(*Continued on page* 4)

Trend Toward Earlier Runs For Drive-ins

May Move Up to First Chicago Availability

Distribution executives and attorneys are taking a dim view of complaints of exhibitor organizations—Iowa-Nebraska Allied was the most recent—against early runs for competitive drive-in houses.

While not committing themselves to any blanket policy, film company spokesmen here maintain they are called upon under court order to sell in non-discriminatory manner and if the drive-in represents a bigger money outlet than the competitive conventional house, the drive-in is issued the earlier license.

In some instances the open houses actually have successfully bid against regular theatres, but this is only in smaller towns so far. In Ocean City,

(*Continued on page* 4)

Allied Board Wary Of 20th-Fox Plan

DALLAS, May 31.—The Allied States Association national board recommended a "wait and see policy" in regard to the recent 20th Century-Fox proposed increase in film rentals at a meeting here today held in conjunction with a Texas ATO convention. The board also reaffirmed previous stands on competitive bidding and behavior of film stars.

In a resolution the board urged regional ATO organizations to follow the 20th-Fox plan closely in order to take any action deemed necessary, again voiced opposition to competitive bidding and added a recommendation that in instances where pictures are sold by bids those bids should be open for inspection. The Finnernan Plan, proposed by independents some months ago, was reaffirmed by the board with

(*Continued on page* 4)

William Hebert Quits Goldwyn Studio Post

HOLLYWOOD, May 31. — William Hebert, advertising-publicity director for Samuel Goldwyn studio, has resigned his post, effective this week, with both Goldwyn and Hebert terming the separation as "amicable." Charles Spangler, Hebert's assistant, has been appointed acting director; Hebert will vacation in Honolulu before announcing his plans.

Personal Mention

MARVIN H. SCHENCK, Loew's vice-president, left New York yesterday for Hollywood, where he will make his headquarters at the Culver City studios.

•

BARNEY BALABAN, A. W. SCHWALBERG, TED O'SHEA, OSCAR MORGAN, MAX YOUNGSTEIN, FRED LEROY, JOSEPH WALSH and RICHARD MORGAN were among Paramount executives who returned from Paramount studio conferences in Hollywood yesterday.

•

ALBERT MANNHEIMER, JR., returned to the Coast Sunday after coming to New York to attend services for his father, the late ALBERT MANNHEIMER, who was director of exchange operations for Film Classics.

•

L. E. GOLDHAMMER, Allied Artists-Monogram Eastern sales manager, will leave New York today for Philadelphia.

•

SIDNEY GARFIELD, Warner publicist, and MRS. GARFIELD became the parents of their second child, a girl, born Sunday at Jewish Hospital, Brooklyn.

•

PAUL SCHUMACH of Metropolitan Photo Service and ADELE BECKER of Cinema Circuit and Jewish Theatrical Guild were married here on Saturday.

•

H. M. RICHEY, M-G-M exhibitor relations head, left New York yesterday for Dallas where he will attend the meeting of Texas Allied.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, is due here from the Coast tomorrow. He will leave for Europe in about a week.

•

FRANK YOUNG, United Artists office manager at Chicago, has resigned after serving 27 years with the company.

•

ROBERT GOODFRIED, Eagle-Lion publicist, is in San Francisco from Hollywood.

Alexander Reh, WB's Mastbaum Manager

PHILADELPHIA, May 31.—Alexander Reh, manager of Warners' Mastbaum Theatre here, died at his home in Upper Darby, yesterday. Reh, who was born in New York City, came to Philadelphia with his family as a boy. He joined the Stanley Company in 1918, then became associated with Warner Brothers when they absorbed Stanley.

Reh leaves a widow, Mabel, two sons, a mother and two brothers. Funeral services will be held Thursday at Oliver H. Bair's, Philadelphia. Burial will be in Arlington Cemetery, Drexel Hill.

di Lorenzo Dead at 26

HARTFORD, May 31.—Joseph di Lorenzo, 26, formerly Connecticut district manager for Daly Theatres Corp., of Hartford, has been found dead in his hotel room here.

N. Y. Variety Club To Open on Friday

A ribbon-cutting ceremony on Friday at five will open the Variety Club of New York, in the Astor Hotel, with Max Cohen, local circuit operator, and first president of the new branch of Variety International, presiding. Large-scale induction ceremonies will not be held until October.

Mitchell Pantzer Files NSS Suit

HOLLYWOOD, May 31.—Mitchell Pantzer, operating the Independent Poster Exchange, Philadelphia, has started suit alleging libel, in the Federal District court in New York City against Herman Robbins, president of National Screen Service Corp., asking $500,000 damages.

Pantzer, who is also president of the Independent Poster Exchanges of America, stated: "In my capacity as president of the Independent Poster Exchanges of America, I had written National Screen, objecting to excessive increases and charges demanded of the independent poster men, for standard accessory advertising material, which National holds under exclusive production and distribution rights for most of the film producing companies.

"In reply," said Pantzer, "Robbins wrote a letter to members of the Independent Poster Exchanges of America. In this letter, Robbins villifies and libels me with statements that have absolutely no foundation of truth."

National Screen Service officials here declined to comment yesterday on the Pantzer suit.

Legion Gives French Film a 'C' Rating

National Legion of Decency has given the French film, "Devil in the Flesh" (A.F.E. Corp.), a Class C rating.

Other rated this week by the Legion are: "All Over Town," J. Arthur Rank-UI, and "Frontier Investigator," Republic, both placed in Class A, Section I; "Any Number Can Play," M-G-M, and "Roughshod," RKO, both in Class A, Section II; "The Big Cat," Eagle-Lion, and "Lust for Gold," Columbia, both in Class B.

MPS Gets 'Pagliacci'

Neil Agnew, Motion Picture Sales Corp. president, now in Europe, has concluded a deal for Western Hemisphere release of "Pagliacci," Technicolor film made in Italy with the La Scala cast and orchestra, it was announced here by Charles L. Casanave, vice-president.

Roth Leaves Classics

CHICAGO, May 31.—Max Roth has resigned as district manager of Film Classics for the Midwest after a year in the post.

Jurisdictional Tilt Goes to Washington

An application by the Sign Pictorial and Display Union, Local 230, Brotherhood of Painters, Decorators and Paperhangers of America, AFL, for an election among employes at the RKO Radio home office now in the jurisdiction of the Screen Publicists Guild, has been rejected by Charles T. Douds, New York regional director of the National Labor Relations Board, it was announced here yesterday by the SPG.

Following the SPG announcement, however, a spokesman for a group of RKO Radio employes who have resigned from SPG reported that Douds' decision was "temporary," and that the regional director has asked the NLRB in Washington for a "direct ruling" on Local 230's application.

Queried on the matter, the NLRB here reported that Douds dismissed the petition as "inappropriate," but that an appeal of the decision filed by Local 230 is currently being considered by the NLRB in Washington.

Series of Percentage Suits Filed in South

CHARLESTON, S. C., May 31—Percentage suits were filed here against Herbert B. Ram and Sam Bogoslawsky, also known as Sam Bogo, as defendants. United Artists, Paramount, Loew's, RKO Radio, Universal, 20th Century-Fox, Warner Brothers and Columbia each brought suit, naming in the complaints the Little Patricia and Patricia theatre in Aiken, the Carolina in Batesburg, Liberty in Johnston, Leesville in Leesville, Hollywood in McCormick and Graniteville in Graniteville, all in South Carolina; also the Lakeview in Augusta.

Donald Russell, C. Erskine Daniel and T. Sam Means, Jr., of Spartanburg, and C. T. Graydon of Columbia, signed the complaints as attorneys for the plaintiff. Sargoy and Stein of New York are of counsel.

Ascap, Telecasters Still in Huddles

Ascap and television industry representatives are continuing their parleys here on terms of a video music licensing contract with both sides reporting further progress but yet to reach an actual overall agreement. The present gratis arrangement will expire on June 15 with another extension considered likely just as long as "progress" continues.

Bergman Reports 50 Bond Premieres

More than 50 theatres have already set bond premieres of Universal-International's "Illegal Entry" and "Take One False Step," during the U. S. Treasury's current "Opportunity Savings Bond Drive," including the Fox West Coast and Schine circuits, Maurice A. Bergman, industry chairman for the drive, announces.

Newsreel Parade

THE Atomic Commission inquiry and the wedding of Rita Hayworth are current newsreel highlights. Other items include Admiral Kirk being sworn in; aviation news, Churchill praising the U. S. and sports. Complete contents follow:

MOVIETONE NEWS, No. 44—Atomic Energy Commission investigated. Cleveland: AFL holds union industry show. Rita Hayworth weds. Latest trailer models. Pilots in high temperature tests. Glasgow: Churchill pays tribute to U. S.

NEWS OF THE DAY, No. 278—Churchill's tribute to the U. S. "Father of the Year": Dr. Ralph Bunche. Wedding bells for Rita. Haitian-look for new summer hats. High tests for supersonic pilots. Herring run. Ali Baba's cave found in Egypt.

PARAMOUNT NEWS, No. 81—West Germany constitution comes into force. Newest coaches hit the road. President Dutra inspects TVA installations. Admiral Kirk sworn in as Ambassador to Russia. Lilienthal testifies at atomic probe. You, too, can own a unicycle. Stork works overtime in Munich zoo.

TELENEWS DIGEST, No. 22-A—Atomic inquiry. Berlin: another blockade. Ethiopia: Liberian anniversary. Puerto Rico: College of Agriculture launches a summer course in marine biology.

UNIVERSAL NEWS, Vol. 252—Atomic inquiry. President Dutra of Brazil visits Tennessee Valley. Admiral Kirk, new ambassador to Russia. General Clay arrives home. Ali Baba's cave is found in Egypt. Horses. Paris: roller skating.

WARNER PATHE NEWS, No. 83—Fathers in the news. Army project test at UCLA. Helicopters crash in England. Trailer show. Dog school. Push-car race. Rodeo.

Farrow Cuts Duties On Doctors' Advice

LONDON, May 31—Following the advice of his doctors, Leslie W. Farrow has resigned from the directorates of Odeon Theatres and its various subsidiaries, but will remain on the board of Manorfield Investments, Ltd., J. Arthur Rank's controlling company. Farrow, aged 60, has been Rank's closest advisor for the past 10 years.

G. Woodham-Smith, legal counsellor of the Rank interests, has been elected to the Odeon board to succeed Farrow. The latter will also reduce his professional activities.

Silverman Plans to Set Film Financing

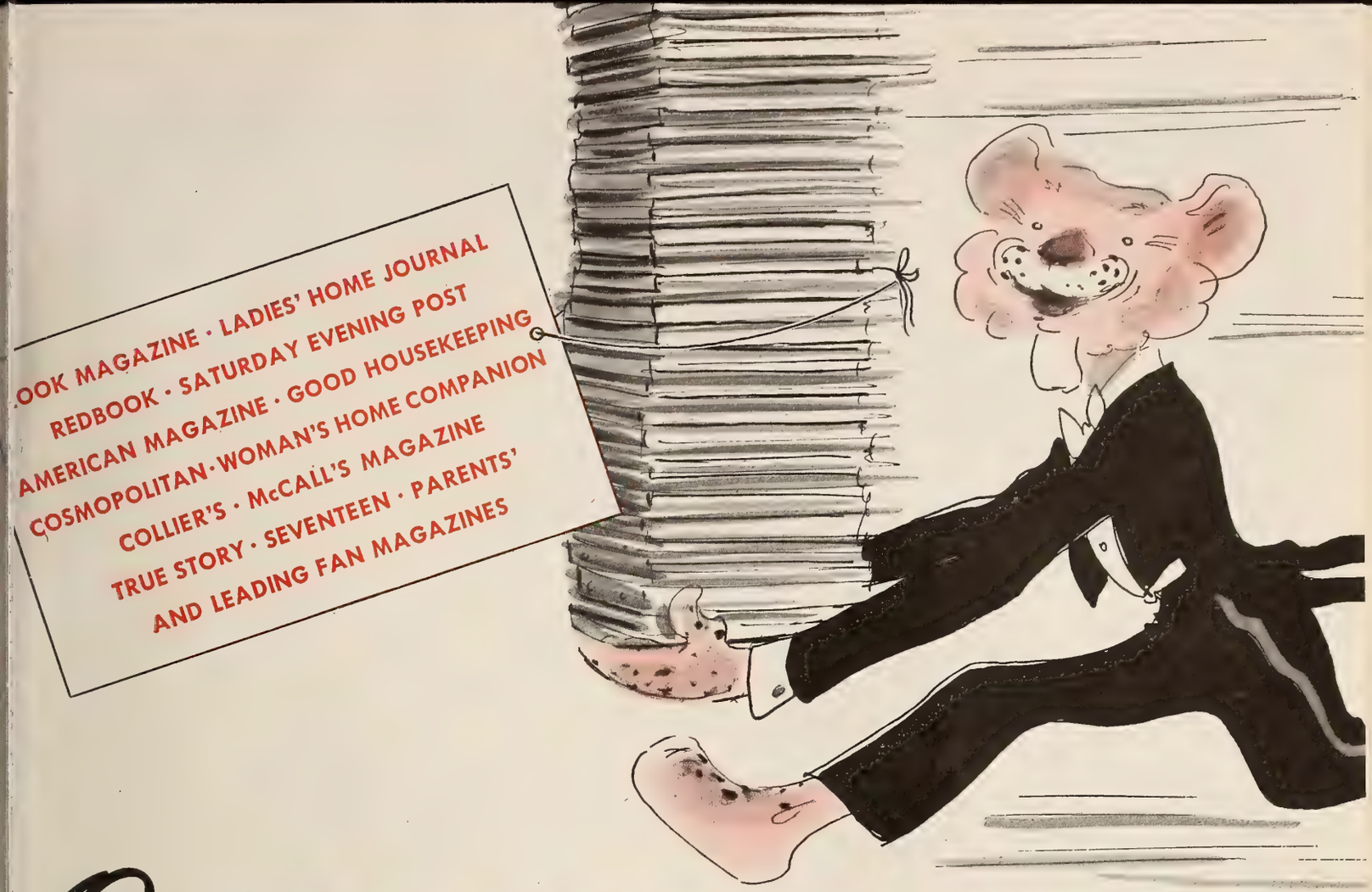
CHICAGO, May 31.—Edwin Silverman, head of Essaness Theatres here, is forming an exhibitor group to provide financing for independent producers.

Silverman said today that he and his prospective associates in the plan consider film terms to be "out of line." They want to see more films made available for theatres.

Gives Awards in London

LONDON, May 31.—Hollywood Academy Awards made to British film personnel were presented here Sunday by Mrs. Lewis W. Douglas, wife of the U. S. Ambassador, with Sir Lawrence Olivier speaking on behalf of the recipients. Sir Michael Balcom, chairman of the British Film Academy, also presented its 1948 awards.

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Not just once in a while but regularly M-G-M advertises its pictures for your benefit. When you sign an M-G-M contract you can consider M-G-M's regular advertising as part of your campaign! And not only in these magazines with readership of 148,600,803, but also regularly contracted radio spots in 46 cities. Plus regularly established teaser campaigns in newspapers in 50 cities.

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(*Technicolor*)

"LITTLE WOMEN"
(*Technicolor*)

"COMMAND DECISION"

"BARKLEYS OF BROADWAY"
(*Technicolor*)

"EDWARD, MY SON"

"THE STRATTON STORY"

Coming campaigns will be chosen from these:
"Madame Bovary" • "Forsyte Saga"
"Any Number Can Play" • "In the Good Old Summertime" and many more

Back The Motion Picture Industry's
U. S. Savings Bond Drive, May 16—June 30

Argentine Grosses At All-Time Peak

Theatre business in Argentina continues to spiral upward following a wartime boom, with the result that grosses at present in that country are 25 per cent greater than they were at the wartime peak. This was reported here yesterday by Argentine producer-director Hugo Fregonese and secretary of the Argentinian Academy of Motion Picture Arts and Sciences Charles De Cruz, both of whom are beginning extended U. S. visits. The Argentinians estimated that their country's theatre business this year is 10 per cent better than last year.

"Johnny Belinda," they said, has broken all box-office records in Argentina. Other pictures whose box-office performances were cited are: "Arch of Triumph," "Sitting Pretty," "Street With No Name," "Naked City," "The Search," and "Open City."

Fregonese, who will endeavor to close a U. S. distribution deal for his recently-completed "Hardly a Criminal" before he returns to Buenos Aires three months hence, will seek to persuade American producers that Argentina offers many advantages for those making pictures abroad.

Wilson Wants More

(*Continued from page* 1)

Motion Picture Association of America, also is here, but apparently the two did not meet. Wilson left here for London today by plane.

Johnston Wants 'Private Action'

In an address before the Canadian Club today, Johnston spoke against what he termed "big" government, holding it results in "little" people, "little" business organizations. He said: "We are wondering today if we can't come up with solutions to our social and economic problems by group action. We are wondering if we can't get the security our people are clamoring for through private action—by a concert of minds and action among management and labor."



New York 1st Runs

(*Continued from page* 1)

Palace looks like a duplicate of the first with $29,000, a very handsome figure, again apparent; eight new acts and "Slightly French" comprise the show. "Jigsaw" is doing fair business at the Mayfair which has about $14,000 in view for the first week.

The large number of New York visitors at the weekend helped to boost returns at the Music Hall where "The Stratton Story" with a stage show is headed for a nice third and final week's gross of $127,000; "Edward My Son" will open at the Hall tomorrow.

"Sorrowful Jones" will open at the Paramount on Sunday, the first Sunday opening at the house in its history, to succeed "Manhandled" which, with Janet Blair and Jan Murray on stage, completed its first week with about $56,000, which is fair income.

"Home of the Brave" is holding to a robust pace at the Victoria where a big $23,000 is in prospect for a third week. "We Were Strangers" is losing ground at the Astor with about $12,000, rather slow, indicated for the fifth week. "Lady Gambles" is doing well enough at the Criterion which looks for $20,000 in a second week.

"Champion" continues to be one of the better holdovers with $16,000 likely in a good eighth week at the Globe. "Johnny Allegro" is at the Rivoli, having moved in on Sunday to replace "One Woman's Story." House did about $10,500 for the last five days of "Story," including business on Sunday when a "preview" of "Allegro" also was on the bill.

'Blimp' Decision

(*Continued from page* 1)

cut version and recommended an order that the word "abridged" or some similar word appear very close to the title of the film in any advertising of a cut version. He also recommended that UA be required to stop using quotes from film reviews of the uncut film in advertising the cut version.

UA has filed exceptions to almost the entire trial examiner's ruling and proposed order. The FTC attorneys have filed their final briefs with the full Commission, and when the UA brief comes in from Attorney Edward Raftery, the Commission will set a date for final argument in the case.

Raftery is said to be not so much interested in "Blimp" itself, it having been played out for some time, but is said to be concerned primarily with the precedental aspects of the FTC ruling.

UA, Odeon Deals

(*Continued from page* 1)

UA's Odeon shares. It was said that UA would be amenable to a deal only if British pounds from a sale could be converted into dollars. Rank reportedly would be willing to buy out UA at about 800,000 pounds ($3,200,000), but has not made any firm offer.

Allied Board Wary

(*Continued from page* 1)

the group emphasizing that such star behavior as the Ingrid Bergman and Rita Hayworth public romances damages all phases of the industry.

Texas ATO members will meet in a business session tomorrow. Colonel H. A. Cole, for a quarter of a century head of the Texas organization, will be honored at a banquet Wednesday.

90,097 Film Houses

(*Continued from page* 1)

a large portion were new theatres built during the past two years.

Seating capacity as of Jan. 1, 1949 was 48,750,147, compared with 42,667,411 two years earlier.

Golden said that U. S. films today are facing their greatest and most intensive competition from European and Latin American films, made often with government assistance, and that therefore "precise information as to the potentialities of the individual markets" was more than ever necessary. The report praised the contribution of American films abroad as "silent salesmen" for other American products. It quoted a message by American Vice-Consul Blackman, in Trinidad, that "during their period of currency restrictions when American merchandise is very scarce, the American film industry renders a real service to American industry as a whole by keeping American products and new developments before the public." Says Golden: "Trade still follows the film."

Middle East Gains Most

The huge growth in theatres, Golden declares, shows "the desires of people the world over for their most economical entertainment—the motion picture." He praises Hollywood for continuing—despite quotas and other restrictions—"the flow of U. S. films to the four corners of the world, enabling the peoples of those countries to see how a true democracy lives and plays."

U. S. figures in the Golden survey are based on the MPAA figures. Other figures come from Embassy and trade sources overseas.

Biggest increase during the two-year-period came in the Middle East, where theatres increased from 1,876 to 2,676—or 42.6 per cent. The only drop reported was a 2.2 per cent decline in the U. S.—from 18,765 to 18,351. (The Motion Picture Association of America total shows distributors' film rental accounts. A Quigley Publications' market study of one year ago reported 16,880 regularly operated theatres open more than three days a week and more than three months a year).

Europe Jumps 20%

The Far East reported a 30.4 per cent increase, from 2,701 theatres to 3,523 theatres. The Atlantic Islands were up 36.0 per cent—from 122 to 166. Europe showed a 19.9 per cent jump—from 43,652 theatres to 52,344. South America had a slim 6.9 per cent increase—from 4,672 to 4,994—and Mexico and Central America increased from 1,653 to 1,952 or 18.0 per cent.

The Caribbean area's theatre increased 8.8 per cent from 659 to 717. The South Pacific's went from 2,080 to 2,268, a 9.0 per cent jump, and Africa's theatres went from 1,171 to 1,281, an increase of 9.4 per cent. Canada's theatres increased 13.5 per cent—from 1,493 to 1,695.

U. S. films naturally chalked up the best record in the U. S. and Puerto Rico, where they accounted for 95 per cent of the screen time as of Jan. 1, 1949. In the Caribbean area, they accounted for 82 per cent, in the Atlantic Islands for 81 per cent and in Mexico and Central America, Canada, and the South Pacific for 75 per cent. In South America, U. S. films got 64 per cent of all screen time and in Africa, 62 per cent.

Runs for Drive-ins

(*Continued from page* 1)

Cal., for one, the Mid-Way Drive-in won out in bidding against the Margo Theatre for an RKO first run. Previously the Margo had been playing seven days after downtown San Diego. Although this is a single situation, there is a general trend toward earlier availabilities for drive-ins in many sections, it is said here.

Drive-ins in many sections being a seasonal operation, distributors in all cases are not too anxious to sell away from standard houses despite immediate revenue gains, for the obvious reason that they are dealing with the standard runs all year around. Product splits have been one means of settling differences in large measure but not entirely. Negotiation of run and competitive bidding are resorted to by some distributors when "problems" are encountered.

No Hard-and-Fast Rules

Any hard-and-fast rule governing film company selling to drive-ins could hardly be adopted, it is said. Each situation must be examined on a strictly individual basis with consideration given to rental yield, the existence of substantial competition and, of course, policy of the theatre. Distributors for example were averse to selling on percentage to one drive-in which recently set admissions at one dollar per car regardless of the number of occupants.

Auto-ramp houses have become a definite part of exhibition in the past two years particularly and still are mushrooming throughout the country, according to some distributor records which list close to 2,000 of them. That they are making inroads on the grosses of the conventional houses would seem to be evidenced by the number of theatre organizations which have adopted resolutions aiming to relegate them to last run. Some in the industry incline to the belief that the drive-in draws an almost entirely new patronage.

Some Yield Top Money

Importance of the open-air stands as top money yielders is underlined by success of the three top ones in and near Chicago, particularly Jack Barger's Twin Drive-in in Oaklawn, a suburb, where $30,000 is not an unusual week's gross, it is said. The Twin is now playing first-run after the Loop and may move up to full Chicago first-run this summer, it is believed in some quarters here. This would hardly involve a top film which normally plays the Loop first and the Twin second, however, but rather an attraction not likely to get the two runs. The consideration here would be whether the Twin alone on first-run could mean a better deal for the distributor than a Loop house on first-run.

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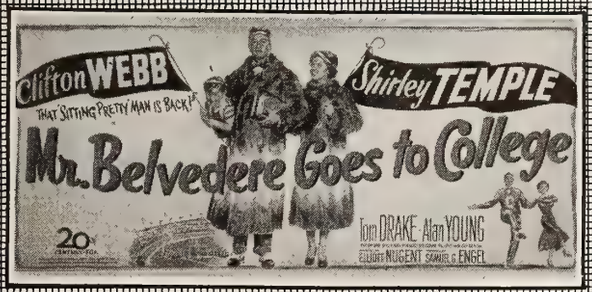
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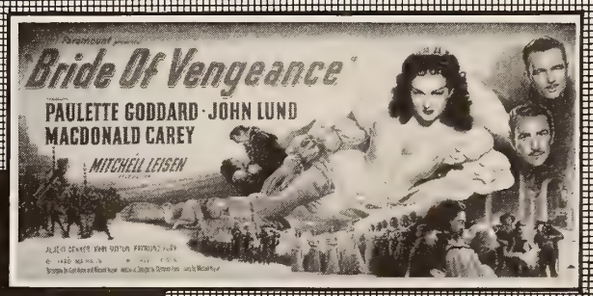
"The motion picture good enough to sell itself has not yet been made"

Martin Quigley











NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

"Home of the Brave"

HAS BROKEN THE ALL-TIME HOUSE RECORD SET BY "RED RIVER" AT THE WOODS THEATRE, CHICAGO

thru UA

SCREEN PLAYS CORP. presents

"Home of the Brave" with DOUGLAS DICK • FRANK LOVEJOY • JAMES EDWARDS • STEVE BRODIE • JEFF COREY • LLOYD BRIDGES

PRODUCED BY **STANLEY KRAMER** • Based on an original play by ARTHUR LAURENTS • Screenplay by CARL FOREMAN

Associate Producer ROBERT STILLMAN • Directed by MARK ROBSON • Musical Score by DIMITRI TIOMKIN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 107 NEW YORK, U.S.A., THURSDAY, JUNE 2, 1949 TEN CENTS

Films in Pact Pending With 12 Countries

Reciprocal Agreement to Include Equipment Also

WASHINGTON, June 1.—U. S. Commerce Department film chief Nathan D. Golden will leave here shortly for Annecy, France, to serve as a consultant and adviser to a U. S. committee negotiating new reciprocal trade agreements with 12 foreign countries. Concessions for films and film equipment will be involved in all 12 treaties.

Participating countries include Columbia, Denmark, Dominican Republic, El Salvador, Finland, Greece, Haiti, Italy, Nicaragua, Peru, Sweden and Uruguay.

After the conference, Golden will visit motion picture centers in all major Western European countries. He expects to be gone about six weeks, accompanied by Mrs. Golden. In his absence, George R. Donnelly will be acting chief of the Commerce Department's film section.

Grainger Presides At Sales Meet Today

James R. Grainger, Republic sales vice-president, will preside at a two-day sales meeting at the company's home office today and tomorrow. Herbert J. Yates, Republic president, will address the meeting, which will be attended by home office executives and branch managers, including Edward L. Walton, assistant sales manager; division manager Walter L. Titus, Jr.; John Curtin, assistant to Grainger; John Alexander, manager of the contract department, and William M. Saal, executive assistant to Yates.

Branch managers present are Wil-

(*Continued on page 6*)

Independents Honor Steve Broidy Tonight

HOLLYWOOD, June 1.—Steve Broidy, president of Allied Artists-Monogram, will be honored at a testimonial dinner here tomorrow night at Lucey's, in observance of his 25th anniversary in the industry. The dinner will be given by the Independent Motion Picture Producers Association, of which I. E. Chadwick is president.

Arrangements for the invitational affair were made by a committee composed of Sam Katzman, Harry H. Thomas and Robert L. Lippert.

$2-Million New York Trust Suit Names 4

RKO, 20th Century-Fox, Warners and Universal were named defendants in a $2,250,000 triple-damage anti-trust action filed yesterday in U. S. District Court here by Beathecorp, Inc., and Salana, Inc., former and present operators, respectively, of the Beacon Theatre here.

Beathecorp asks triple damages totaling $900,000 and charges violation of the anti-trust laws between 1944 and 1946, the period during which it operated the Beacon. Salana asks triple damages totaling $1,350,000, and makes the same allegation for the period of 1946 to the present.

Plaintiffs claim the defendants refused to contract for first-run pictures at the Beacon during the respective periods of operation, and maintain the house is superior to nearby RKO theatres. It is charged that the defendants entered into franchise, cross-licensing, clearance and other agreements in violation of the anti-trust laws.

Variety to Enlarge Will Rogers Hospital

Variety Clubs International, formally taking over the financial support and direction of the Will Rogers Memorial Hospital at Saranac Lake as its first international Heart project on June 9, will enlarge and re-equip the sanitarium.

Variety in its first year plans to expend $200,000 on the sanitarium, and will erect a new staff building.

(*Continued on page 6*)

Senate Quota Debate Is Off for a Month

Washington, June 1.—Senate Debate on extending the Reciprocal Trade Agreements Act, which is expected to include extended discussion of the British film quota, is off for a month due to the continued illness of Senator George, chairman of the Finance Committee which handles the bill.

Senate leaders have now scheduled debate on the Taft-Hartley repeal and possibly the North Atlantic pact ahead of reciprocal trade.

SRO, E-L to Release Two Concurrently

David O. Selznick's "Portrait of Jennie" will be concurrently released by the Selznick Releasing Organization and Eagle-Lion under terms of a deal consummated here yesterday by Sidney G. Deneau, sales vice-president of SRO, and William J. Heineman, sales vice-president of Eagle-Lion. SRO said that this is believed to be the first time that national distribution of any feature has been concurrently handled by two separate companies.

Eagle-Lion will also share in concurrent distribution of "The Fallen Idol" when that film is released about September 15.

All circuit and first-run sales will

(*Continued on page 6*)

Johnston Officiates At Quigley Awards Ceremony

Substantial Rise in Studio Employment

Hollywood, June 1.—Studio employment increased substantially in April, according to the monthly report of the California Labor Statistics Bureau which showed an index figure of 73.1 per cent on a scale which regards the 1940 average as 100. The March figure was 67.8, and April a year ago was 79.5.

Weekly earnings were down, however, from March's $97.50 to $94.74 with the average work week down from 40.4 to 39.3 hours.

At an informal ceremony held yesterday in the executive quarters of the Motion Picture Association of America office here, MPAA president Eric A. Johnston presented to Mrs. Alice N. Gorham of Detroit and Willis Shaffer of Atchison, Kans., the Quigley Showmanship Awards for 1948.

To Mrs. Gorham went the top prize, the Silver Grand Award, for her campaigns in Detroit as advertising-publicity manager for United Detroit Theatres. Shaffer received the Bronze Grand Award for his campaigns as manager of the Atchison theatres of the Fox Midwest circuit. Mrs. Gorham was the first woman to receive the top Quigley Award since the prizes for showmanship were initiated in 1934.

Guillermo Echazu, winner of the

(*Continued on page 6*)

MPAA Sets A $17-Million Loan to Italy

Pending Pact to Assure An Unrestricted Market

The Motion Picture Association of America expects to consummate soon with the Italian government a loan agreement which will obviate all threats of restrictions against U. S. films while serving to provide Italian production with much-needed financing.

An MPAA official revealed here yesterday that the loan, which is expected to total approximately $17,500,00 over a 10-year period, will be made by U. S. distributors in the form of 2,500,000 blocked lira (between $3,000 and $4,000) for each of the approximately 500 American pictures which will be dubbed in Italian for that market annually.

Gerald M. Mayer, MPAA Conti-

(*Continued on page 6*)

200 Pay Honor to Texas Allied's Cole

DALLAS, June 1.—An attendance of over 200, including nearly all national Allied States directors, was on hand today at the first general session of the convention of Allied Theatre Owners of Texas to honor H. A. Cole, president of the Texas unit for the past 20 years.

Television will not affect rural areas for many years to come and has not yet seriously affected urban theatres, the convention was told by several speakers, including Trueman Rembusch and Sydney Samuelson. John Wolfburg said that drive-ins are de-

(*Continued on page 6*)

U.K. Union Favors New Wage Scales

LONDON, June 1.—National Association of Theatrical and Kine Employes has recommended acceptance of the exhibitors' new wage scale offer, although terming it entirely inadequate. Tom O'Brien, NATKE secretary, was instructed to continue negotiations with the Exhibitors Association on the question of the grading of theatres by which wage scales are regulated.

The Exhibitors Association will

(*Continued on page 6*)

Clearance Suit Up In U.S. Court Today

PHILADELPHIA, June 1.—What is believed to be the first case involving clearance-and-run between towns to be heard in a Federal Court since the U. S. Supreme Court decision in the Paramount case last year, will come up in U. S. District court here tomorrow when the anti-trust suit against seven major distributors, is heard before U. S. Judge William H. Kirkpatrick.

Plaintiffs are Jack H. Greenberg and Ann Greenberg on behalf of the New Harbor Theatre in Stone Harbor, N. J., due to open around June 21.

Charging conspiracy and discrimination among the defendant distributors to prevent him from playing pictures in the New Harbor on territorial release and alleging that the defendants withhold product from his theatre until 14 days after Wildwood, Greenberg is asking first-run teritorial standing for the New Harbor on the basis that there is no substantial competition between theatres in the two communities. Stone Harbor is 14 miles from Wildwood by open roads, seven miles by toll bridge.

Hunts Theatres, operating in Wildwood and Cape May, have filed a petition to be a part defendant in the suit.

Kans. Mayor Here for Dual 'Jones' Premiere

Paramount will stage a dual world premiere of Damon Runyon's "Sorrowful Jones," starring Bob Hope and Lucille Ball, in Runyon's birthplace, Manhattan, Kansas, at the Sosna Theatre, and in Runyon's adopted home town, Manhattan, New York, at the Paramount Theatre, on Sunday.

Charles Rust, mayor of Manhattan, Kansas, is combining his first trip East of Detroit and his first flight to come to New York to be received today by Borough President Hugo E. Rogers as a Paramount promotion for the production.

Dunlap to England On Joint Filming

LONDON, June 1.—Scott Dunlap, Monogram production executive, is due here in July to advise on American market requirements in the production of the first of four films which it will make jointly during the next two years with Associated British-Pathe at Elstree Studios under the deal which the two completed recently in New York.

First on the schedule is "Red Wagon," a re-make of Eleanor Smith's novel, originally filmed by British International Pictures 15 years ago. Production is scheduled to start by Sept. 30 at the latest. At least one American star will be in each of the four films to be made, it was said.

'Entry' a Bond Film

Universal-International's "Illegal Entry" has been designated a bond premiere picture, with its first bond drive showing scheduled for June 9 at at the Ritz Theatre, Los Angeles, it was announced here by Maurice A. Bergman, industry drive chairman.

Personal Mention

ARTHUR LOCKWOOD, president of Theatre Owners of America, is due here from Boston early next week.

•

ED SCHNITZER, United Artists Eastern and Canadian sales manager, and SAM LEFKOWITZ, Northeastern district manager, will leave Boston today for New York.

•

DANNY KAYE, now in England, is the first American to receive that country's National Film Award. It was presented to him Tuesday in London.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, is in Boston today and will return to New York tomorrow.

•

WILLIAM L. BELL, Westrex European recording manager, has returned to Paris after a visit of several weeks in the U. S.

•

WILLIAM BROIDY, Monogram associate producer, has left Hollywood on a tour to Chicago, Cleveland, Philadelphia, Boston and New York.

•

MAX COHEN, New York circuit operator and president of the Variety Club of New York, has returned here from Saratoga Springs.

•

JACK L. GERTZ, Cleveland distributor of theatre premiums, is visiting in New York and is staying at the Hotel New Yorker.

•

LEO COHEN, foreign film distributor, has left here by plane for Europe.

NATE BLUMBERG, Universal-International president, will arrive here from the Coast tomorrow.

•

DOUGLAS FAIRBANKS, JR., acting as vice-president of the United Nations Association and chairman of the CARE committee, visited President Truman in Washington yesterday.

•

JACK CUMMINGS, M-G-M producer, will arrive here today from Europe and will proceed to the Coast on Saturday.

•

PAUL RENAUD, owner of the Douglas Playhouse, Yonkers, N. Y., has announced the birth of his second granddaughter.

•

E. J. MANNIX, M-G-M studio executive scheduled to arrive here today from the Coast en route to Italy, has postponed his trip for a week.

•

S. H. FABIAN, President of Fabian Theatres, has returned to New York from Saratoga Springs.

•

S. F. SEADLER, M-G-M advertising manager, is due back here next Monday from Europe.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, left here last night for Washington.

•

AL DAFF, Universal-International foreign distribution manager, will leave here on June 10 for Europe.

•

BEN HENRY, Universal-International manager in England, will leave here Saturday for London.

U.A. Maps $150,000 Campaign for 'Magic'

An advertising budget exceeding $150,000 has been mapped by United Artists for Edward Small's "Black Magic."

The distributor aims to open the film in some 400 situations throughout the country on August 19 at which time the publicity penetration is expected to be at its high point.

"Magic" is believed to be one of Small's most ambitious to date with negative costs said to have exceeded $1,500,000. The film was made mostly in Italy with Orson Welles and Nancy Guild.

Slate 'Sword' Ad Unit

HOLLYWOOD, June 1.—A special advertising-publicity unit will be created by Universal-International for the promotion of "Sword in the Desert," Robert Buckner production concerning pre-war underground fighting in Palestine, W. A. Scully, U-I distribution vice-president, has declared here. The picture is slated for a New York world premiere.

SPG, Sopeg Get Support

Pledges of support from various organizations have been received by the Screen Publicists and Screen Office and Professional Employees guilds, CIO, in their current contract negotiations with distributors, according to an SPG statement issued here.

Theatre Employment Of Minors Explained

Having been queried extensively recently by theatres regarding the employment of minors, the New York State Department of Labor here has released the following high-lights of the State Labor Law for the information of theatre managers and circuit executives:

Employment of a minor under 14 years of age in or in connection with a theatre is prohibited. Minors between 14 and 16 must possess working papers. Those in the latter age bracket may not be employed more than 6 days, or 44 hours a week, more than eight hours a day, and may not be employed between six P.M. and eight A.M. School-going minors between 14 and 16 and between 16 and 17 are covered by special provisions in the law relative to the number of hours they may work daily and weekly.

Cinecolor Reports $319,233 Profit

HOLLYWOOD, June 1.—An interim report to Cinecolor stockholders, issued here today and covering the 24-week period ending March 19, showed a profit of $319,233 before provision for Federal income taxes. The report stated that Film Classics, wholly owned subsidiary, lost $88,854 in the same period.

Short Subject

"Love That Beauty"

(*This Is America—RKO Radio*)

The art of trimming excess poundage from milady's figure is a big business in the U. S. The latest issue of This Is America turns to this "pursuit of glamour" by the ladies and shows how it has become an important industry in this commercial world. Some of the best sequences of the film show how the women go through what looks like ancient tortures in order to look a little more like the beguiling model in the magazine advertisement. The subject for the most part focusses on one housewife's efforts to follow in the rules of Goddess Diana. Running time, 18 minutes.

Birmingham Ban on 'Snake Pit' Asked

LONDON, June 1.—Birmingham Mental Hospital authorities have asked 200 local licensing justices to ban "The Snake Pit" in that city's 200 theatres. They contend that some depicted scenes are unknown in British mental hospitals and that the picture, if shown, would discourage voluntary treatment by patients and would unnecessarily upset relatives of patients.

At the Odeon Theatre here 20th-Fox has provided a prologue to the film, spoken from the stage, assuring the audience that the conditions shown relate to America only. The company plans to have the prologue recorded and added to the picture.

Halpern President Of Video Society

David Hale Halpern, vice-president of Owen and Chappell, advertising agency, has been elected president of the American Television Society. He succeeds Charles J. Durban.

Other officers elected were: Donald E. Hyndman, vice-president; Reynold R. Kraft, secretary, and Archibald U. Braunfeld, treasurer. The new board consists of Charles J. Durban, George Shupert, Ralph Austrian, Maurice Strieby, Edgar P. James, Halsey V. Barrett, and Jerry A. Danzig.

Four Drive-ins for Western Theatres

OTTAWA, June 1.—Four drive-in theatres, the first in Alberta, are planned for that part of Canada this year by Western Drive-In Theatres, Ltd., with two to be opened soon, one in Calgary and one in Edmonton. A third will be ready in Lethbridge by fall and the site for a fourth has been selected in Edmonton.

Offers $100,000 for Star

HOLLYWOOD, June 1.—Robert L. Lippert Prod. has offered a $100,000 salary to the actor chosen for the lead in its "The Baron of Arizona," a story of James Reavis, who contrived to build an empire in the Phoenix, Ariz., area.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising, Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GARY COOPER

THIS IS HIS ROLE OF ROLES!



TRADE SHOW
THE 10-MILLION READER BEST-SELLER ON THE SCREEN
JUNE 6!

LOOK AHEAD TO THE THRILL OF THE

FOUNTAINHEAD

CO-STARRING

PATRICIA NEAL

with
RAYMOND MASSEY
KENT SMITH
ROBERT DOUGLAS
HENRY HULL
RAY COLLINS

DIRECTED BY KING VIDOR PRODUCED BY HENRY BLANKE

Screen Play by AYN RAND • From her Novel "The Fountainhead" • Music by Max Steiner

BACK THE BOND DRIVE NOW!

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

WARNER BROS. ARE GEARED TO GO

AS NEVER BEFORE!



The 20th CENTURY-FOX Sales Policy in Action . . . BIG MID-WEST, MID-EAST, SO

"I want the Big One
down early tomorrow...
when we open
It Happens Every Spring!
Remember what happened
when we played
Mr. Belvedere Goes To College...
A Letter To Three Wives...
Yellow Sky...The Snake Pit...
The Beautiful Blonde From Bashful Bend...
Canadian Pacific...
Down To The Sea In Ships...
Mother Is A Freshman
Like I been tellin' you
There's NO Business
Like 20th CENTURY-FOX Business!"



BACK THE U.S.
SAVINGS BONDS DRIVE
MAY 16 – JUNE 30

SATURATION PREMIERES "IT HAPPENS EVERY SPRING" ST. LOUIS! PITTSBURGH! ATLANTA!

Will Rogers Hospital

(*Continued from page* 1)

The take-over program at Saranac will attract one of the largest gatherings of film industry executives and leaders in the East in recent years, according to Variety. The party will leave from New York on June 8, and will return June 10.

Among those expected to attend are: Robert J. O'Donnell, Walter Vincent, Harold Rodner, John H. Harris, Chick Lewis, Ted Gamble, A. Montague, Richard F. Walsh, Max A. Cohen, Si H. Fabian, George Eby, Marc Wolf, Jack Beresin, Carter Barron, Nicholas M. Schenck, Ned E. Depinet, Barney Balaban, Albert Warner, Sam Schneider, Jack Cohn, Spyros P. Skouras, Gradwell L. Sears, Nate J. Blumberg, Steve Broidy, Robert Savini, Arthur Krim, Bernard Kranze, Herbert J. Yates, Robert Lippert, Joseph Vogel, George Skouras, Sol Schwartz, Harry Brandt.

Also: Leo Brecher, Tom Connors, George Dembow, Gus Eyssell, Martin Quigley, Emil Friedlander, William German, Leonard Goldenson, Walter Green, Ben Kalmenson, Harry Kalmine, Robert Mochrie, Sam Rinzler, Herman Robbins, William F. Rodgers, Samuel Rosen, Abe Schneider, Fred Schwartz, William A. Scully, Charles P. Skouras, Morton Thalhimer, Murray Weiss, William White, Robert Weitman, Jack Alicoate, Ben Schlyen, Red Kann, Abel Green, Jay Emanuel, Arthur Ungar, William Wilkerson, Tom Kennedy, Mo Wax, Morton Sunshine, Peter Harrison, Dan Michaelove, Will H. Hays, Edmund Grainger, Leon Netter, Arthur Lockwood, William Ainsworth and Abram F. Myers.

At the program's close, the visitors will go to Lake Placid as guests of Fred Schwartz, vice-president of Century Circuit, New York, at a cocktail party and buffet supper at his lodge.

Under Variety's operation, the Rogers Memorial Hospital facilities will be available to those in the film industry (outside of production) and allied fields. Production's needs are met by the Motion Picture Relief Fund in Hollywood.

Grainger Presides

(*Continued from page* 1)

liam P. Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dervin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh.

Following the New York meeting, Grainger will leave for Chicago, where a two-day sales meeting will be held on Monday and Tuesday at the Blackstone Hotel. He will be accompanied by Walton, Titus and Curtin.

Titus will leave Chicago by plane for Atlanta, where he will preside at a two-day meeting on Tuesday and Wednesday at the Atlanta Hotel.

Texas Allied's Cole

(*Continued from page* 1)

veloping new picture-going customers.

Abram F. Myers, Allied States general counsel, spoke in a most optimistic vein about the future of the industry under the "new freedom." Other speakers were Fred Harrington, Nathan Hamins, Ben Berger and H. M. Richey, M-G-M exhibitor relations head, who saw the concern of the industry not so much the division of the amusement dollar from within, but in attempts of outside competitors to divide it from without.

Following the session a testimonial dinner to Cole was held in the Adolphus Hotel.

All convention delegates wore yellow ties emblazoned with a likeness of Cole. He was host to the delegates at a barbecue supper at his home here Monday night.

Johnston Presents QP Showmanship Awards



Quigley Publications Photo

ERIC JOHNSTON, president of the Motion Picture Association of America, presenting the top Quigley Showmanship Awards at the MPAA offices here yesterday to Mrs. Alice N. Gorham of Detroit and to Willis Shaffer of Atchison, Kansas. Above, left to right, are Mrs. Shaffer, Shaffer, Mrs. Gorham, Johnston and Martin Quigley, Jr.

Quigley Awards Ceremony

(*Continued from page* 1)

Special Overseas Award for his campaigns in Santiago, Chile, where he is manager of the Metro Theatre, received a scroll from Arthur Pincus, assistant advertising-publicity manager of Loew's International, who is on a South American tour.

Johnston took the occasion of the awards, which are conducted annually by the Managers' Round Table of *Motion Picture Herald,* to cite the vital role of showmanship in motion picture industry achievement.

"Yes," he told the winners who were present, "it's the showmanship— the special kind of showmanship that has stirred and stimulated our industry into greatness. It's the showmanship that created and developed a marvelous new art form and spread the impact of it around the world."

Johnston added: "That's the kind of showmanship that's an old but still exciting story to Martin Quigley. It's symbolized this year in the Quigley Awards to Alice N. Gorham, Willis Shaffer and Guillermo Echazu. It's a symbol, too, of what the movies mean to the millions."

Following the award presentations to Mrs. Gorham and Shaffer, Johnston volunteered to give them an award in his own behalf—autographed copies of his latest book, "We're All in It."

Representing his father at yesterday's ceremonies was Martin Quigley, Jr., who pointed out during conversations about the nature of the awards that the Quigley organization "is just a clearing house" for the showmanship campaign. Actually, he remarked, the advertising-publicity leaders in distribution and exhibition who serve as judges of the entries are the persons who make the awards possible.

Johnston, who took obvious pleasure in participating in the ceremonies, brought forth a round of laughter when, as the time for making the presentation to Mrs. Gorham approached, he quipped: "Well, I'm perfectly willing to carry coal to Newcastle by giving silver to Gorham."

Cameramen from the Associated Press, International News Photos and Quigley Publications photographed the presentations. Also on hand at the presentation ceremonies were Walter Brooks, director of *Manager's Round Table;* Tom Waller of the MPAA information office here, and Mrs. Shaffer.

Niles Hits Companies' Saturation Selling

ANAMOSA, Ia., June 1.—"No matter what you call a rose, it stinks the same," writes Charles Niles, Iowa-Nebraska Allied executive, regarding mass releasing deals and saturation selling, in an Allied Caravan bulletin sent to members of Allied of Iowa-Nebraksa.

"You can't blame the film companies if they can get the little exhibitors to pay 40 per cent and even 50 per cent (in film rentals), but every time you do this you are kicking the companies selling you a fair flat-rental right in the teeth."

Beauty to Travel

Winner of 20th Century-Fox's "Most Beautiful Blonde" contest will be selected on the stage of the Roxy here tonight. Contest is in conjunction with "Beautiful Blonde from Bashful Bend." Prizes include a trip to Havana.

Para. Subject Booked

Paramount's short subject, "Eyes on Hollywood," a one-reel nine-minute subject which gives a brief glimpse of forthcoming Paramount product through the eyes of five-year-old Mary Jane Saunders, has been booked gratis by Paramount in over 80 per cent of all possible situations, the company reports.

Rob Theatre of $5,000

CHICAGO, June 1.—Six bandits held up the Outdoor Theatre on Irving Park Road yesterday and escaped with a 500-pound safe containing $5,000. They tied up watchman Al Hahn.

Set Trust Suit Hearing

CHARLOTTE, June 1. — Final argument in H. B. Meiselman's anti-trust suit against major distributors and the Charlotte Amusement Co. is now set for June 16 in Asheville.

MPAA Italian Loan

(*Continued from page* 1)

nental European manager, is in Rome at present to participate in the signing of the agreement. The loan, viewed by the MPAA here as a compromise arrangement, was conceived by association leaders several months ago when Italy's production industry was exerting extreme pressure on the Italian government and legislature to take measures to halt the "flooding" of the Italian market with U. S. films.

Under terms of the agreement U. S. film companies will make loan payments to the Italian government's bank which, functioning much along the same lines as the Film Finance Bank in England, will provide individual Italian producers with funds. Advocates of the loan, both American and Italian, had expected the arrangement to be operative long before now; however, the MPAA official explained, Italian lawmakers persisted in offering "crippling" amendments which, while they have not been adopted, served to stimulate delaying discussions.

Loans Interest-Free

The loans will be interest-free, it is understood, but retention of the Italian market, described by the MPAA as "highly lucrative," is expected to be adequate compensation for the U. S. distributors. Repayment will be made to the American companies along with regular remittances. Details in this connection are expected to be announced when the agreement has been signed.

Among the advantages which the agreement will have for the American industry, the MPAA spokesman said, will be its assurance that only consistently high grade American films will be shown in Italy henceforth, thus increasing the prestige of the U. S. industry in that country. Makers of inferior quality pictures, he explained, are likely to find it financially unprofitable to turn over to the Italian government $3,000 or $4,000 per picture shipped to Italy since the earning power of poorer quality pictures is relatively low.

The MPAA official pointed out that responsibility for much of the so-called "flooding" of the Italian market with U. S. pictures lay with Italian distributors, who bought up large numbers of old and inferior American films for release in Italy. Italian producers urged restrictive measures since Italian-made films cannot compete successfully in that country against even inferior Hollywood pictures.

SRO, E-L to Release

(*Continued from page* 1)

be handled by SRO with E-L participation confined to all other situations.

In the past several months, Eagle-Lion has exclusively distributed major Selznick product, including "Duel in the Sun," "Mr. Blandings Builds His Dream House," "The Paradine Case," "Since You Went Away," "Spellbound," "Intermezzo," "Prisoner of Zenda," "I'll Be Seeing You," "Garden of Allah," "Rebecca," "Tom Sawyer" and "Bill of Divorcement."

U. K. Union Favors

(*Continued from page* 1)

take final action on the new scales at its summer conference at Gleneagles, Scotland, during the week of June 27. An acceptable compromise is expected as both sides fear the consequences of a nationwide theatre strike.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 108 NEW YORK, U. S. A., FRIDAY, JUNE 3, 1949 TEN CENTS

Distributors Step Up TV Trailer Plans

Initial Replies to TOA Appeal Report Progress

Distribution is decidedly receptive to Theatre Owners of America's bid for expanded use of television trailers to promote feature pictures, and appears to be anxious to experiment in that sphere of promotion, according to the first replies received by TOA executive director Gael Sullivan to the letters of advocacy he sent recently to company presidents.

RKO Radio, for one, expects soon to have trailers "adequate for serious testing of their effectiveness in any market where the television station is prepared to do a top quality scanning job," vice-president John M. Whitaker, replying in behalf of RKO president Ned E. Depinet, told Sullivan.

Herbert J. Yates, Republic president, informed the TOA executive

(*Continued on page 6*)

Mass. Theatres Fear 15-City Bus Strike

BOSTON, June 2.—Some 2,000 Eastern Massachusetts railway bus drivers went out on strike this morning, leaving 500,000 daily commuters stranded. Exhibitors in the following cities fear a shut-down if the strike continues: Melrose, Wakefield, Lowell, Lawrence, Haverhill, Newburyport, Lynn, Salem and Peabody, to the north of Boston, and Quincy, Brockton, Taunton, Fall River and Dedham, to the south.

Exhibitors in Boston are expected to feel the effects of the strike on weekend business.

RKO to Extend Vaudeville Policy

"Encouraged by the support given to the return of vaudeville to the Palace, New York, by the public, the press, radio and television," Sol A. Schwartz, vice-president and general manager of RKO Theatres, announced here yesterday that plans are now being formulated to introduce a similar policy of films and vaudeville in a number of cities throughout the country during the summer and early fall.

"It is our intention", Schwartz said, "to present eight acts of Palace vaude-

(*Continued on page 6*)

Columbia Profit on Upswing; $452,000 Earned in 39 Weeks

Columbia Pictures reports a new profit of $452,000 for the 39 weeks ended March 26, 1949, equal to 34 cents per share of common stock, against a profit of $855,000, or 96 cents per share, for the corresponding period in 1948.

However, showing a continued improvement this year, Columbia earned $304,000 for the 13 weeks ended March 26, 1949, compared with a profit of $171,000 for the 13 weeks ended Dec. 25, 1948, and a loss of $23,000 for the 13-week period ended Sept. 25, 1948.

The profit of $304,000 for the 13 weeks ended March 26, 1949, is substantially above the similar 1948 period, when $130,000 was earned.

Services on Sunday For David Balaban

CHICAGO, June 2.—Funeral services will be held here Sunday morning at the chapel at 5206 Broadway for David Balaban, 51, one of the founders of the Balaban and Katz circuit, who died on Wednesday in Highland Park Hospital following a heart attack. Interment will be in Waldheim Cemetery.

Balaban in recent years has been supervising director of B. and K. outlying theatres on the north side. He, with his brothers Barney, president of Paramount; John, secretary-treasurer of B. and K. Corp., and A. J., manag-

(*Continued on page 6*)

Kanturek Will Take U. S. Films to Russia

Louis Kanturek, Motion Picture Export Association supervisor of Eastern Europe, will accompany to Moscow the prints of the 100 Hollywood features which the Kremlin has asked to view in accordance with the agreement negotiated several months ago by MPEA president Eric A. Johnston with the Soviet Ministry. Visa applications have been submitted for approval.

MPEA states that because the films are intended exclusively for official preview purposes, the prints now being assembled here for shipment will be supplied in 16mm. versions only.

Phila. Plan Brings More Playing Time

Results of the new 20th Century-Fox distribution plan in Philadelphia, giving earlier runs to de luxe neighborhood houses, are giving the company's "Mr. Belvedere Goes to College" extra playing time in several of the 28 theatres which booked "Mr. Belvedere" to test the new plan, the company's home office reported here yesterday.

Among them, the Suburban, Ardmore and Keswick in Glenside are holding the picture for an additional three days over the original seven-day booking, while the Jeffries is running

(*Continued on page 6*)

UK Quota No 'Technical' Violation, Acheson Says

Schine Decision Seen Coming Next Week

Washington, June 2. — Schine attorneys and Justice Department officials held further consent decree talks today, with indications that the crucial period in the talks is coming up next week.

"We'll know shortly whether we're going to get a decree or if the whole thing is going to fall through," a Justice official said, adding that the case has been "dragged out too long."

HOLLYWOOD, June 2.—Answering Hollywood protests of British quota restrictions, U. S. Secretary of State Dean Acheson has stated that "in a technical sense" the British government cannot be charged directly with violation of the general agreement on tariffs and trade.

Acheson, however, was not unsympathetic to the Hollywood complaints. He characterized the British quota as "unduly protective in nature and not wholly justified as a dollar-conserving measure."

Acheson's observations were made in an exchange of correspondence with Cecil B. DeMille, chairman of the Motion Picture Industry Council,

(*Continued on page 6*)

Wilson Claims Canada Wants More UK Films

Gave Johnston No Hope For Quota Reduction

LONDON, June 2.—Harold Wilson, president of the British Board of Trade, just returned from a visit to Canada, pointedly claimed at a meeting with the press here today that he had found a general desire among Canadian exhibitors to show British films, even in key situations where, currently, there are no British-controlled theatres.

Wilson related that he had had conversations with Famous Players-Canadian and Odeon Theatres executives on the subject, and has under consideration points raised by both. He did not explain what the "points" were.

Concerning his Toronto meeting with Eric Johnston, Motion

(*Continued on page 6*)

Johnston, Arnall to Discuss Film Topics

WASHINGTON, June 2.—Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, will meet here tomorrow afternoon for a private, top-level discussion of the British film situation and other film problems.

The MPAA announced today that Arnall had accepted Johnston's invitation to meet and talk things over. No details were available on what the two top officials would talk about, but one MPAA spokesman pointed out

(*Continued on page 6*)

SPG Withdraws Its 'Compromise Offer'

"The 'white collar' dispute in the industry moved closer to a breaking point today following a meeting of the (Eastern) Screen Publishers Guild's representative council, in which that body by unanimous vote, instructed the Guild negotiating committee to withdraw a compromise wage offer and reaffirm the union's demand for an unqualified union shop, job security and impartial arbitration or the elimination of the 'no-strike, no picketing'

(*Continued on page 6*)

Personal Mention

H. M. RICHEY, M-G-M exhibitor relations head, will return to New York today from Dallas.

•

TERRY TURNER, RKO exploitation manager, is in Boston today from New York and will continue on to Buffalo, Chicago, Cincinnati, and Philadelphia, with his return to New York scheduled for June 13.

•

CARROLL PUCIATO, Realart's general manager in charge of exchange operations, has returned here from a tour to Denver, Salt Lake City, Los Angeles, San Francisco and Chicago.

•

NATE J. BLUMBERG, Universal-International president, accompanied by MRS. BLUMBERG, is due in New York from Hollywood over the weekend, instead of today as expected.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will leave here on June 17 for the Coast to attend studio conferences.

•

W. STEWART McDONALD, Warner Theatres vice-president, left here last night for Oklahoma City where he will spend several weeks.

•

JERRY WALD, Warner producer, and MEL SHAVELSON and JACK ROSE, screen writers, have left New York to return to Hollywood.

•

DAVID A. LIPTON, Universal-International advertising-publicity director, will arrive in New York on Monday from the Coast.

•

WILLIAM A. SCULLY, Universal-International sales vice-president, will arrive in New York on Monday from Hollywood.

•

SAM GALANTY, Columbia Mid-East district manager, is in Pittsburgh from Washington.

•

IRENE DUNNE will receive an honorary degree of Doctor of Laws from Mt. St. Mary's College, Hollywood, on Sunday.

•

BEN ROSE, Eagle-Lion representative in the United Kingdom, has returned to London from New York.

•

TOM LOY, IATSE publicist here, has returned to his desk following a week's vacation.

Century Operations Post to L. R. Schwartz

Leslie R. Schwartz yesterday was named supervisor of the theatre operations department of Century circuit by Fred J. Schwartz, vice-president of the company which operates 36 theatres in Brooklyn and Long Island. He succeeds Joseph R. Springer, who resigned to take over the operation of six Century theatres.

Schwartz will also continue to handle theatre merchandise.

Insider's Outlook

By RED KANN

"THE RED SHOES" enters its 28th week at the Bijou, New York, today and continues indefinitely. Tickets are being sold 10 weeks in advance. No other engagement in the United States compares with New York, although the film has been doing extremely well in many cities to the west of the Hudson.

Chiefly, however, it is significant to report that J. Arthur Rank is the authority for the comment this attraction is faring better here than in England. If there is a conclusion—and one is clearly indicated—it is that British films suffer neither from prejudice, boycott nor indifference in the American market when they reveal on the screen the kind of content which American audiences are willing to buy.

There are those in England submitting to nationalism, politics and self-aggrandizement who will not acknowledge this fundamental truth. It is contrary to their belief or to their interest to do so, but the inevitability of the conclusion in no wise is countermanded by such a viewpoint.

It has been set down in this space many times that the American exhibitor and the American public will not be conscious parties to geographic or political barriers where motion picture entertainment enters. The determining equation is the ability of the product offered to deliver satisfaction.

This cannot be repeated too often.

■ ■

The conveniences of these times are so thoroughly accepted as part of the scenery that few bother to give them thought. Efficiency in transportation, in communications and in the other services simply is taken for granted. It's that way in the picture business, too.

There is the case of National Screen Service which is telling part of its story of service in advertising copy. It's quite a story, based on authenticated and carefully checked records ranging over a period of nine weeks, and it shows:

That 1,263,072 units [accessory items and trailers] were shipped in the four weeks ending May 7, or an average of 315,768 a week. Since the bulk of this material is rented to exhibitors, it had to be returned, checked, sorted and put back on the shelves. On this basis, the totals soared to 631,536 units a week during the period covered. Incidentally, these four weeks were average.

"Many exhibitors have told us that they did not previously visualize the gigantic extent of the detail work performed in our exchanges week in and week out," observes Herman Robbins, NSS president. "The volume of items handled is an index not only to the extraordinary activity in our shipping rooms, but also to the many preparatory and recording steps necessary to support the orderly flow of this profusion of advertising material."

NSS is proud and excited over this demonstration of nationwide service—a 'round-the-clock, throughout-the-year service, by the way—and with every justification.

■ ■

Mrs. Willis Shaffer, wife of the Atchison, Kansas, showman who is winner of the Bronze Grand Award in the Quigley Showmanship Awards for 1948, wonders how much of an impression the placque will make on their seven-year old Stephen.

The kids at grade school have been swapping information about their fathers and what they do. Stephen has been telling the others, "My father does nothing. He's with the theatres."

■ ■

Hollywood, where cycles flourish like the night-blooming honeysuckle, appears to be heading toward gambling and gambling joints as a source of story material.

Grassroots America won't appreciate the trend.

■ ■

Sir Sydney Clift of the Clifton Cinema Circuit arrived from London a few days ago. He also arrived at the heart of the Anglo-American situation with these words:

"I would like to see the quota lifted so I can be a showman again and play the pictures which the public likes."

■ ■

RECOMMENDED READING: The questions submitted by *Motion Picture Herald* to 20th Century-Fox for purposes of throwing further light into that company's recently announced sales policy.

A feature of the *Herald* out today.

Walt Disney Signs Margaret O'Brien

Walt Disney yesterday signed Margaret O'Brien to record the voice for the central character in "Alice in Wonderland," all-cartoon musical which Disney plans to release late next year or in 1951, it is disclosed here. The child star has obtained her release from an M-G-M contract which had another six months to run.

'Heart Award' to Cifre in Boston

BOSTON, June 2.—The Variety Club of New England, Tent No. 23, will present its 1949 "Heart Award" to Joseph S. Cifre, theatre equipment distributor and past chief barker, at a reception and luncheon in his honor at the Copley Plaza Hotel next Tuesday.

The award is given annually to the member of the tent who has demonstrated the greatest interest in the charitable and humanitarian causes to which the organization is dedicated.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents "Manhandled"
starring DOROTHY LAMOUR, DAN DURYEA, STERLING HAYDEN
Directed by Lewis R. Foster
IN PERSON JANET BLAIR, JAN MURRAY, BLACKBURN TWINS, PAUL SYDELL
Extra BOBBY SHERWOOD AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

"Home of the Brave"
NOW! Victoria B'way & 46th St.
Continuous Performances • Late Shows Nightly

BETTY GRABLE
"The BEAUTIFUL BLONDE From BASHFUL BEND"
A 20th Century-Fox Picture in Technicolor
ON ICE STAGE—Excerpts from "Mlle. Modiste" starring ARNOLD SHODA • JEAN ARLEN
ON WONDER STAGE—BERRY BROS. VIOLA LAYNE • GASTON PALMER
ROXY 7th Ave. & 50th St.

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AFM Convention to Attack Federal Tax

SAN FRANCISCO, June 2.—One of the major acts of the American Federation of Musicians when it meets in convention here next week will be to urge removal of the 20 per cent Federal tax on amusements, James C. Petrillo, AFM president, declared last night upon his arrival by plane from New York.

"It will be a great help for everyone in the amusement industry if the 20 per cent tax is done away with," Petrillo asserted, adding that "actually, if the tax is reduced to five per cent everyone, including the government, would get more than they do now."

Petrillo will preside at the convention which will open Monday at the Palace Hotel here. Some 1,100 delegates from all over the country are expected to attend.

The AFM chief dispelled rumors that he intended to retire from the union's leadership. "As long as my health permits and the delegates want to elect me I'll be glad to serve," he said. "Somebody wants to get rid of me," he added as an afterthought, "but it's not the musicians."

Plaque for Broidy On 25th Anniversary

HOLLYWOOD, June 2. —A silver plaque commemorating his 25 years in the industry was presented to Steve Broidy, president of Monogram and Allied Artists, by the Independent Motion Picture Producers Association at a dinner held here tonight at Lucey's Restaurant.

Leading representatives from production, exhibition, trade associations and organized film labor were present. IMMPA president I. E. Chadwick presented Broidy with a set of gold cuff links.

HousewarmingToday For N. Y.'s Variety

New York's new Variety Club will hold a housewarming today at five P. M. for its clubrooms located in the Hotel Astor. Max Wolff, chairman of the house committee, has arranged for a celebration of the event, to which the press is invited.

Discuss Israeli Coin

John McCarthy, head of Motion Picture Association of America's international department, left here last night for Washington where he will confer today with officials of the Israeli government on remittances of American companies' film earnings in that country.



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Any Number Can Play"

(Metro-Goldwyn-Mayer) *Hollywood, June 2*

THE gambler role given to Clark Gable here is a good deal more to his measure than most of those which he has had in recent years, and this should please his immense following; the talent alongside makes good marquee news. Included are Alexis Smith, Barry Sullivan, Frank Morgan, Mary Astor, Edgar Buchanan, Lewis Stone, Wendell Corey, Marjorie Rambeau, Leon Ames and Darryl Hickman. Production is by Arthur Freed and direction is by Mervyn LeRoy. All this name power appears more than enough to carry a story that needs some carrying into the high gross category.

The story, scripted by Richard Brooks, from a novel by Edward Harris Heth, sums up in the incidents of one evening the career of a rugged, but honest, gambler who has come up the hard way in 20 years from adventurous obscurity to proprietorship of a luxurious gambling house in an area where gambling is legal. The picture opens with his doctor warning him that he has a heart condition grave enough to warrant his leaving his business for a while, and he decides to do so. He changes his mind when his son, who has been carefully reared to college age, refuses to go along because, as he finally reveals flatly, he is ashamed of his father's occupation. A dishonest brother-in-law whom the gambler has housed and employed, a rich woman who has been in love with the gambler for years, another rich woman who admires him for his stalwart character, an oldtime gambler down on his luck, an immensely wealthy friend who has determined to break the bank, and two sharpies who try to stick up the house in the final sequences figure in events of the evening which are collectively responsible for a change in the son's attitude and for the happy ending in which the gambler gives the institution to his faithful employes.

Gable's performance is the most typically Gable of his post-war career, and most of the other characters are individually strong under the seasoned LeRoy direction. A script that undertakes to follow too many characters and leaves several story lines dangling like unfinished business costs the picture a good deal in unity, tension and impact although considerable suspense is attained in the key sequences depicting the gambler's defense of his holdings against a millionaire who has hit a terrific run of passes at the crap table. Something of point is sacrificed also by the failure to make it clear whether the gambler quits the business for his family's sake or because his heart has gone bad on him.

Most of the action takes place in the gambling house, which is operated on a policy of impeccable honesty, and the picture in the whole, as well as specifically in one stretch of dialogue, makes quite a case for legalized gambling although registering firmly enough also that the majority of gamblers do not fare very well in the long run and are not happy people.

Running time, 113 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Kramer, Cantor and Wyler Are Honored

HOLLYWOOD, June 2.—Southland Jewish Organization awards to filmland went to Stanley Kramer, Eddie Cantor, William Wyler and Kirk Douglas, at its sixth annual donor's dinner-dance at the Earl Carroll Theatre here.

Kramer received the producer's award for "Home of the Brave," Cantor was honored for his work in behalf of the State of Israel, Wyler for his educational work through motion pictures, Douglas for his portrayal of a school teacher in "A Letter to Three Wives."

The award to Kramer was the second conferred on the head of Screen Plays Corp. this week. Previously Dr. William Lindsay Young presented a citation for "outstanding pioneering service" in using motion pictures to better human relations.

Set 2-City Premiere For UA's 'Dan Patch'

Twin world premieres of "The Great Dan Patch," film based on "the wonder horse" of harness racing, have been set for July 20 at Minneapolis and Indianapolis, cities where the horse reached the peak of its career almost half a century ago.

W. R. Frank, Minneapolis exhibitor who produced the picture for United Artists release, is at present on a nation-wide promotional tour of exchange centers. He is showing a 10-minute film, made in 1905, that depicts Dan Patch and other great harness racers of the time in action.

Widmark Here for Theatre Appearances

Arrival of 20th Century-Fox star Richard Widmark in New York today will put in motion plans for two theatre promotions next week, during which the star will make personal appearances implementing the company's policy of bringing Hollywood personalities into communities in the field.

Widmark will appear at the launching of Loew's Poli Theatres' "Summer Show Season" in Worcester, Mass., on June 9, and will be on hand for the re-dedication of Century Circuit's Park Theatre in New Hyde Park, L. I., on June 10.

Lloyd to Promote His Film

After having been tied up with Shriner activities since his arrival here last Sunday, Harold Lloyd will, starting today, concentrate on the promotion of his "Movie Crazy" until he returns to the Coast on June 11. The picture will open at the Broadway Globe following the run of the current attraction, "The Champion." Motion Picture Sales Corp. will distribute "Movie Crazy," along with several other Lloyd re-releases.

Greet 'Brave' Star

James Edwards, star of "Home of the Brave," currently at the New York Victoria Theatre, will be welcomed to this city by Borough President Hugo Rogers at a reception today at the Hotel Theresa. Later Edwards will be an honor guest at a luncheon at Sardi's.

Circuit Ad Heads to Talk Para. Campaign

Representing a cross section of circuits in the United States and Canada, 11 theatre advertising-publicity directors will participate in a two-day conference on the promotional angles of Paramount's forthcoming production, William Wyler's "The Heiress," Max E. Youngstein, Paramount advertising-publicity director, announced here yesterday.

Youngstein said the conference, to be held next Tuesday and Wednesday here, is aimed at developing, with the assistance of exhibitor representatives, maximum sales appeal for the picture. The Paramount policy of advertising consultant meetings long in advance of a picture's release, Youngstein said, is to "make available to every Paramount account the most effective tools necessary to insure top merchandising of the company's product."

A. W. Schwalberg, distribution vice-president, described the meetings as "a most progressive step toward developing maximum merchandising plans by this type of cooperation between exhibitors and distributors."

Participating in the discussions will be the following theatre ad-publicity heads:

Alice N. Gorham, United Detroit Theatres, Detroit; Frank Starz, Interstate Circuit, Dallas; Margaret Goodrich, Greater Indianapolis Amusement Co., Indianapolis; William Hollander, Balaban and Katz, Chicago; Everett C. Callow, Warner Theatres, Philadelphia; Harry Browning, New England Theatres, Boston; Seymour Morris, Schine Circuit, Gloversville, N. Y.; James Nairn, of Famous Players Canadian Corp., Toronto; Harry Mandel, RKO Theatres; Dan Terrell, Loew's, and Harry Goldberg, Warner Theatres.

Top Paramount executives also will participate in the meeting, including president Barney Balaban, board chairman Adolph Zukor, assistant general sales manager E. K. O'Shea, vice-president Paul Raibourn and Schwalberg and Youngstein, who will preside.

Settle Phila. Suit Until Final Hearing

PHILA., June 2.—Agreement was reached today in U. S. District Court here in Jack H. Greenberg's motion for a preliminary injunction in his anti-trust suit against seven majors on behalf of his new Harbor Theatre, Stone Harbor, N. J., pending final hearing. Federal Judge William H. Kirkpatrick continued the final hearing until late summer.

It is understood that in return for a reduction in the clearance enjoyed by Wildwood Theatre over the Harbor, Greenberg is waiving certain rights pending the final hearing. The agreement was reached over objection of Hunts Theatres, Inc., operator of theatres in Wildwood and Cape May. Greenberg declared he intends to open on June 24 under the agreement, but indicated that he will press the suit to gain territorial release.

HollywoodEquipment Is Best: Pasternak

There is no place in the world like Hollywood for the production of motion pictures, Joe Pasternak, M-G-M producer, said here yesterday on his arrival on the *S.S. Queen Mary*. Pasternak was abroad for 18 days, visiting Rome and Paris and looking over locations for two new pictures.

He emphasized that Hollywood's techniques and equipment are unsurpassable. Pasternak will leave for Hollywood Sunday to start work on a new film, "Nancy Goes to Rio."

JUNE 8th is U-I

in Washington D.C.

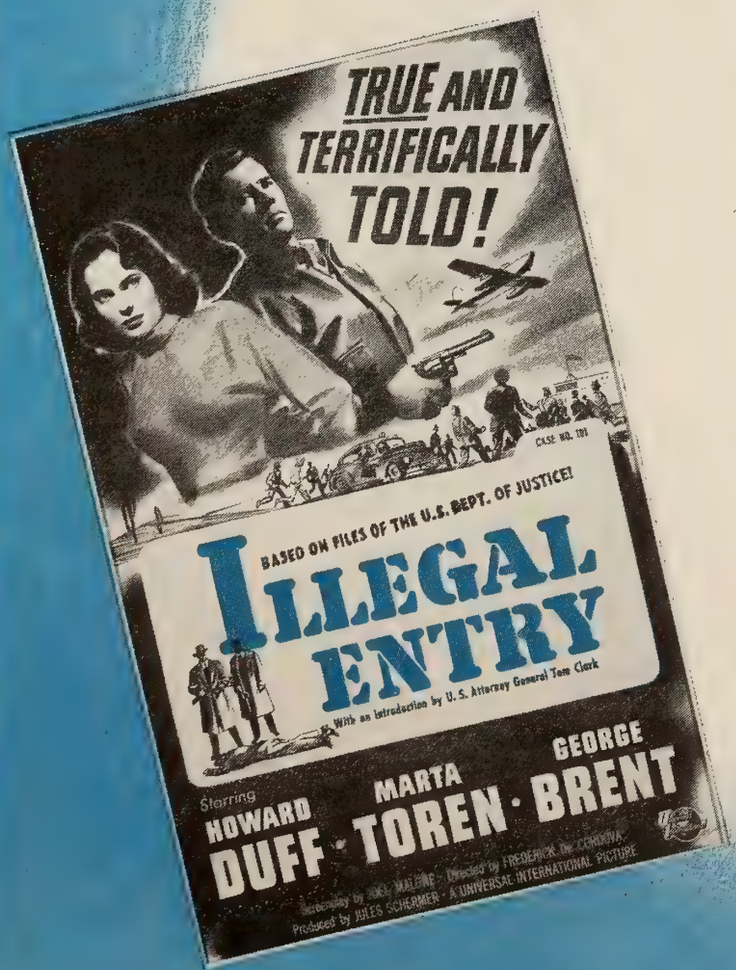


World Premiered in the Nerve Center of the American Press!

The whole country will read in their newspapers, hear over their radios, watch on their T. V. sets, as officials of the U. S. Department of Justice, Bureau of Immigration, and a host of top Washington and national dignitaries attend the premiere showing of a fine motion picture about America's "I-Men"!

Heralded by the National Guard Band and accompanied by the C. G. Color Guard, Marta Toren, star of the motion picture, will appear in person after a reception given in her honor by the Swedish Embassy.

It will be a great day for Washington and a great day for all exhibitors who have dated "ILLEGAL ENTRY."



and in New York, Los Angeles,

BALTIMORE, MIAMI and elsewhere throughout th country, "ILLEGAL ENTRY" gets going as the big-grosse designated by U-I as its "Bond Premiere" picture. Ever where there will be kleig lights, bands, personal appearanc and the type of promotion that has made U-I the industr showmanship leader!

Yes sir, JUNE 8

DAY

in TEXAS

More than 350 cities join with allas, San Antonio, Houston, Ft. Worth

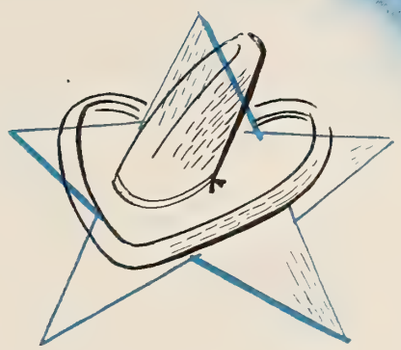
n the most comprehensive territorial premiere in film his- ory as a Cavalcade of Hollywood stars descend upon Texas for the World Premiere of "CALAMITY JANE AND SAM BASS."

The first big gun of this tremendous state-wide promotion will sound off with a spectacular "Bond Drive Premiere" at the Majestic Theatre in Dallas in a manner to set the pattern for the whole country.

Then, on *successive* days the Hollywood Cavalcade will move on to San Antonio, Houston and Ft. Worth with each city geared to out-rival all others in hospitality and excitement.

Every publicity idea that has ever proved successful in this type of showmanship operation will be harnessed by U-I to set up "CALAMITY JANE AND SAM BASS" as one of the top-grossing pictures in years.

Saturation radio and newspaper advertising and publicity, gala town and county celebrations, hoop-la parades, city-wide merchandising tie-ups and spectacular outdoor ballyhoo will mark a full week of the type of motion picture selling that gave this industry its reputation.





will be a high day in the U-I parade!

THE INDUSTRY'S SHOWMANSHIP

TV Trailer Plans

(*Continued from page* 1)

that "we have been giving careful thought for months as to how we can use television to increase motion picture audiences and not decrease them." He added that Republic will use video trailers in connection with the world premiere of "The Red Menace" at the Los Angeles and Hollywood Paramount theatres on June 9.

Replying in behalf of Universal-International president Nate J. Blumberg, Maurice Bergman, U-I executive, wrote that U-I looked with favor on the TOA proposal, and, reminding that the company already has made use of video trailers to a limited extent, he indicated that plans are being considered for further development of that promotional technique.

The RKO Radio reply pointed out that that company's actual use of the media "has been very limited because its effective coverage has been limited to so few markets." However, the company is "very much interested in the possibilities of television as a media for the advertising and promotion of motion pictures," Whitaker stated.

"We are now trying to develop trailers which we think will be capable of doing an effective selling job," Whitaker revealed. Apparently having in mind possible American Federation of Musicians objections, the RKO Radio vice-president said: "Naturally the trailers will not be as effective without music as they would be with a music track and the pictorial material using clips from the film will not be as interesting as specially-made trailers would be. However, if the media is as effective as we think it should be the added expense of special production will be justified and by that time the music question may be resolved."

Sullivan declared yesterday that at every one of the many meetings of TOA regional affiliates he has attended lately exhibitors expressed a "keen and lively" interest in television trailer promotion.

Yates pointed indirectly to the possibility of TOA's becoming a clearing house for video trailer information. "It would be a splendid idea," Yates wrote, "if you would send us the details of your experience, results obtained and suggested trailer requirements by those using television trailers for exploitation purposes. We will let you know what results we have with 'The Red Menace' as soon as possible."

Radio Editorializing Rules Set By FCC

WASHINGTON, June 2.—The Federal Communications Commission ruled today that radio broadcasters can editorialize so long as the editorializing is clearly identified as such and so long as it is part of the "more general presentation of views or comments on the various issues."

The Commission's decision was a major, though not complete, relaxation of its January, 1941, Mayflower decision, which said the "broadcaster cannot be an advocate." It will be binding in television as well as on radio broadcasting.

Alicoate Leaves E-L

Jack Alicoate, who has been with the Eagle-Lion home office advertising-publicity department since formation of the company two years ago, has resigned, effective today. His future plans will be announced later.

Review

"All Over the Town"

(Rank—Prestige—Universal-International)

TOUCHINGLY simple and sincere, this British production should prove quite acceptable to American audiences. It is a quiet, competently-made film about a small-town newspaper reporter who launches a crusade against important advertisers only to encounter unforeseen consequences that serve to restore his lost faith in the common people.

Exploitation-wise, the picture has the advantage of starring Sarah Churchill, daughter of the former British Prime Minister, who turns out to be a fine actress and a woman of pleasing looks. Her performance blends in very well with that of Norman Wooland, her leading man, who in his manner and bearing could pass for an American and who should further contribute to the film's favorable acceptance here. Other parts are portrayed with excellence, in a fine script by Derek Twist and Michael Gordon who gave the picture a wry sense of humor along with some drama and a romantic touch. Twist also directed this Ian Dalrymple Wessex Production.

The story depends mostly on the individual actors in their clever and mild satire on British small-town characters. Wooland returns to his pre-war job at the *Tormouth Clarion*, the town's only newspaper, but is kept from picking up as of old by his war-replacement, Miss Churchill, with whom he proceeds to fall in love. He proposes and she accepts under the condition that they move to London and start anew, and to her more exciting, life.

Then Wooland is offered a partnership in the paper and decides to stay. He starts by panning a locally-produced operetta and intrigue closes his plant when he tries to expose the selfish plan of a town councillor for rebuilding the sea-shore part of the community. Helped by Sarah, he puts out the paper anyhow, in time to convince the people that he is right.

Running time, 87 minutes. General audience classification. For August release.

SPG Withdraws

(*Continued from page* 1)

contract clause," SPG declared here yesterday in a statement.

"The action came after an SPG subcommittee had met with the distributors in a negotiating session, only to come up against a deadlock on job security, union security and other provisions which the union is asking for in its new contract with the movie outfits," the Guild said.

"At present both SPG and SOPEG are maintaining picket lines in front of Loew's theatres here five nights a week, including week-ends. The action of the representative council bears heavily upon a motion passed at a joint membership meeting of the SPG and SOPEG which authorized the joint strike-strategy committee to call a strike vote," according to the SPG statement.

Philadelphia Plan

(*Continued from page* 1)

it for three extra days, with a possibility of going a full second week. The Bandbox, which normally holds a film for two weeks, will go into a third and may keep it for a fourth. From the Mayfair, the film will go into a moveover first-run at the Devon.

Reports from Philadelphia also show that the new plan brought in between 25 and 30 per cent more business than under the former 28-day availability, with some theatres showing a gross of 40 per cent over their previous figures, the company said.

David Balaban

(*Continued from page* 1)

ing director of the New York Roxy Theatre, were founders of the circuit, which is now owned by Paramount. Two younger brothers, Harry and Elmer, own the H. and E. Balaban Circuit in Chicago. Also surviving are the widow, Katherine; two daughters, Mrs. Lee Wolfman and Gail, and a son, Max.

Johnston, Arnall

(*Continued from page* 1)

that "it would be hard for them to avoid the British problem."

There has been some speculation that MPAA might invite Arnall to participate in the next Anglo-American Film Council meeting. The two presidents might also discuss posibilities for joint action to arouse Congressional sentiment for modification of the film quota.

The SIMPP president said Johnston had invited him, he was happy to accept and "hoped that something worthwhile for the industry would come of it."

Arnall and SIMPP general counsel Robert J. Rubin were here today, renewing their complaints at the Justice Department on the Anglo-American Film Council agreement. Arnall will visit State Department officials tomorrow to protest the quota, the agreement, and to stress the need for government action to aid the industry abroad.

Arnall saw Commerce Department film chief Nathan Golden this afternoon on foreign problems. Tomorrow, in addition to the State officials, he expects to see some Congressmen and Senators, and possibly Attorney General Tom Clark. Today the two SIMPP officials met with anti-trust chief Herbert Bergson and his assistant, Herbert Borkland.

37½c Disney Dividend

HOLLYWOOD, June 2.—Board of directors of Walt Disney Productions declared a regular quarterly dividend of 37½ cents per share on six per cent cumulative convertible preferred stock, payable July 1 to stockholders of record on June 18.

A. Sualdo, WB Veteran

Angelo Sualdo, 48, assistant manager for Warner Brothers in Buenos Aires, died there suddenly on Tuesday, according to a cable received here at the company's home office. He had been with Warners for 16 years. The widow survives.

Wilson Claims

(*Continued from page* 1)

Picture Association of America president, Wilson was asked whether he had given Johnston any encouragement over the possibility of a reduction of Britain's film quota.

"No," Wilson replied with emphasis. "That wasn't what I went to Canada for."

Asked whether he gave Johnston any indication or encouragement for continuation of the Anglo-American Films Council talks, Wilson replied that that is a matter for Johnston and the British Film Producers Association.

Wilson said there was no attempt to negotiate anything during his brief talk with Johnston because, in Wilson's view, "there is nothing to negotiate."

"We had only a general and indeterminate discussion of films, plus an exchange of pleasantries," he said.

The Board of Trade president said he regarded motion pictures as the smallest item in the overall picture of his Canadian mission, which he said was designed primarily to boost exports of British goods generally to Canada.

Famous Players Head Confirms Wilson Talks in Toronto

TORONTO, June 2.—J. J. Fitzgibbons, president of Famous Players Canadian Corp., confirmed reports that he talked with Harold Wilson, head of the British Board of Trade, during his visit here, but gave no further information.

Wilson is said to have suggested that Famous Players book a block of British features where there is no Odeon competition, but it is understood that the deal is not being considered because profits from British playdates would only serve to bolster the J. Arthur Rank group, which includes theatres competing with the Fitzgibbons circuit.

Acheson on Quota

(*Continued from page* 1)

excerpts of which were made public by DeMille today.

DeMille said in his reply, "Our feeling here is that, in the light of previous understandings, there still is good ground for questioning any contention by the British government that no commitment has been made in the general trade agreement which would pertain to the British quota and related problems."

Nine producer, talent guild and labor union groups last week, through the MPIC charged that "undisclosed motives behind these persistent breaches of faith tend to bolster the suspicion that the present British government policy primarily is aimed at stifling the American film industry in the world market." The charges were made in the form of a statement which was sent to the State Department and to all California congressmen.

RKO to Extend

(*Continued from page* 1)

ville, plus a feature picture, in RKO key theatres. In Greater New York and Westchester, it is expected that there will be at least one theatre in each borough presenting these shows." Popular prices will prevail.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 109 NEW YORK, U.S.A., MONDAY, JUNE 6, 1949 TEN CENTS

MPA Launches New Theatre Relations Work

Johnston, Harmon Meet With TOA Tomorrow

WASHINGTON, June 5.—The Motion Picture Association will tee off its new exhibitor relations program with a meeting here Tuesday of Theatre Owners of America representatives with Eric Johnston, MPAA president; Francis Harmon, vice-president in charge of the new industry and community relations program, and other MPAA officials.

Plans for the new program were reported in MOTION PICTURE DAILY last Tuesday.

Gael Sullivan, TOA executive director; Ted Gamble, chairman of the board, and Robert Coyne, former TOA executive director and now associated with Gamble Enterprises, will represent the national exhibitor organization at the meeting. The session will mark Harmon's debut in his new role as director of exhibitor and community relations for MPAA.

General industry problems will be discussed at the session under the general theme of "What's wrong with the industry and what can be done to improve it?" an MPAA spokesman indicated. The new MPAA program of exhibitor-community relations is ex-

(*Continued on page 7*)

Sid Blumenstock Is New Para. Ad Chief

Max E. Youngstein, Paramount director of advertising, publicity and exploitation, has appointed Sid Blumenstock advertising manager, filling the vacancy created by the resignation of Stanley Shuford. Blumenstock, affiliated with the 20th Century-Fox advertising-publicity department since 1938, will assume his new duties on Monday, June 20.



Sid Blumenstock

In announcing the appointment, Youngstein stated: "This appointment is another step forward in the Paramount policy to develop a closer working re-

(*Continued on page 7*)

New Video Group Starts on Wednesday

New television committee of the Motion Picture Association of America will get underway with its activities as an advisory group on the adaptability of video, particularly its use in theatres, with a meeting here on Wednesday.

Two meetings have been held already but these for the most part concerned preliminary matters, including plans for phonevision.

A full-time assistant whose duties will be to keep in constant touch with the new medium will be appointed at the Wednesday session. Jack Cohn, vice-president of Columbia, is chairman of the MPAA committee and members include Leopold Friedman, Loew's; Paul Raibourn, Paramount; Sam Schneider, Warners; Lewis Blumberg, Universal; Earl Sponable, 20th Century-Fox; Ed Morey, Allied Artists and Theodore Black, Republic.

Argentina Lacks Dollars for Films

One of the major industry problems in Argentina is "the lack of dollars to buy raw stock and equipment from the U. S." Carlos Connio Santini, president of the Laboratorios Alex S. A. in Buenos Aires said prior to his departure following a three-week visit here.

Santini declared that his laboratory, which is the largest in South America, processes 50,000,000 feet of 35 and 16mm. film a year. It processes local as well as foreign films from Europe and other American countries.

MPAA JOINS WITH SIMPP ON BRITAIN

3 More Percentage Suits Are Filed

SPRINGFIELD, Ill., June 5.—Sherrill E. Pirtle, Warren Pirtle and Forrest Pirtle, individually, and the D/B/A Pirtle Circuit of Theatres were named defendants in three separate percentage actions filed in U. S. District Court by RKO, Loew's and 20th Century-Fox. Theatres named in the complaints are the Princess and Gem in Beardstown, the Rialto in Bushnell, Orpheum in Jerseyville, McLean and Capitol in McLeansboro, Carlton in Carrollton, and the Bijou in Abing-

(*Continued on page 6*)

Envision Prolonged E-L Sale Parleys

As negotiations relative to the possible transfer of Eagle-Lion's control from Robert R. Young to Edward Small enter their fourth week, indications are that it may be quite some time before a transfer formula is arrived at. Meanwhile, it is held possible that financial institutions other than and in addition to the First National Bank of Boston will be consulted with a view toward securing financial backing for the company if it is taken over by Small. Principal conferees here

(*Continued on page 7*)

Johnston - Arnall Meet Agrees U.S. Should Act; Film Council End Seen

WASHINGTON, June 5.—Society of Independent Motion Picture Producers and the Motion Picture Association of America have agreed to "work closely together in all areas and in all situations where American motion pictures are treated unfairly or are discriminated against by foreign governments."

The two organizations also believe that "it is the responsibility of the State Department to intercede in all cases where foreign governments impose unjust quotas, restrictions or other burdens."

Specifically, they have agreed to jointly urge the State Department to send "a new and vigorous protest to the British government on the British film quota."

These major agreements were the result of a two-hour conference here Friday afternoon at MPAA headquarters between MPAA president Eric Johnston and his top staff, and SIMPP president Ellis Arnall and general counsel Robert J. Rubin.

The agreement to stress government responsibility was widely taken

(*Continued on page 7*)

Majors Again Challenge Momand Case Decision

WASHINGTON, June 5.—The decision of the Boston Court of Appeals in the Momand case "is in no sense a holding that a specific intent to injure is necessary as a prerequisite to any recovery in an anti-trust action," the U. S. Supreme Court was told by eight major film companies.

The companies have filed in opposition to a petition of A. B. Momand that the high court should reconsider its earlier refusal to review the Boston court's decision against Momand. The lower court threw out Momand's 11-year-old anti-trust case against Universal, Loew's, M-G-M, 20th Century-Fox, Vitagraph, RKO, United Artists and Columbia.

One of the principal points made by Momand in asking for a rehearing was the importance of the lower court's decision in general administra-

(*Continued on page 6*)

46 Shorts from MGM; Had 48 Last Year

Metro-Goldwyn-Mayer has set a program of 46 short subjects for next year, including four two-reel specials, and the following one-reelers: 16 Technicolor cartoons (including the "Tom and Jerry" series); four "Gold Medal Reprint Cartoons," in Technicolor; 10 "Pete Smith Specialties"; and 12 "Fitzpatrick Traveltalks," in Technicolor. In addition, there will be the customary 104 issues of News of the Day.

The company released 48 shorts in the past season.

Bergman Named to New Universal Post

Official announcement of the promotion of Maurice Bergman, Eastern advertising-publicity director of Universal-International for the past seven years, to a new executive post in charge of the company's public and trade relations was made by Nate J. Blumberg, U-I president, on Friday.



Maurice Bergman

Although Bergman has devoted some time to his new duties in recent weeks, the company announcement said that he will assume the new post officially on July 5, fulfilling assignments made expressly by Blumberg and William

(*Continued on page 7*)

Actor Edwards Cites 'Home' as Milestone

Hollywood has lagged behind public receptivity insofar as films with courageous themes are concerned, and proof of that lies in the way the public and the press have received the picture, "Home of the Brave," it was declared here at the weekend by James Edwards, who plays the Negro soldier in the film. The occasion of Edwards' remarks was a testimonial luncheon for him at Sardi's Restaurant here on Friday following an official City Hall reception by Manhattan Borough President Hugo Rogers and other civic leaders.

Now that Hollywood has taken the step it has with the production of "Home," it is to be hoped that it will continue to make pictures of that calibre, Edwards declared.

Aim at 400 Dates for 'Joe' in New England

BOSTON, June 5.—RKO Radio has already lined up 125 dates against a probable total of 400 for the New England area premiere of "Mighty Joe Young," on July 13. Gus Schaefer, Northeastern district manager, reports that over 100 theatres have actually signed and Boston manager Ross C. Cropper expects a total of 250 in addition to Max Westebbe's Albany branch, the Buffalo office headed by John Chinell and Barney Pitkin's New Haven exchange.

A campaign is now in preparation under the supervision of Terry Turner, national director of exploitation.

Green in New M-G-M Studio Music Post

HOLLYWOOD, June 5.—Johnny Green, winner of the 1948 Academy Award for his scoring of "Easter Parade," will join M-G-M on August 1 as general director of the studio's music department, from which post Richard Powers resigned last week. It is understood that Green will have supervisory authority extending into the firm's record and music publishing activities, as well as in production.

Atlanta Censors Ban Theatre 'Sex Shows'

ATLANTA, June 5. — Commercial showings of sex hygiene films in Atlanta theatres has been banned by the local censor board. Chairman Milton Farris, in announcing the decision, said that such commercial showings "are rarely educational in nature," adding: "The usual pattern is to cloak an indecent performance with a feeble last-minute effort at sex hygiene."

Premiere Draws Notables

Early acceptances of invitations to the world premiere of "Illegal Entry," Universal-International film which deals with activities of the Immigration Service border patrol, list foreign diplomats, U. S. government officials, members of the White House staff and 28 U. S. Senators among those planning to be present at Washington's RKO Keith Theatre on Wednesday evening.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, will leave here Wednesday for England and a tour of European branches.

•

STANTON GRIFFIS, U. S. Ambassador to Egypt and chairman of Paramount's executive committee; BEN HENRY, Universal-International general manager, and MRS. HENRY; SAM ECKMAN, M-G-M managing director in England, and MRS. ECKMAN; PAUL MUNI and NOEL COWARD were passengers aboard the *S.S. Queen Mary* when it sailed from New York Saturday for England.

•

FRANK A. VAN HUSAN, Western Theatre Supply operator and former chief barker of Omaha's Variety Club, has undergone an operation in that city.

•

FRANK JENKINS has resigned as manager of Fox West Coast's Grand Lake Theatre, Oakland, Calif., to become a field exploitation man with Columbia.

•

HERMAN G. WEINBERG, Lopert advertising-publicity director, has been appointed American correspondent for *Filmkunst,* published in Vienna.

•

JACK LORENTZ is now in charge of the 20th Century-Fox branch at Milwaukee, replacing J. NAGER who transferred to Kansas City.

•

AL O. BONDY, distributor of General Electric films, has returned to New York from a Southern tour.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Buffalo from New York.

•

PAUL BRODER, Realart president, is in New York from Detroit.

•

A. A. WARD, Altec vice-president, is in New York from the Coast.

PHIL REISMAN, RKO Radio vice-president and foreign distribution chief, has returned to New York following a visit to European branches.

•

HUGH OWEN, Paramount Eastern division manager, MYRON SATTLER, New York branch manager, and CLYDE GOODSON, Atlanta branch manager, left here yesterday for Boston where they will attend a three-day meeting beginning today.

•

ROBERT BLAIR, Paramount exploitation representative for Denver and Salt Lake City, has also been placed in charge of the Portland and Seattle areas.

•

HARRIET LEE LASKER, secretary to WILLIAM BRUMBERG, Warner home office publicist, was married to HOWARD BERG LEWINE on Friday at the Hotel Pierre here.

•

ROY ROGERS and DALE EVANS were hosts at a cocktail party Friday at the Pine Room of the Hotel Warwick here.

•

IRVING WORMSER, Columbia circuit contact, and JACK BULLWINKLE, Albany manager, will be in Buffalo today.

•

MARK GOLDMAN, former Eagle-Lion branch manager in St. Louis, is at St. John's Hospital there, reportedly seriously ill.

•

JOSEPH PASTERNAK, M-G-M producer, left here yesterday for the Coast.

•

CAREY WILSON, M-G-M producer, will arrive here tomorrow from Hollywood for a week's stay.

•

MILTON G. THOMAS, Altec Southern division manager, is in New York from Cincinnati.

A. P. Giannini, Bank Founder, Dead at 79

SAN MATEO, Cal., June 5.—A. P. Giannini, founder of the Bank of America, one of the world's largest financing factors in film production, died at his home here on Friday of a heart ailment. He was 79. While Giannini had not been active in recent years in the institution, the Bank of America continued to invest in motion pictures, with Bernard Giannini in charge of film loans.

Survivors include a son, L. M. Giannini, who is now president of the bank.

N.J. Allied Meets June 13

Allied Theatre Owners of New Jersey will hold a membership meeting here on June 13, with organization president Edward Lachman presiding, it was reported yesterday by Albert Gebhart, business manager.

Vaudeville at Oriental

CHICAGO, June 5.—An eight-act vaudeville show is being tried at the Essaness Oriental here this week starting today, with films.

Myers Busy in Capital

WASHINGTON, June 5.—Allied States general counsel Abram F. Myers said that pressure of business will keep him from attending this week's convention in Denver of the Allied Rocky Mountain Independent Theatres. Myers was originally slated to go. Allied President William Ainsworth and other top Allied officials will attend.

Wanger Film Premiere

Walter Wanger's "Reign of Terror" will be given a premiere on June 16 at the Joy Theatre, New Orleans, William J. Heineman, Eagle-Lion distribution vice-president, announces. Day-and-date showings in the New Orleans area will begin on the following day, with national release set for August.

UJA Meet Wednesday

A luncheon meeting of the advisory board of the United Jewish Appeal amusement division will be held here on Wednesday in the office of Fred J. Schwartz, Century circuit vice-president and head of the UJA committee.

Newsreel Parade

THE Rita Hayworth wedding and commencement exercises at Columbia are current newsreel highlights. Other items include the Alger Hiss trial and Eisler being freed in England. Complete contents follow:

MOVIETONE NEWS, No. 45—Gen. Eisenhower awards college degrees. England frees Eisler. Alger Hiss on trial. Jap emperor visits Nagasaki. Naval Academy color-girl parade. Wedding of Rita Hayworth. Racing.

NEWS OF THE DAY, No. 279—Alger Hiss trial. Princess Rita becomes a bride. Gen. Eisenhower's first commencement. Jap Emperor at A-bomb city. Queen Mary's 82nd birthday. Romance starts at Annapolis. Motor classic.

PARAMOUT NEWS, No. 82—Snead wins golf title. Eisler freed. Gen. Clay bids Americans farewell. British royalty see the trooping of the colors. Rita and Ali take vows.

TELENEWS DIGEST, No. 22-B—Sound and fury in Washington. Eisler freed. Franco asks for U. S. friendship. British delegates at American aircraft show. Alger Hiss trial begins. Governor Dewey in Berlin. Pope Pius proclaims 1950 a Holy Year. Memorial Day rites at the Anzio cemetery. Motorcycle race. Rita, Ali wedding.

UNIVERSAL NEWS, Vol. 253—Romance: Rita, Ali wed. Navy and Columbia hold commencement exercises. Democratic mule Hollywood bound. Racing.

WARNER PATHE NEWS, No. 84—Overseas news: King George; Emperor of Japan; British awards to film stars. Everybody uses venetian blinds. Americans in the news: Gen. Clay; Hiss trial. War correspondents leave for overseas. Golf. Auto racing.

Coast Production Is Off Slightly

HOLLYWOOD, June 5.—Production dipped to 31 from the previous week's 34. Six productions started, and nine finished.

Started were: "Good Humor Man," Columbia; "Borderline," Bren-Seiter; "House by the River" and "Postoffice Investigator," Republic; "Treasure of Monte Cristo," Screen Guild; "Bagdad," Universal-International. Finished were: "Bandits of El Dorado" and "Chinatown at Midnight," Columbia; "Death in the Doll's House," M-G-M; "Mark of the Whip," Monogram; "Captain China," Paramount; "Golden Stallion," Republic; "I Married a Communist," RKO-Radio; "Grand Canyon," Screen Guild; "Pinky," 20th Century-Fox.

Warners to Reopen Teddington Studio

LONDON, June 5.—Warners have announced that their Teddington Studio, closed since last Nov. 5, will be reopened on July 15 with production of "Your Witness," starring Robert Montgomery, who also will direct. Producer will be David Rose, former managing director here for Paramount. Warners will distribute the picture.

Shoot 'Bystander' Here

Rex Carlton, president of Laurel Films, will begin production of "Guilty Bystander" in New York in about a week. The producer's previous film was "'C'-Man," current released by Film Classics.

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The boys are really HOT!!!



NASSOUR STUDIOS presents

BUD ABBOTT LOU COSTELLO "Africa Screams"

"A sure money-maker!" *Showmen's Trade Review*

"A new high for Abbott and Costello. Money for all. One continuous howl!" *Daily Variety*

"A natural. Audiences assured a happy 79 minutes of good, clean fun!" *MP Herald*

"Really funny stuff. Highly exploitable for fast wicket-twirling. For solid laughs!" *Variety*

"High boxoffice level. A terrific job!" *Hollywood Reporter*

"Fine contribution to the nation's gaiety. Should satisfy every audience demand!" *Film Daily*

"A boxoffice winner. Strictly for howls!" *Boxoffice*

WORLD FAMOUS LION TAMER! **CLYDE BEATTY**

WORLD FAMOUS ANIMAL HUNTER! **FRANK BUCK**

WORLD FAMOUS HEAVYWEIGHT SENSATIONS! **MAX and BUDDY BAER**

HOT thru UA!

and HILLARY BROOKE · JOE BESSER · SHEMP HOWARD · Directed by CHARLES BARTON · Produced by EDWARD NASSOUR

HUNTINGTON HARTFORD Production • Original Story and Screenplay by Earl Baldwin.

"A four-be

Potent, exciting entertainmen

THE BEST PICTURE OF THE WEEK

inside story of Communism in America and of how it pou
easy prey for Communistic promises that were never int
can understand its warning of danger, and so dramatica
with its gangster methods could happen here. Churches
get it should show it . . . and every good American – a

THE RED

A REPUB

OPENING JUNE 9th

THE PARAMOUNTS

LOS ANGELES and HOLLYWOOD

picture . . . .

every theatre should show it!"

. . . says Jimmie Fidler

E RED MENACE," a four-bell picture. This is the alarming citizens who think they have grievances against our country and are be kept. "THE RED MENACE" is produced so simply that a child it's potent, exciting entertainment. It proves how easily Communism c organizations should exploit this film . . . every theatre that can mean you – must not fail to see and heed "THE RED MENACE."

from Jimmie Fidler's Coast-to-Coast Radio Broadcast, Sunday, May 29.

MENACE

PICTURE

AND DAY and DATE

FOX WEST COAST THEATRES

OA THEATRE, San Diego IMPERIAL THEATRE, Long Beach WEST COAST THEATRE, Santa Ana

KERN THEATRE, Bakersfield STATE THEATRE, Pomona LIDO THEATRE, Riverside

Short Subject

"Mighty Manhattan"

(*Fitzpatrick—M-G-M*)

James A. Fitzpatrick, who has been roaming the world with his cameras for more than 20 years has turned to the teeming borough of Manhattan for a 20-minute film. The subject, done in Technicolor, does justice to the sprawling island. Highlights are shown from the Statue of Liberty to swank night clubs, skyscrapers, churches and the glittering lights. The subject will appeal to all. It will be released nationally as a special. Running time, 20 minutes.

Austrian Industry Is Near Collapse

The Austrian film industry is in the midst of a severe crisis, which may be in the nature of a "final reckoning" for the industry, according to a report of the U. S. High Commissioner of Civil Affairs for Austria.

The report says that the crisis is strictly a financial one. Production has ceased and little or no future filming is planned, the Commission declared, almost entirely because neither the government or private lenders will put up money.

Weiss Sells NBC 24 Westerns for TV

HOLLYWOOD, June 5. — National Broadcasting television stations in Cleveland, Chicago and Los Angeles will show eight Johnny Mack Brown and 16 Bob Steele Westerns under terms of a deal negotiated by Adrian Weiss of the Louis Weiss Co., distributor of films for video.

The NBC stations and WPIX, New York, are currently telecasting serials obtained from the Weiss company.

Theatre Acoustics Forum

Two European acoustics authorities will speak at a forum on theatre acoustics sponsored by the Atlantic Coast sections of the SMPE and the Acoustical Society of America, to be held tomorrow at the Engineering Societies Building here. They are James Moir of Bristol, England, and Uno Ingaard of Gothenburg, Sweden.

'Gilbey' Set for Embassy

J. Arthur Rank's "Her Man Gilbey," a Prestige Picture being released by Universal-International, will have its New York premiere at the Embassy Cinema, following the current "All Over the Town."

Ellis, Pascal in Deal

Independent distributor Jack Ellis has acquired reissue rights to "Major Barbara" in a deal with producer Gabriel Pascal. Rex Harrison, Deborah Kerr, Robert Morley and Wendy Hiller are in the top roles.

James Reardon Promoted

HARTFORD, June 5. — James M. Reardon, in the motion picture division of the Connecticut State Police since January, 1946, has been promoted to theatre inspector in the division, according to State Police Commissioner Edward J. Hickey.

Reviews

"Take One False Step"

(*Universal-International*)

"TAKE One False Step" is a top grade melodrama, artfully contrived, briskly paced, and permeated with a pleasant trace of comic flavor. It presents William Powell in the lead as a college professor who suddenly turns sleuth in order to clear himself of suspicion of murder. Offering fine supporting roles are Shelley Winters, Marsha Hunt, James Gleason, Dorothy Hart and Felix Bressart. The picture shapes up as sound box-office merchandise.

The one false step taken by Powell, a former Army colonel and now a married respectable citizen is his going into a bar where he meets Miss Winters. Scheming, and with pronounced personality disturbances, she was a former sweetheart of Powell's. Before long, Powell is lured into a rendezvous with Miss Winters, after which she mysteriously disappears, casting suspicion upon Powell. With the police hot on Powell's trail, he travels up and down the state of California trying to find Miss Winters and unravel the enigma. To intensify matters, Powell has been bitten by a dog which supposedly had rabies. Powell's plight becomes a dramatic race against time in which he has to elude police and clash with gangsters to get to the bottom of the disappearance.

Miss Hunt is appealing as Powell's friend who helps him in his thorny dilemma. As the detectives on the case, Gleason and Sheldon Leonard give enjoyable though orthodox characterizations, while Miss Hart adds a satisfactory vignette as Powell's wife. Powell finally works his way into the clear after successfully exposing an underworld syndicate. The whole affair leaves him with an unlikely story to relate to his wife, but Professor Powell, in the finale, dedicates the new university he worked so hard to launch and all ends merrily. The flippant view of marriage shown in Miss Winter's role puts the film in an adult classification. Under Chester Erskine's direction, there is some clever and imaginative use of the camera. A Chester Erskine production, the screenplay was provided by Irwin Shaw and Erskine, based upon "Nightcall," a novel by Irwin and Chester Erskine.

Running time, 94 minutes. Adult audience classification. For June release.

MANDEL HERBSTMAN

"Broken Journey"

(*Rank—Eagle-Lion*)

A FORCED airplane landing atop a glacier slope in the Alps and the desperate efforts of passengers and crew to survive their temporary isolation provide a fairly different story line in "Broken Journey." The J. Arthur Rank offering has its moments of interest and excitement but too frequently stock devices are used in the staging where touches of imagination and resourcefulness might have served to distinguish the production. Consequently, it is just another average British picture.

Phylis Calvert, Margot Grahame, James Donald, Francis L. Sullivan and Raymond Huntley are the principal players in Robert Westerby's original screenplay which focuses on as diverse an airborne group as one is likely to encounter anywhere. The 13 persons aboard the plane include a frustrated publicist, an iron-lung patient, a temperamental screen star and a self-centered opera star. It is the man in the iron lung who is the hero, sacrificing his own life by giving up his breathing-apparatus batteries so that the plane's dead radio can be used to summon help for the others. What romance there is involves Miss Calvert, as the hostess, and Donald, the co-pilot. Other players are David Tomlinson, Derek Bond, Guy Rolfe, Sonia Holm, Grey Blake, Andrew Crawford and Charles Victor. Kenneth Annakin directed the Sydney Box production for Gainsborough.

Running time, 89 minutes. General audience classification. GENE ARNEEL

"Against the Wind"

(*Rank—Eagle-Lion*)

A STORY of British underground workers that is skillfully different from the general run of wartime spy melodramas is presented in J. Arthur Rank's "Against the Wind." The picture offers an almost documentary-like outline of a London training center for sabotage agents, but at the same time the story is presented in human terms. Simone Signoret, who was introduced to filmgoers here as the title girl in the French importation "Dedee," heads the cast along with Robert Beatty and Jack Warner. The film is one that shapes up as enjoyable adult fare for the discriminating.

The plot brings together an assortment of personalities who are working to sabotage the enemy. The effect of their dangerous activities upon their personal lives forms the basis of the story. The highlight is reached in a harrowing but successful attempt to rescue one of their group from the Nazi enemy.

Charles Crichton's direction keeps events moving at a relentless pace. A romantic angle between Miss Signoret and Gordon Jackson is woven into the story. Beatty as a priest dedicated to working against the enemy, gives a touching performance. Miss Signoret is appealing and gives depth to her central role. The title is derived from a line by Byron. A Michael Balcon production, it was based on a T. E. B. Clarke screenplay. Sidney Cole was associate producer.

Running time, 88 minutes. Adult audience classification. For June release.

M. H.

To Build Maine Drive-In

BOSTON, June 5.—Construction of a drive-in theatre at Lewiston, Me., by Lockwood and Gordon Enterprises was announced here by Arthur Lockwood.

Stage Shows at the Fox

DETROIT, June 5.—The Fox Theatre will inaugurate a stage show policy this month, David M. Idzal, managing director, announces, to continue at least through the summer.

41st Drive-In Opens In Minneapolis Area

Minneapolis, June 5.—The 41st drive-in operating or set for opening during the current season in the Minneapolis zone is announced for Madison, S. D., by Gilbert E. Sessler, former Paramount salesman, who is also building an outdoor stand at Sheldon, Iowa.

Minnesota Entertainment Enterprises has opened its fourth Twin Cities drive-in, and Friedman Brothers circuit is rushing the new Albert Lea outdoor to completion for a June 17-24 opening.

Momand Decision

(*Continued from page* 1)

tion of the anti-trust laws. The defendants' brief, filed by Jacob J. Kaplan, said the Momand petition merely re-phrased questions raised in the original petition for review, and that in any event, it "seizes upon a dictum in the opinion of the Court of Appeals, wrests it from its context, and seeks to make it say something which the court did not say."

Percentage Suits

(*Continued from page* 1)

don, all in Illinois, and the Valencia in Macon and Lindina in Edina, both in Missouri. Recovery is sought in each case for damages resulting from alleged false returns on percentage pictures.

Robert A. Stuart and Brown, Hay and Stephens of Springfield, Israel Treiman and Lashly and Lashly, Miller and Clifford of St. Louis are the attorneys for each of the distributors.

Catch Speaker Thieves

HARTFORD, June 5.—The nightly showing of a trailer offering a reward of $25 for information leading to the arrest and conviction of persons stealing speakers at the Hartford Drive-In Theatre led to the apprehension and conviction of four boys, who admitted the thefts, according to George E. Landers, Hartford division manager of E. M. Loew Theatres.

Protest Polish Film Ban

BALTIMORE, June 5.—Action of the Maryland Board of Censors in prohibiting the showing of the Polish film, "On Polish Land," was attacked by the Maryland Civil Rights Congress. The film was banned on the grounds that it constituted Communist propaganda, said the board.

Dismiss Stockholder Suits

Federal Judge Samuel H. Rifkind on Friday dismissed in U. S. District Court here the 20th-Fox — National Theatres stockholder suits in consequence of the recent settlement of identical actions in New York Supreme Court.

Rivoli Gets New Marquee

Erection of a new marquee for New York's Rivoli Theatre, costing $40,000 and to be complete in about four weeks, has been announced by Montague Salmon, managing director.

MPAA SIMPP

(*Continued from page* 1)

in industry circles as a major victory for Arnall, who has been stressing this point ever since he took over as SIMPP president. MPAA officials, however, were quick to declare that Johnston, too, has always urged State Department action in the case of unjust quotas, and in June, 1948, called on the Department to act against the British 45 per cent quota.

Predict Council's Demise

The agreement was also taken to mean that the last nail had been driven into the coffin of the Anglo-American Film council. MPAA spokesmen said that there were still large areas of "mutual production problems" left to the Council, without any discussion of quotas or currency restrictions, but predictions were made that the Council will never meet again.

Johnston had invited Arnall to meet to discuss a possible joint approach, but industry observers had not expected events to run as smoothly as apparently they did. Both MPAA and SIMPP officials agreed that the entire meeting was most cordial and straightforward. Other meetings will be held from time to time, when there are other "mutual problems where there may be areas of cooperation benefiting the industry as a whole."

Quota Reply 'Unacceptable'

The joint statement issued at the end of Friday's meeting declared, with respect to the British quota, that the British government's rejection of the State Department's recent oral protest is "completely unacceptable."

"Because the quota is so clearly unreasonable and excessive and runs directly counter to the spirit and purposes of the trade agreements between Britain and the U. S., we feel that the State Department should immediately and vigorously take up the matter again with the British government to relieve this intolerable situation," the statement said. "The British quota is a matter that far transcends the interest alone of the American motion picture industry. It threatens the American national policy of fostering and promoting freer and expanded international trade and should be of serious concern to our government."

MPAA officials participating, in addition to Johnston, were Francis Harmon, Joyce O'Hara, John McCarthy, Jack Bryson, Kenneth Clark, Sidney Schreiber, Fred Duvall, and Edward Cheyfitz.

Arnall Will Still 'Fight'

Arnall declared that SIMPP "likes to cooperate in all things that can improve the industry as a whole, but we'll continue to fight like hell when something happens that we think doesn't help the entire industry." However, he added, "There's no doubt we can accomplish more working together than fighting each other."

Before the meeting, Arnall spent the morning at the State Department, discussing the foreign situation with trade policy officials, and on Capitol Hill where "I worked the film situation into conversations with a few of my old friends," he said. He did not return to the Justice Department.

He left Friday for New York and is scheduled to leave there for the Coast tonight, with a stopover at Colorado Springs to address the Junior Chamber of Commerce national convention.

Reviews

"The Doolins of Oklahoma"

(*Columbia*)

LATEST in the screen's recitations of the exploits of famous bandit bands of the old West, "The Doolins of Oklahoma" is an entertaining Western of standard calibre. But its running time seems rather excessive for a film of its type, and it appears that if some of the occasional stretches of conversation had been snipped, a tighter, swifter-moving outdoor saga would have resulted. Bulk of the action in this Randolph Scott starrer is confined to the Doolin gang's fleet operations on horseback.

In its quieter moments, the film is given to moralizing, and does so in a patently confused vein. U. S. Marshal George Macready, relentless in his pursuit of Big Bill Doolin (Scott), emerges as far less of a sympathetic character than his quarry. And the peace officer's preachments sound rather hollow when they are directed against so nice a fellow as Doolin, who, the picture would have us believe, was no more than a victim of adverse circumstances and certainly not an inherently hardened outlaw.

Kenneth Gamet's script provides also a fairly strong romantic angle which opens the way for a saddening finale. Doolin, forced to abandon his pretty wife (Virginia Huston) by the tightening net of the law, eventually returns to her with the intention of escaping into uncharted territory to begin a new life as a farmer. She departs for their planned destination, but Macready and his men succeed at that moment in cornering the outlaw who absorbs a fusillade of death-dealing bullets. Also in the cast are Louise Allbritton, John Ireland, Charles Kemper, Noah Beery, Jr., Dona Drake, Robert H. Barrat and several others. Harry Joe Brown produced and Gordon Douglas directed.

Running time, 90 minutes. General audience classification. For July release.

CHARLES L. FRANKE

"Law of the Golden West"

(*Republic*)

PRODUCED by Melville Tucker, as associate, directed by Philip Ford and written by Norman S. Hall, this Western about pre-Civil War days has dashing Monte Hale in the role of Buffalo Bill Cody. Providing romantic support is Gail Davis. The fast-moving script features stagecoach holdups and the looting and burning of ranches and towns.

After his father is killed in a stagecoach attack, Hale determines to track down the murderers. His only clue is a hotel room key which he finds at the scene of the holdup. In order to make certain of the identity of the leader, Hale joins the forces of the bandits who plunder and terrorize the area. He discovers the ringleader is a respected citizen of the town, played by John Holland. However, Hale organizes a militia which finally subdues the outlaws. Others in the cast are Paul Hurst, Roy Barcroft, Scott Elliott and Lane Bradford.

Running time, 60 minutes. General audience classification. Release date, May 9.

MPAA Launches

(*Continued from page* 1)

pected to be outlined at the session which probably will be a pattern for others to be held later with exhibitor groups here and around the country.

Johnston and Harmon plan to discuss broad industry problems, both domestic and foreign, with exhibitor groups to furnish them with material for a better understanding of producer-distributor and industry-wide policies. Also contemplated is an enlistment of exhibitor cooperation on the local level in industry public and community relations activities similar to the campaign conducted last year by TOA. Reportedly, Harmon has in mind a national industry organization not unlike the War Activities Committee which he administered during the war years. An executive assistant to Harmon is expected to be named soon to aid in the organization and field work. Mentioned in this connection has been the name of Claude Lee, former exhibitor relations executive for Paramount.

Johnston on the Air

Eric A. Johnston, president of the Motion Picture Association of America, will appear on the "America's Town Meeting of the Air" radio program emanating from Madison Square Garden here on June 14. The subject will be "How Can the Free Peoples of the World Best Share Peace and Well-Being?"

MPAA, MPEA Boards Will Meet Thursday

WASHINGTON, June 5.—The Motion Picture Association of America and Motion Picture Export Association boards of directors are scheduled to meet in New York on Thursday. Officials said the regular quarterly board meeting of the MPAA will be held Thursday morning. The MPEA board will meet Thursday afternoon, under the present schedule, and possibly will go over through Friday.

Last Friday top executives of MPAA's New York and Washington offices met here on general MPAA problems, including possible new staff assignments. Here from New York were MPAA executives Francis Harmon, John McCarthy, Fred Duvall and Sidney Schreiber.

Eastern Nets $106,972

OTTAWA, June 5.—Eastern Theatres' net profit for the 52 weeks ended Jan. 1, 1949, was up narrowly, at $106,972, compared with $101,292 in 1947. A substantial reduction in income tax provisions more than offset a $22,000 drop in earnings.

Plan Regional Newsreels

LOUISVILLE, June 5.—Jesse Hopewell, projectionist, and Phil Harnden, local newsreel cameraman, have formed Kentucky Eagle studios to film and market local newsreels for Kentucky theatres.

Bergman Named

(*Continued from page* 1)

A. Scully, U-I vice-president and general sales manager.

"Universal is eager to move ahead with its public relations program and to consolidate a number of activities under one executive head," Blumberg's announcement of Bergman's promotion said.

It is understood that the post of Eastern advertising-publicity director will be abolished by U-I. David Lipton, director of advertising-publicity for the company, is scheduled to arrive here from the Coast today and during his stay is expected to make any revisions in the home office department which may be necessary.

Bergman currently is directing industry participation in the U. S. Treasury's savings bond drive, which will be concluded at the end of this month. He joined the industry in 1928 as a member of Publix Theatres' advertising staff, later joining the Lord and Thomas advertising agency. He is a former advertising-publicity director of Columbia Pictures, was with the 20th Century-Fox home office advertising-publicity department, is a former president of Associated Motion Picture Advertisers, and was chairman of the public relations division of the industry's War Activities Committee in 1945.

New Para. Ad Chief

(*Continued from page* 1)

lationship between distribution and exhibition."

Starting in production with Famous Players-Lasky's Astoria, L. I., studio, and later with the First National studio in Burbank, Cal., Blumenstock has managed theatres, conducted his own theatre accessory business and for four years prior to joining 20th, he was advertising-publicity director of Warner Brothers South New Jersey theatres. His affiliation with 20th began in 1938 as pressbook editor, following which he handled trade advertisements, co-operative campaigns, sales promotions and other promotional duties. Since 1944 he has been supervising the 20th Century-Fox field exploitation staff and also has been responsible for the development of local advertising and publicity campaigns.

Goldberg is Acting Para. Trade Press Contact Here

Freddie Goldberg, who has been in Paramount's exploitation department, is now acting trade press contact at the home office.

E-L Sale Parleys

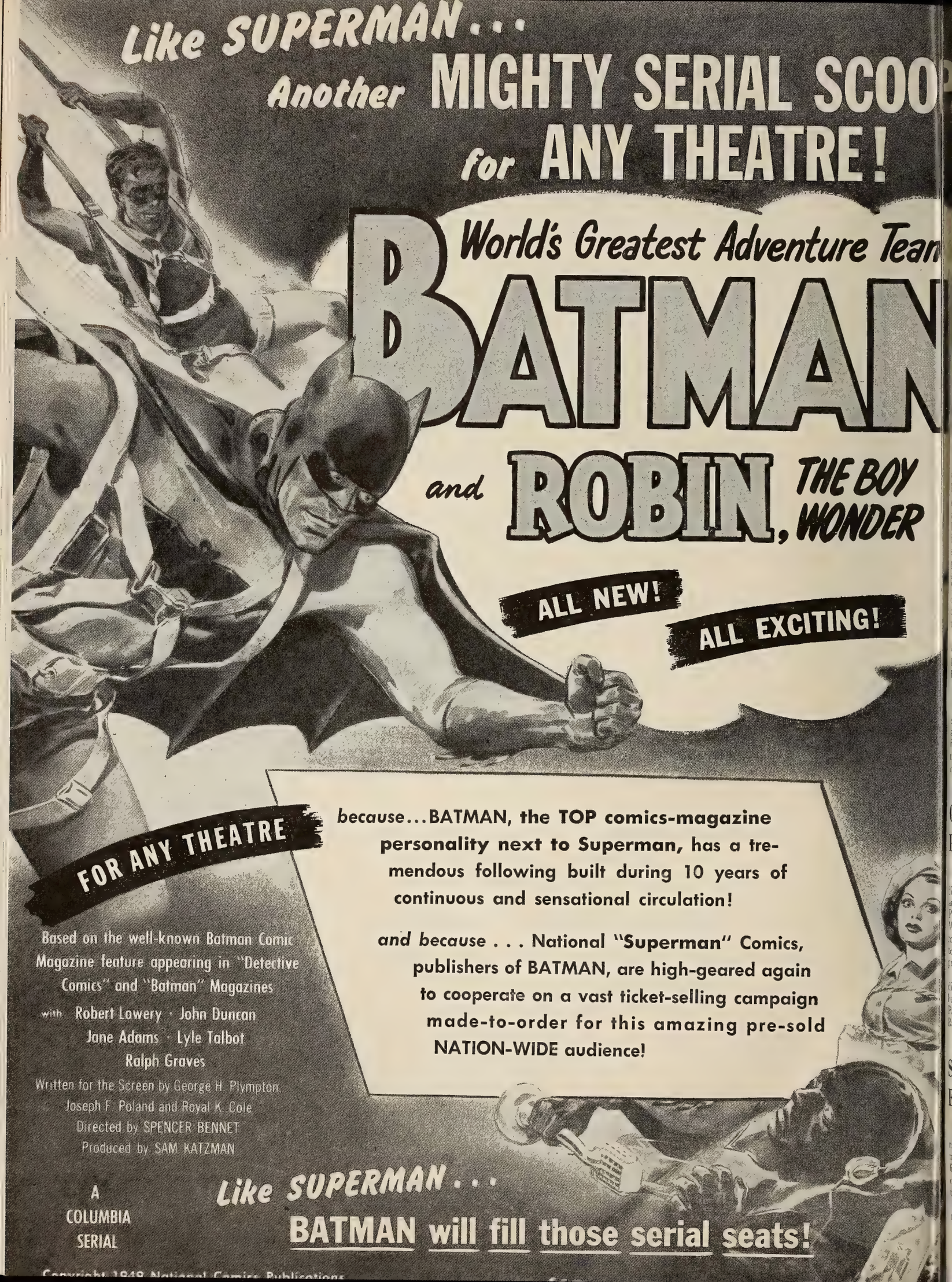
(*Continued from page* 1)

have been Young, majority stockholder of Pathe Industries, E-L parent company; Robert Benjamin, Pathe Industries counsel; Serge Semenenko of the First National Bank of Boston; Robert Purcell, Pathe executive, and William C. MacMillan, E-L operations vice-president.

They are examining several plans under any one of which, it is said, control of the company could be transferred to independent producer Small.

Estate Aids Aged

COLUMBUS, O., June 5.—Robert J. Harmon, deceased theatreman, left the bulk of his estate to Bishop Michael J. Ready of the Catholic Columbus diocese for the establishment of a home for the aged.



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 110 NEW YORK, U.S.A., TUESDAY, JUNE 7, 1949 TEN CENTS

Ascap Submits New Decree Terms to U. S.

Would Collect Its Music Fees from Producers

In furtherance of its aim to secure a firm basis for dealing directly with film producers, the American Society of Composers, Authors and Publishers has submitted to the Department of Justice its proposals for new consent decree provisions, superseding the agreement the two parties entered into in 1940, and declared as conforming with the New York and Minneapolis Federal Court decisions which enjoin Ascap from collecting music license fees from theatres.

The Ascap proposals reportedly would allow the Society to collect public performance rights fees from producers in behalf of its members under a plan which would involve no bargaining on the part of Ascap. The Society appears to have in mind some sort of formula which would standardize the rates for music used in films. That accomplished, the Society thereafter would merely collect in accordance with the fixed-rate formula.

(*Continued on page 6*)

Circuit Ad Heads at Para. Meeting Today

The 11 circuit advertising-publicity directors serving as "guest consultants" in the two-day conference on Paramount's forthcoming William Wyler's "The Heiress" will be welcomed at a luncheon at the Astor Hotel here today by Barney Balaban, president.

Max E. Youngstein, Paramount's director of national advertising, publicity and exploitation, and other Paramount executives, in addition to Balaban, who will attend the luncheon

(*Continued on page 3*)

Silliphant in New Exhibitors' Aid Post

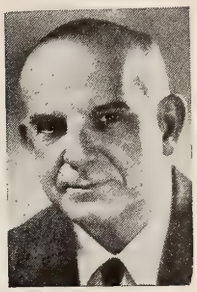
In line with 20th Century-Fox's announced plan of increased point-of-sale merchandising and exhibitor aid, Stirling Silliphant has been placed in charge of special events and promotions for the company.

Silliphant, who will work with Rodney Bush, exploitation manager, will

(*Continued on page 3*)

Yates Personally to Sell 'The Red Menace'

Herbert J. Yates, president of Republic Pictures, disclosed here yesterday that "Republic has appropriated a minimum of $500,000 to help stamp out 'Communism in the United States'." This is the initial amount earmarked to be spent throughout the nation to exploit and advertise Republic's expose of Communism infiltration into America, "The Red Menace."



Herbert J. Yates

In addition, Yates announced that he is personally going to visit 32 major cities in order to insure that the maximum amount of effort is exerted to get people to see this picture.

"I have never sold pictures before.

(*Continued on page 6*)

Protests Lichtman's Views on Salesmen

MILWAUKEE, June 6.—In a letter addressed to Al Lichtman, 20th Century-Fox vice-president, David Beznor, attorney for the Colosseum of Motion Picture Salesmen of America, has protested reports that the 20th-Fox executive at the May 12 luncheon-meeting of the New York Independent Theatre Owners Association had ascribed to film salesmen the largest share of blame for whatever poor relationships exist between distribution and exhibition.

Beznor wrote: "You have shocked a most important single group in your organization—the men who day in and day out are on the road doing their level best to sell the products your

(*Continued on page 3*)

Missouri and Kansas Allied Meet Today

KANSAS CITY, June 6.—Hotel reservations by members of the Allied Independent Theatre Owners of Missouri-Kansas, which opens a two-day session here tomorrow indicate an excellent attendance and broad coverage of the regions represented by the organization.

An all-industry luncheon will be the first real get-together. Guest speaker will be Trueman Rembusch, treasurer of national Allied and president

(*Continued on page 3*)

Johnston to Fight Quota

WASHINGTON, June 6.—Eric Johnston, president of the Motion Picture Association of America, is expected to carry the new joint MPAA-SIMPP protest on the British quota to the State Department this week, MPAA sources said here today.

It was understood that an attempt is being made to line up an appointment with Acting Secretary of State James Webb.

In any event, MPAA officials said, whenever the joint protest does go to the State Department, Johnston will deliver it.

Rank Benefits from U. K. Film Financing

LONDON, June 6.—The J. Arthur Rank Organization here is being benefited indirectly, but importantly, by the government's Film Finance Corporation's aid to independent producers.

"Spider and Fly," a Mayflower Pictures Corp. production, is in work at Rank's Pinewood studio. Mayflower, headed by Maxwell Setton and Aubrey Baring, was one of the first to receive an advance from Film Finance. In addition to using the Rank studio, Mayflower has a distribution guaranty from Rank's General Film Distribu-

(*Continued on page 3*)

Kingsberg, 6 Others To Aid N. Y. Fund

Malcolm Kingsberg, president of RKO Theatres, will head solicitations in the motion picture industry during the 12th annual campaign of the Greater New York Fund, according to Nelson Bond, vice-president and director of advertising of the McGraw Hill Publishing Co. and chairman of the fund's publishing, entertainment and professions section.

Assisting Kingsberg as chairmen of sub-divisions are: equipment and supplies, Harry Moskowitz, chief of construction for Loew's; motion picture theatres, Leo Brecher, president, Unity Theatres Corp., and J. Joshua Goldberg, secretary, Independent Theatre Owners Association, co-chairmen; production, Kingsberg.

MPAA Meet With Myers, Others Near

MPAA Trade Relations Program Begins Today

WASHINGTON, June 6.—Getting underway with the program of stepped-up exhibitor and public relations, Eric A. Johnston, president of the Motion Picture Association of America, is expected to call an early meeting with leaders of several exhibitor groups to discuss current industry problems, an MPAA official indicated here today.

Abram Myers, Allied States counsel, and other Allied officials, Theatre Owners of America president Arthur Lockwood and leaders of the Pacific Coast Conference of Independent Theatre Owners are certain to be included, the MPAA spokesman said.

The first meeting under the new MPAA program will take place here today when a group of TOA officials will sit in with Johnston and Francis Harmon, MPAA vice-president, who is in charge of this activity for the organization. The TOA group will include Ted Gamble, board chairman; Gael Sullivan, executive director, and

(*Continued on page 6*)

Greenblatt Becomes S. G.'s Sales Manager

HOLLYWOOD, June 6. — Arthur Greenblatt, Eastern sales manager of Screen Guild Productions, has been made general sales manager of the company by Robert L. Lippert, president.

Lippert also announced that Al Grubstick, manager of the San Francisco exchange, has been promoted to assistant sales manager in charge of San Francisco home office operations.

Greenblatt, who succeeds F. A. Bateman, has been in the industry

(*Continued on page 3*)

'4-A's' TV Formula Approved by Equity

Membership of Actors' Equity Association has endorsed its council's approval of the television agreement which has been reached by the negotiating committees of the "Four A's," Alfred Harding, AEA official, reported here yesterday.

The agreement approved calls for

(*Continued on page 3*)

Personal Mention

ROBERT J. O'DONNELL, Interstate Theatre executive and head of Variety Clubs International, is in New York from Dallas.

•

ROBERT B. PELL, assistant to ALFRED CROWN, Samuel Goldwyn Productions vice-president, and RUTH BERNSTEIN, Near East Films office manager, were married here Sunday and left yesterday for a two-week honeymoon in Bermuda.

•

CHARLES D. PRUTZMAN, Universal vice-president and general counsel, returned to New York yesterday from State College, Pa., where his daughter, BETSY, was graduated from Penn State.

•

CHARLES LAZARUS, of *Motion Picture Herald's* editorial staff, and MRS. LAZARUS are the parents of a daughter, SUSAN ESTHER, born Saturday at Beth Israel Hospital, New York.

•

PHIL BERG, a partner with BERT ALLENBERG for the past 15 years in the Coast talent agency which bears their name, has announced his withdrawal from the business on the advice of his physician.

•

WILLIAM BROWN, manager of Loew's Poli Bijou Theatre, New Haven, and MRS. BROWN have announced the engagement of their daughter, AUDREY, to MORRIS D. AROVAS of that city.

•

MAJOR-GENERAL EDWARD PECK CURTIS, Eastman Kodak vice-president, will receive an honorary degree at the University of Rochester's 99th annual commencement on June 20.

•

SAM ECKMAN, M-G-M managing director in England, and MRS. ECKMAN delayed their departure from New York and will now leave here for London on June 15.

•

CAREY WILSON, M-G-M producer, will arrive here from the Coast tomorrow, after delaying his expected departure one day.

•

RUTGERS NEILSON, RKO Radio publicity manager, has been reelected to the board of governors of Circus Saints and Sinners.

•

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, accompanied by MRS. KOPFSTEIN, has returned from tour of Europe.

•

ANDREW CRAPPMAN, head of Fox West Coast merchandising department at Los Angeles, is recuperating from an emergency appendectomy.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, will return here from Boston tomorrow.

•

G. L. CARRINGTON, Altec president, is in New York from Hollywood.

Bus Strike Hits Many Theatres in Mass.

BOSTON, June 6.—A check made in Fall River, Taunton, Brockton, Quincy, Dedham and Norwood to the South of Boston and Melrose, Wakefield, Reading, Lowell, Lawrence, Haverhill and Newburyport to the North, reveals that theatre business was hard hit by the strike of bus drivers of the Eastern Massachusetts Street Railway. Main streets were deserted. Many theatres depend upon the carriage trade for their business and patrons coming by bus, but over the weekend they stayed home.

Mayors of the cities affected are clamoring for state intervention because business is practically at a standstill. Business losses are expected to run into the millions. Mercantile establishments are prepared to close, and stores selling perishables are giving their goods below cost so that they will not rot.

Rathvon To Finance Lemay, Templeton

HOLLYWOOD, June 6.—N. Peter Rathvon's new independent film financing company is said to be arranging to back Alan Lemay and George Templeton in the production of "Thunder in the Dust," a Western film based on a story by Lemay, who will direct it. John Barrymore, Jr., son of the late actor and Dolores Costello, has been signed to make his screen debut in the picture. Young Barrymore's contract with the producers, recently submitted for court approval because he is a minor, is understood to provide for an initial salary of $150 a week with options which will increase it ultimately to $500 a week and give him minimum per-picture guarantees of $30,000.

Paarmann Is Named DeVry Sales Head

CHICAGO, June 6.—DeVry Corp. has appointed M. W. Paarmann sales manager for the 35mm. theatre equipment division. A veteran of over 20 years with DeVry, Paarmann recently held the post of sales and service manager for DeVry's 16mm. division.

He succeeds Ira L. Fleming, who is associated with Midwest Theatre Supply Co., Chicago, handling the distribution of DeVry theatre projection equipment in Illinois.

MPAA, MPEA Meets Are Postponed

Thursday's scheduled meetings of the Motion Picture Export Association and the Motion Picture Association of America have been postponed. Company presidents and foreign department managers will attend the MPEA meeting on Monday afternoon, while a full MPAA board meeting will be held Tuesday morning.

Variety Open House

New York Variety Club will be host to members at an open house in its new headquarters at the Hotel Astor here on Friday afternoon.

Whitaker Joins MPAA Committee on Video

John M. Whitaker, vice-president of RKO, will represent that company on the new television committee of the Motion Picture Association of America. RKO had been the only MPAA member company which had not designated its representative on the video committee. Continuing its study, the committee will meet at the Paramount Theatre here tomorrow to observe the Paramount large-screen video pick-up process.

Members of the television group of the Theatre Owners of America also will be present at the demonstration, the MPAA and TOA policy being to cooperate with each other in studying theatre television.

Condon To Promote DeMille's 'Delilah'

Richard Condon has been assigned by Max E. Youngstein, director of advertising, publicity and exploitation for Paramount Pictures, as overall coordinator of a national advance publicity campaign for the forthcoming release of C. B. DeMille's "Samson and Delilah."

Condon was director of publicity and exploitation for Walt Disney Productions for the five years ending in 1941. He was then publicity director at 20th Century-Fox.

After forming his own company, Condon developed long range campaigns under a retainer from Columbia Pictures, and at various times he represented Pathe News, Motion Picture Producers Association, United Artists, and independent producers.

Reelect Dick Gordon Extras Guild Head

HOLLYWOOD, June 6.—Richard H. (Dick) Gordon has been reelected president of the AFL Screen Extras Guild and the entire administration slate also won over independent candidates in the Guild's annual election, the Guild reports.

In the presidency race, Gordon received 1,259 votes; Chalky Williams, 345; Harry (Doc) Evans, 318; Jim Reeves, 104. In a contest for the office of treasurer, Jeffrey Sayre was reelected over Mike Lally. Other officers reelected are Franklyn Farnum, Bess Flowers, second vice-president; Larry Steers, third vice-president; Beulah Parkington, recording secretary.

Correction

In a news story in the issue dated May 27 MOTION PICTURE DAILY referred to Robert L. Lippert's forthcoming production, "Treasure of Monte Cristo," as a "United Artists release." That was an error. The picture will be distributed by Lippert's Screen Guild Productions franchise holders.

SDG To Show UN Films

First American showings of a group of United Nations-sponsored films will be held at the Museum of Modern Art here on June 23 at the first public forum of the (Eastern) Screen Directors Guild, it is announced by Jack Glenn, president.

Lloyd Curtailing His Film Plans for Year

Harold Lloyd, whose "Movie Crazy" is being reissued by Motion Picture Sales Corp., said here yesterday that his film plans for next year will be curtailed as a result of the fact that he is to be installed as Imperial Potentate of the Shriners at its annual convention in Chicago next month.

Lloyd pointed out that "Movie Crazy," which was made in 1932 at a cost of $750,000, could not be made today under $2,00,000. He said he has in mind an idea for another film which he expects to launch after his year with the Shriners. He asserted that it probably would be made in connection with M. P. Sales Corp. Lloyd pointed out that there are seven pictures which M. P. Sales Corp. very likely would reissue. They are, besides "Movie Crazy," which will be the Globe Theatre's next attraction here, "The Freshman," "Safety Last," "Grandma's Boy," "Speedy," "Welcome Danger' and "Cat's Paw." Lloyd disclosed that his most recent film, "Mad Wednesday," made for RKO, probably will be released at the end of the year.

Charles L. Casanave, executive vice-president of M. P. Sales Corp., revealed that "Movie Crazy" recently had 10 theatre "sneak previews," and some 20 private screenings.

Japan Award to Wyler

William Wyler has received a Japanese award as producer-director of "The Best Years of Our Lives," selected by the American Motion Picture Culture Association of Japan as the best American picture released there in 1948. Seiichiro Yasui, governor of Tokyo, sent the award to Wyler.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
LUCILLE BALL
in Damon Runyon's
"Sorrowful JONES"
introducing
MARY JANE SAUNDERS
in Person
LOUIS PRIMA
And His Orchestra
introducing
KELLY SMITH and JIMMY VINCENT
plus VIC & ADIO
The Amazing
MR. BALLANTINE
GEORGE WRIGHT
as the Ogre
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

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Greenblatt Promoted

(*Continued from page* 1)

since 1922, at which time he started as a salesman for Educational Pictures. In 1923, he was appointed New York branch manager and was the youngest branch manager in the industry.

After twelve years, he left Educational and opened his own exchange, which he operated for two years. He then joined Gaumont-British as a salesman and, in two years, became branch manager. then circuit sales manager and, subsequently, general sales manager. When Gaumont-British ceased to operate in this country, he joined Monogram as New York branch manager. Later, he went with PRC as general sales manager and, after one year, was elected vice-president in charge of distribution. At the end of four years, he rejoined Monogram as Eastern district manager and was later promoted to Eastern division manager. He was with Monogram for four years before joining Screen Guild as Eastern sales manager in 1947.

'4-A's' TV Formula

(*Continued from page* 1)

the setting up of machinery under which television talent will be organized and administered by the Four A's, an organization representing various talent unions. Equity's action, Harding said, is contingent upon whether Screen Actors Guild and Screen Extras Guild enter into the agreement, and upon the working out of a "working agreement" between television authorities and the guilds in case SAG and SEG do not wish to participate in the Four A's joint action.

Harding said the membership voted that if any other talent group or groups should not endorse the agreement by the time of the Four A's meeting, scheduled for June 17, the Equity delegates to that meeting are instructed to petition the Four A's for a general meeting of the memberships of all Four A organizations to determine what position to take in the television matter.

Ballots were being counted yesterday following the weekend election of Equity officers, and results will be announced shortly, Harding said. Some 1,000 ballots were cast.

Rank Benefits

(*Continued from page* 1)

tors, has a service contract with J. Arthur Rank Productions, Ltd., and space in one of Rank's London branch offices.

Nat Bronsten's Plantagenet Films, currently making "Give Us This Day" at Rank's Denham studio, with Edward Dmytryk directing, also received end-money from Film Finance. The picture has a GFD distribution guaranty, implying playing time on Rank's Gaumont-British or Odeon circuits.

Another independent production, Edward Dryhursts's "The Romantic Age," featuring a number of Rank's top artists, is scheduled to start eight weeks' shooting at Denham on June 13 with a GFD distribution guaranty. So far as can be learned, however, Dryhurst has received no advance from the Finance Corp.

Rank himself plans to make only 20 features in the next 12 months at Denham and Pinewood, to be financed out of the box-office takes of previous pictures.

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Specializing
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Reviews

"Calamity Jane and Sam Bass"

(*Universal-International*)

A FULL-SCALE production treatment, including Technicolor and all of the trappings, has been accorded Universal-International's "Calamity Jane and Sam Bass." The picture features Howard Duff as a horse-loving cowhand who gets on the wrong side of law and order when he tries to exact his own justice for the villainous poisoning of his mare. Sharing the billing with Duff as the other name of the title is Yvonne de Carlo, a hoydenish adventuress who casts her lot with him only to find herself not altogether wanted. Dorothy Hart provides the third corner to the triangle as the refined and elegant young lady who wants to make Duff a dutiful wife. Designed for popular appeal, the picture is rounded out with the standard quota of gunplay and chases. The picture will have a Dallas premiere tomorrow as part of some 300 openings.

When Duff arrives in town he is a good sort of person, greatly interested in horse racing. He borrows enough money to buy a mare and then starts conditioning the animal for the race. The fleet-footed mare meets amazing success, but in a crucial race she drops dead as a result of poisoning by some gambler outlaws. Motivated by a moral sense of justice, Duff tries to retrieve the money he lost on the race, is forced to kill in self-defense, and in time he himself becomes a hunted outlaw. Slowly Duff and his little group, including Miss De Carlo, are hunted down by the sheriff and his posse.

The formula-made screenplay, by Maurice Geraghty and Melvin Levy, ends with a different twist as the hero-outlaw is finally brought down by the relentless sheriff. Leonard Goldenson produced and George Sherman, directed from a screenplay based on his own story.

Running time, 85 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"Movie Crazy"

(*Harold Lloyd—Motion Picture Sales Corp.*)

HAROLD LLOYD'S "Movie Crazy" is one of those comedies whose entertainment value is timeless. Happily, it has been scheduled for reissue this month after 17 years in the vaults.

It is a story of goggle-eyed Harold's attempts to become a big romantic Hollywood star. His every effort results in trouble until finally when he believes he is protecting Constance Cummings from the hands of the villain and engages in a rough and tumble fight a producer sees the possibilities of developing a new comedy star. Since it is comedy which depends upon situations and slapstick rather than dialogue, it is of the type which lives on indefinitely. As an exhibitors' picture it has numerous exploitation possibilities. First it will attract children who know of Harold Lloyd only by name and reputation and secondly it will draw their parents who will enjoy not only the picture but the nostalgia therein. At a screening for high school editors in New York Lloyd's screen antics kept the projection room in an almost constant state of laughter.

Lloyd produced and Clyde Bruckman directed, from a screenplay by Vincent Lawrence. When the picture was first released by Paramount, MOTION PICTURE DAILY's review in the issue of August 11, 1932, said: ". . . one of the best constructed and best timed comedies that has hit the screen in some time."

Running time, 85 minutes. General audience classification. For June release.

Legion Reviews 9; Classes Two 'B'

Nine additional films have been reviewed by the National Legion of Decency, with two receiving a "B" rating. In that category are Universal-International's "Daybreak" and Warner Brothers' "The Fountainhead."

In Class A-I are Republic's "Red Menace" and Columbia's "Home in San Antone." In Class A-II are: "Hellfire" and "Streets of San Francisco," both Republic; Columbia's "Johnny Allegro"; Universal-International's "Take One False Step," and RKO Radio's "Mighty Joe Young."

Protests Lichtman's

(*Continued from page* 1)

production departments turn out and whatever goodwill your company is able to generate among the trade upon whom they call."

The Colosseum attorney told Lichtman that the salesman "is not a private contractor." He added: "In his presentation to his exhibitor, properly instructed, he is like the sound track of a picture produced by management. No matter how anxious he may be to write a contract, he must stay within the limits of his authority, which are carefully circumscribed by established sales policy."

In its new "Statement of Policy," issued May 11, the company announced that "Our policy provides that each division head, branch manager and salesman will conduct his business in his own territory as if he were the owner of that business." Twentieth-Fox distribution vice-president Andy W. Smith, Jr., told the ITOA meeting that this meant that home office approval of contracts is eliminated.

Efforts yesterday to reach 20th-Fox vice-president Al Lichtman for comment on the letter sent by Colosseum attorney David Beznor were unsuccessful.

Para. Meeting Today

(*Continued from page* 1)

are: Adolph Zukor, A. W. Schwalberg, E. K. O'Shea, Hugh Owen, Russell Holman, Paul Raibourn, Leonard Goldenson, Edward L. Hyman, Robert Weitman, J. J. Fitzgibbons, Jerry Pickman, Ben Washer, William E. Danziger, and Rudy Montgelas, William Boley and George Richardson of Buchanan and Co., which handles Paramount advertising.

In addition, attending the luncheon will be the following Paramount field representatives: Leonard Allen, Win Barron, William F. Brooker, James Castle, E. G. Fitzgibbon, George Y. Henger, J. M. Joice, James Levine, Everett Olsen, Arnold Van Leer and Edward J. Wall. Following the luncheon, "The Heiress" will be screened for the guest consultants and field representatives in the Paramount home office projection room. A reception to the out-of-town guests, to which trade paper publishers and editors have been invited, will be held this afternoon in the Essex House.

Tomorrow an advertising discussion on "The Heiress" will take place in the board room of Buchanan and Co. in the Paramount Building. Following this, Buchanan will be host at a luncheon at Gallagher's. The afternoon will be devoted to talks concerning publicity, advertising, exploitation and general promotion of the picture. Youngstein will preside at both sessions.

Silliphant Is Named

(*Continued from page* 1)

concentrate on special exhibitor service, world premiere activities, and regional saturation campaigns. He will also continue his present handling of motion picture tie-ups with advertising agencies. Silliphant left here yesterday for Denver to confer with Fox Inter-Mountain Theatre officials about the world premiere of "Will James' Sand" which is to be launched in that city on June 28.

Allied To Meet

(*Continued from page* 1)

of Allied of Indiana. An all-industry session will start at two P.M., when greetings will be extended by William L. Ainsworth, national Allied president, and by representatives of distributors of the area.

At an open forum subjects discussed will include public relations, legislation, taxes and licenses, television and 16mm. film competition, advertising and showmanship, advertising accessories and advertising trailers.

Exhibitors will hold a closed session at 3:00 P.M. on Tuesday when subjects of vital interest wil be discussed.

There will be a Fashion Show for the feminine guests at Chasnoff's, one of the city's leading fashion stores at 3:30 P.M., and a cocktail party at 5:30.

Wednesday there will be special group meetings at 10 and 11 A.M., and in the afternoon a closed session will take up concessions, drive-in theatres, gasoline power units, buying-booking through Allied, discounts on supplies and equipment, finance and membership reports, report of committees, election of new directors. The board's organization meeting will be held at 4:30 for the election of officers.

An all-industry banquet will be held Wednesday evening in the Muehlebach.

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for the vacation season — a combination of Walt Disney's 'Dumbo' and 'Saludos Amigos' . . . the perfect boxoffice program that gives you 106 minutes of Disney Delight . . .

NEW PRINTS! NEW ADVERTISING!

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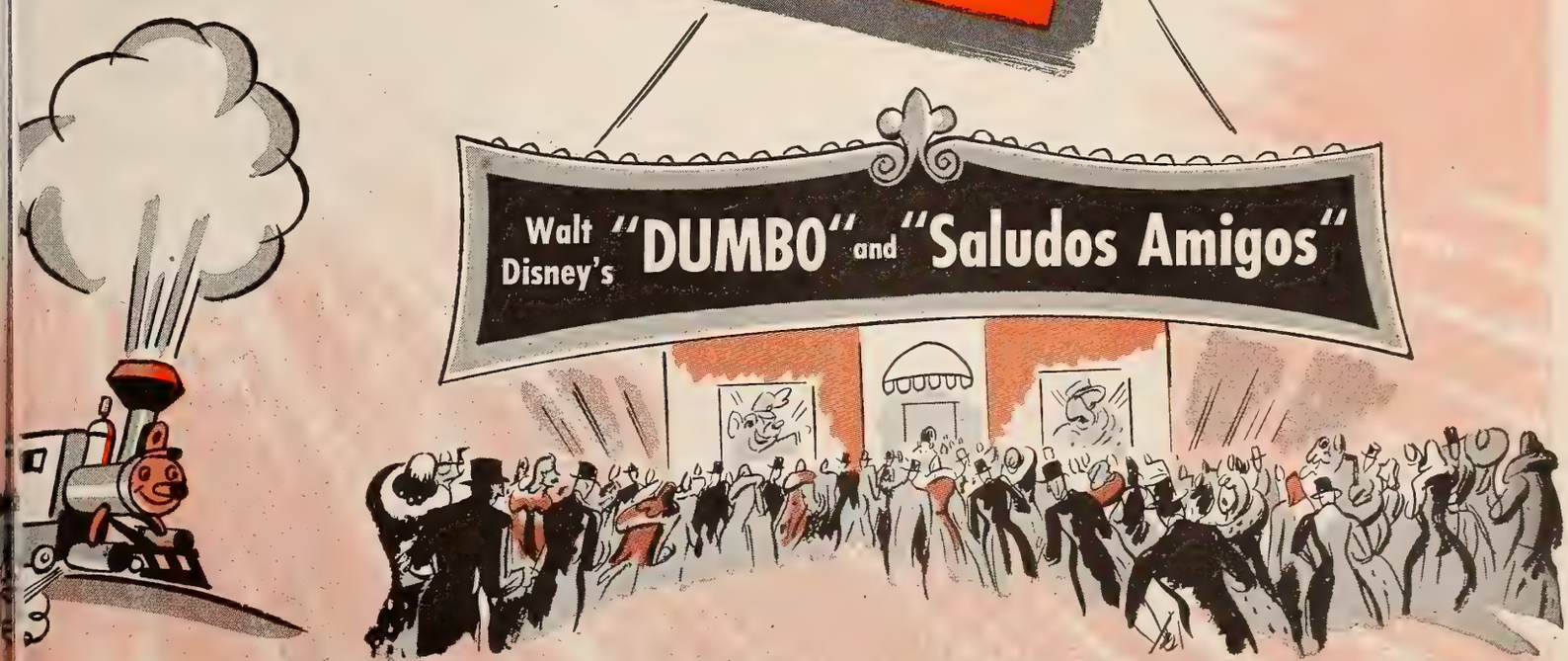
— including "Tico, Tico" and "Brazil"



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RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

		THE BIG STEAL		STAGECOACH KID	
ALBANY	Fox Screening Room 1052 Broadway	Mon. 6/13	8:00 P.M.	Mon. 6/13	2:30 P.M.
ATLANTA	RKO Screening Room 195 Luckie St., N.W.*	Mon. 6/13	2:30 P.M.	Mon. 6/13	10:30 A.M.
BOSTON	RKO Screening Room 122-28 Arlington St.	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
BUFFALO	Mo. Pict. Oper. Scr. Room 498 Pearl Street*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
CHARLOTTE	Fox Screening Room 308 S. Church St.*	Mon. 6/13	2:00 P.M.	Mon. 6/13	3:30 P.M.
CHICAGO	RKO Screening Room 1300 S. Wabash Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
CINCINNATI	RKO Screening Room 12 E. 6th St.*	Tues. 6/14	8:00 P.M.	Mon. 6/13	9:30 P.M.
CLEVELAND	Fox Screening Room 2219 Payne Ave.	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
DALLAS	Paramount Screening Room 412 S. Harwood St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
DENVER	Paramount Screening Room 2100 Stout St.	Mon. 6/13	2:00 P.M.	Mon. 6/13	3:30 P.M.
DES MOINES	Paramount Screening Room 1125 High St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
DETROIT	Blumenthal Screening Room 2310 Cass Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
INDIANAPOLIS	Universal Screening Room 517 N. Illinois St.	Mon. 6/13	1:00 P.M.	Mon. 6/13	3:00 P.M.
KANSAS CITY	Paramount Screening Room 1800 Wyandotte St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
LOS ANGELES	RKO Screening Room 1980 S. Vermont Ave.*	Mon. 6/13	2:30 P.M.	Mon. 6/13	10:30 A.M.
MEMPHIS	Fox Screening Room 151 Vance Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
MILWAUKEE	Warner Screening Room 212 W. Wisconsin Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
MINNEAPOLIS	Fox Screening Room 1015 Currie Ave.	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
NEW HAVEN	Fox Screening Room 40 Whiting St.*	Mon. 6/13	2:00 P.M.	Mon. 6/13	3:30 P.M.
NEW ORLEANS	Fox Screening Room 200 S. Liberty St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
NEW YORK	Normandie Theatre 53rd & Park Ave.*	Mon. 6/13	10:30 A.M.	———	———
	RKO Screening Room 630 Ninth Ave.	———	———	Mon. 6/13	2:30 P.M.
OKLAHOMA CITY	Fox Screening Room 10 North Lee St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
OMAHA	Fox Screening Room 1502 Davenport St.*	Mon. 6/13	1:00 P.M.	Mon. 6/13	10:30 A.M.
PHILADELPHIA	RKO Screening Room 250 N. 13th St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
PITTSBURGH	RKO Screening Room 1809-13 Blvd. of Allies*	Mon. 6/13	1:00 P.M.	Mon. 6/13	3:00 P.M.
PORTLAND	Star Screening Room 925 N.W. 19th Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
ST. LOUIS	RKO Screening Room 3143 Olive St.*	Tues. 6/14	11:30 A.M.	Tues. 6/14	2:30 P.M.
SALT LAKE CITY	Fox Screening Room 216 E. 1st South St.*	Mon. 6/13	1:00 P.M.	Mon. 6/13	3:00 P.M.
SAN FRANCISCO	RKO Screening Room 251 Hyde St.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
SEATTLE	Jewel Box Screening Room 2318 Second Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.
SIOUX FALLS	Hollywood Theatre 212 N. Phillips Ave.*	Mon. 6/13	10:00 A.M.	Mon. 6/13	9:00 P.M.
WASHINGTON	Fox Screening Room 932 New Jersey Ave.*	Mon. 6/13	10:30 A.M.	Mon. 6/13	2:30 P.M.

*ALSO SCREENING WALT DISNEY'S "SEAL ISLAND"

Ascap Submits

(*Continued from page* 1)

How Ascap could take part in any initial standard rate-fixing in a manner devoid of bargaining was not made clear.

Synchronization rights which the producer would continue to license separately are cleared through the Music Publishers Protective Association.

Drafting of the Ascap proposals followed a new round of discussions in Washington recently between Justice attorneys and Ascap executives and counsel. Another meeting is scheduled for tomorrow, also in Washington.

To what extent the Justice Department will be receptive to the Ascap plan was not disclosed although it was ascertained that independent producers may come up with some objections to it. Counsel for the Society of Independent Motion Picture Producers has told Justice that its group would oppose any plan which would give Ascap control over most of the important musical compositions and thus place independents in an unfair bargaining position. SIMPP has not mapped any counter proposals but might look favorably upon an arrangement under which Ascap would serve only as a collecting agency with no bargaining power.

Continuing indications are that the exhibitor plaintiffs in the New York case, where appeals are now pending, would consent to withdrawal of the action if a decree with the government would achieve the same results, *i.e.*, permanently enjoin Ascap from theatre collections. In the Minneapolis suit, the exhibitor group in that city was the defendant, the action having been instituted by Ascap for non-payment of public performance rights to its music.

Ascap Submits New Draft

WASHINGTON, June 6.—Ascap officials submitted to the Department of Justice today another draft of proposed revisions in their consent decree.

MPAA, Myers

(*Continued from page* 1)

Robert W. Coyne, of the executive committee.

The MPAA plan for improved industry relations calls for closer liaison between the various branches of the film business and among the members of each branch. Both Johnston and Harmon are expected to be available for exhibitor meetings in the field to take up trade problems.

Procedure Sustained On FCC Arguments

WASHINGTON, June 6.—The U. S. Supreme Court ruled today that the Federal Communications Commission can decide whether and when to grant oral argument in connection with a case before it.

By a 8-to-0 vote, the court reversed a decision of the Circuit Court of Appeals which said that the FCC was wrong in refusing to grant oral argument to station WJR, Detroit, in a case in which WJR was involved. The FCC had appealed, saying the lower court decision created grave administrative problems, and the high court today said the FCC decision not to grant oral argument was clearly within the agency's discretionary powers.

Yates to Sell

(*Continued from page* 1)

I leave that to my sales department," Yates said. "But this is one picture I am going to personally help distribute throughout the length and breadth of this land. Despite threats from any quarter, I am going to show it, if I have to go out and hire halls to do so."

Yates for the first time in his industry career is personally being credited as producer of a picture, being listed as executive producer of "The Red Menace."

Already through a series of showings to various members of veterans, women's, political, press and labor groups, "The Red Menace" has helped to bring individuals and organizations together as a unified front in the current fight against Communism, said a company statement.

The Senate Fact-Finding Committee on Un-American Activities in California has issued a special commendation to Republic and Yates stating in part that "in recognition of the great contribution that has been made by Republic Studios in the fight against those forces who seek to deprive the American people of the freedoms we all cherish so dearly, the Senate committee does commend Republic Studios and those persons who have so courageously assisted in this production."

Yates intends to give the picture the most intensive and far-reaching campaign in picture history, it was said. In order to accomplish this, he announced that he will add to his public relation group over 50 men to carry the exploitation campaign throughout the country.

Republic's "Red Menace" to Open Here at Mayfair, July 2

"The Red Menace" will open at Brandt's Mayfair Theatre in New York on July 2, following its world premiere at the Paramount Downtown and Hollywood in Los Angeles on Thursday. The New York opening will be backed by the biggest campaign in the history of the company, it was announced by James R. Grainger, executive vice-president.



FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 65. NO. 111 NEW YORK, U. S. A., WEDNESDAY, JUNE 8, 1949 TEN CENTS

1949 Rentals Are Ahead of 1941: Balaban

Circuit Ad Directors Meet With Para. Chiefs

Significant evidence that the industry is enjoying at present greater prosperity than is generally recognized lies in the fact that film rentals this year are ahead of those of 1941, Paramount president Barney Balaban declared here yesterday at a company-sponsored luncheon-meeting attended by advertising-publicity directors of 11 circuits and Paramount field promotion representatives.

Balaban said he chose to measure the economic situation in terms of film rentals because theatre attendance is thereby most accurately determined. Thus, according to the Paramount president's analysis, attendance at theatres has been greater this year than it was during the peak year prior to the war.

The luncheon-meeting, held at the Hotel Astor, was one facet of a two-

(*Continued on page 4*)

Schine Decree Seen Ready Next Week

An agreement with the Department of Justice on a consent decree ending the government's 10 years of anti-trust litigation against the Schine circuit can be reached by the end of next week, barring unforeseen obstacles, a spokesman for Schine said here yesterday.

The spokesman said that what defendants regard as only minor problems still remain to be settled. Recent progress on the decree has been slowed because of the frequent absence from Washington of anti-trust department officials on other business, with the Schine meetings having been delayed in consequence.

Rembusch Is Head Of Allied Caravan

WASHINGTON, June 7.—Trueman T. Rembusch has been appointed chairman of Allied States Association's Caravan Committee, to succeed Sidney Samuelson.

General counsel Abram Myers said the change was made at Samuelson's suggestion. Samuelson will stay as a member of the committee.

Warner Nets $5,624,000

Warner Brothers and subsidiary companies report for the six months ended February 26, a net profit of $5,624,000 after provision of $3,700,000 for Federal income taxes, compared with $7,311,000 for the corresponding period last year after provision of $5,200,000 for Federal taxes.

The net for the six months is equivalent to 77 cents per share on 7,295,000 shares of common stock outstanding. The net for the corresponding period last year was equivalent to $1.00 per share.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the six months ending February 26, amounted to $68,520,000.

Prior to August 31, 1948, the close of the last fiscal year, film rentals and costs and expenses of the principal subsidiary companies operating in for-

(*Continued on page 4*)

WB Theatre Heads At Sales Convention

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a zone managers' meeting here today at the company's home office. Those attending—all of which will attend the Warner distribution department's international sales convention, opening tomorrow at the Waldorf-Astoria Hotel here, include:

Zone managers: James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Al-

(*Continued on page 4*)

MPAA, TOA Hold 'Exploratory' Meet

Washington, June 7. — Motion Picture Association of America president Eric Johnston met today with Theatre Owners of America representatives in the first of a series of conferences between MPAA and exhibitor organizations on industry problems. The preliminary session between Johnston, MPAA vice-president Francis Harmon and executive assistant Joyce O'Hara, and TOA executives Gael Sullivan, Ted Gamble and Robert Coyne, was described as "exploratory."

Palfreyman Leaves Trade Relations Post

WASHINGTON, June 7.—David Palfreyman, head of Motion Picture Association of America trade relations division, is leaving the association, and the trade relations and community service divisions have been combined under MPAA vice-president Francis Harmon, MPAA president Eric Johnston announced today.

Palfreyman said he hadn't quit nor had he been fired—"I'm just leaving."

Johnston declared he had no present plans for a successor to Palfreyman, to work under Harmon. Commenting on the change, the MPAA president said: "Dave Palfreyman's integrity and devotion to the best interests of the motion picture industry are well known to everyone in the business. His 35 years of service in the industry have brought him into intimate contact with exhibitors and their prob-

(*Continued on page 4*)

Capital Meeting Tomorrow On Copyright Convention

State Dept. Wants Its Films in Europe

WASHINGTON, June 7.—The State Department, in a report to Congress, said it was negotiating to get United States Information Service films into European theatres.

"The values of commercial distribution of USIS films through arrangements with American film companies are fully appreciated," the Department said. "The subject is complicated by quotas, taxes, and blocked currencies. In certain areas—South America, Far

(*Continued on page 4*)

WASHINGTON, June 7.—Representatives of the film industry and other fields involved in copyrights will meet at the Library of Congress here on Thursday to study the advisability of a worldwide copyright convention to which the United States could be a party and which would function within the framework of the United Nations Educational, Scientific and Cultural Organization.

The Thursday session will be a preliminary to a meeting of the Unesco copyright division at its Paris headquarters on July 4-10, where decision

(*Continued on page 4*)

New Drive for U. K. Playing TimeHereSeen

Portal Group's Report Expected to Include It

LONDON, June 7.—Likelihood that the so-called Portal Committee will renew urgings for increased playing time on American screens for British pictures is conceded in informed quarters here. The report, based on a study of all phases of the British industry conducted by the government-appointed committee, is expected to be released soon.

It is also anticipated that the committee will recommend against nationalization of the British film industry; that it will ask for a ceiling on distribution costs, probably 15 per cent, and that it will urge means whereby a producer will have a quicker draw on box-office receipts and, consequently, a speedier amortization of his production costs.

The committee is understood to be divided on the question of divorcement of production-distribution from exhibi-

(*Continued on page 4*)

Bill May Influence SIMPP-MPEA Fight

WASHINGTON, June 7.—A bill which could have some bearing on the Society of Independent Motion Picture Producers fight against the Motion Picture Export Association, over the UK-US film agreement, was introduced in the House today by Representative Multer, New York Democrat. The bill is designed to tighten the Webb-Pomerene Act.

It has been referred to the House Judiciary Committee, and while no action is likely this year, it may be considered as part of that committee's

(*Continued on page 4*)

Goldwyn Bow Out of MPAA Unchanged

The recent rapprochement between Eric Johnston, Motion Picture Association of America president, and Ellis Arnall, Society of Independent Motion Picture Producers' president, is not expected to have any effect on Samuel Goldwyn's resignation from the Johnston organizations, informed sources said here yesterday.

Goldwyn, a mainstay of the SIMPP,

(*Continued on page 4*)

Personal Mention

NATHAN D. GOLDEN, U. S. Department of Commerce film chief, is in New York from Washington to make final arrangements for a trip to France.

•

LEE KOKEN, RKO Theatres concession head, is vacationing on the Coast and will visit theatres in Los Angeles, San Francisco, Denver, Kansas City and Marshalltown, Iowa, en route back to New York, where he is expected on July 5.

•

DAVID A. LIPTON, Universal-International advertising-publicity director, and MAURICE A. BERGMAN, executive in charge of public and trade relations, will leave here today for Washington.

•

DAVID MILLER, who has just been signed by SAMUEL GOLDWYN as a director, is en route to New York from the Coast.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave New York today for Toronto.

•

HERBERT WILCOX, British producer, is due here today from London by plane.

Skouras Flies Today, To Visit 9 Countries

Spyros P. Skouras, president of 20th Century-Fox, will leave here by air today to make an eight-week survey of conditions in England and in eight other countries. Mrs. Skouras will accompany him.

Skouras' itinerary includes Paris, London, Rome, Athens and Messina, Sicily, where Mrs. Skouras will visit her mother. He also plans to visit Israel, Egypt, Spain, Germany and Switzerland. He will meet with representatives of the company's international organization, as well as industry leaders of the various countries. He will return to New York early in August. Skouras is scheduled to address the American Club in Paris on his arrival there tomorrow.

Korda Names Lissim European Manager

PARIS, June 7.—Sir Alexander Korda has appointed Wladimir Lissim European general manager of his London Films with headquarters in Paris. Lissim recently resigned last month as European general manager of RKO. He had been with that company some 16 years.

London Films has been without a European general manager.

Sharin to Europe

Eugen Sharin, president of Ambassador Films, will leave here today for London, Rome and Vienna by air. The trip is in connection with continuing production on Ambassador's Vienna Philharmonic Orchestra and "Opera Without Makeup" series, some of which are already being televised over the CBS network.

NY 1st-Run Revenue Continues Sluggish

The "off" period for New York's first-runs has yet to run its course, business for the current week continuing sluggish with only a few exceptions. Lure of local beaches is growing, this having been especially apparent over last weekend. Some improvement is in prospect for the end of the week when a convention of the International Rotary Clubs is expected to bring several thousands to town.

"Edward, My Son," with a stage presentation, is drawing a good portion of available business to the Music Hall where the first week's gross might reach $127,000. "Sorrowful Jones," with Louis Prima's orchestra on stage, is doing exceptionally good business at the Paramount with $37,000 indicated for the opening last Sunday through yesterday. "Johnny Allegro" is a mild newcomer at the Rivoli where only $12,500 is apparent.

Palace Shows Drop

The Palace vaudeville show, with "The Judge Steps Out" on the screen, appears to be headed for $21,000 this week, representing a substantial drop from the preceding two weeks. An impressive holdover is "Home of the Brave" which may give the Victoria close to $18,000 in a big fourth week. Also continuing strong is "Barkleys of Broadway" at the State where $22,000 is likely for a fifth week. "The Lady Gambles" held up fairly well at the Criterion with $15,000 possible for a third and final week; it will be replaced on Friday with "Illegal Entry."

At the Capitol, "Tulsa," which is running with Eddy Howard and Marilyn Maxwell on stage, might not gross beyond $25,000 in a dull second and final week; it will be succeeded by "Neptune's Daughter" tomorrow. "Beautiful Blonde from Bashful Bend," with Al Bernie heading a stage show at the Roxy might wind up a second week with close to $40,000, which is minor income for that house; it will be followed by "It Happens Every Spring," on Friday.

'Champion' Holds Up

"The Younger Brothers" with Bobby Byrnes on stage is expected to give the Strand an estimated $26,000 in a disappointing second week. "Champion" is holding up well at the Globe where $12,000 is in view for a ninth week. About $9,000 is anticipated at the Mayfair with "Jigsaw" in a fair second week. Still doing good business is "Hamlet" at the Park where $10,000 is estimated for the 36th week. "We Were Strangers" is figured for about $8,000 in a sixth week at the Astor; this is meager business.

Brentwood Club to Honor Jack Warner

HOLLYWOOD, June 7.—Jack L. Warner will be honored by the Brentwood Country Club at its second annual dinner at the Hotel Biltmore on June 26, to be held for the benefit of the United Jewish Welfare Fund. Warner will receive the Brentwood Award in recognition of his efforts as Los Angeles president of the UJWF campaign.

Connecticut Is 34th Legislature to Quit

Washington, June 7 — With Connecticut slated to adjourn tomorrow, only 11 state legislatures will be left in session, MPA legislative representative Jack Bryson reports. Bryson declared that the industry has fared comparatively well in the 33 state legislatures that have adjourned so far.

125 Register at K. C. Allied Meet

KANSAS CITY, June 7.—With 125 persons registered, the convention of the Allied Independent Theatre Owners of Kansas and Missouri opened here today with national Allied president William L. Ainsworth extending greeting to members and guests at a luncheon.

At the all-industry meeting following, current problems including public relations, television, 16mm. competition and advertising were discussed. Trueman Rembusch, national Allied treasurer, was the main speaker.

Exhibitors held a closed session, where booking, unfair trade practices, competitive bidding, various consent decrees and pending government suits were reported on and discussed. Further closed meetings will be held tomorrow, concluding with the election of the board of directors, which will in turn elect officers.

Cifre Is Honored by Variety at Boston

BOSTON, June 7.—Some 250 attended a luncheon given here today by the Variety Club of New England honoring Joseph Cifre, theatre equipment dealer, and recipient of Variety's "Great Heart Award," at the Copley-Plaza Hotel. Hy Fine was master of ceremonies. Principal speakers were Dr. Sidney Farber, chief pathologist of Boston Children's Hospital, Martin J. Mullin, Arthur Lockwood, Bill Sullivan, Lou Gordon and J. Wells Farley. Mrs. Cifre was also present.

Tishman Heads Para. Ad Art Department

Max E. Youngstein, national director of advertising-publicity for Paramount, has named Joseph Tisman art director for Paramount's advertising department. Tisman will work with Sid Blumenstock, Paramount's new advertising manager.

Tisman was advertising department art director at Warner Brothers for 20 years, leaving in 1948 to act as art consultant in Hollywood for several studios and independent producers.

Nichols Quits RKO Pathe

Phillips Brooks Nichols, manager of RKO Pathe's commercial film and television department here, has resigned, effective Friday. The department was organized under his direction in January, 1946.

Newsreel Parade

GENERAL MARSHALL receiving honors in Washington and a Moscow May Day parade are current newsreel highlights. Other items include the Press Photographers' "Queen," sports, and the Annapolis graduation. Complete contents follow:

MOVIETONE NEWS, No. 46—Marshall is honored by 16 nations. Annapolis graduation. Moscow May Day parade. Tokyo stock exchanges reopened. Photographers' beauty queen. Celebrity golf. English Derby. Sweepstakes winner.

NEWS OF THE DAY, No. 280—Sixteen nations pay tribute to Marshall. Stalin reviews Soviet might. Photoflash queen. Annapolis graduation. Celebrity golf. Derby.

PARAMOUNT NEWS, No. 83—Bing Crosby and Bob Hope tee off. Marshall honored for aid to the world. Russia's show of might.

TELENEWS DIGEST, No. 23-A—Red unity on display. New York: Inventors' Show. Canada: lumber haul. Switzerland: time is money. Washington: celebrity golf.

UNIVERSAL NEWS, No. 254—Marshall honored by 16 countries. Press photographers' queen. Graduation at Annapolis. May Day in Moscow. English Derby. Celebrity golf.

WARNER PATHE NEWS, No. 85—Marshall honored by President Truman. Canadian Trade Fair. People in the news: Margaret Truman, Danny Kaye, Winston Churchill, Press Photographers' queen. Displaced persons. Celebrity golf. English Derby.

Vincent to Transfer Hospital to Variety

Walter Vincent, industry veteran and retiring president of the Will Rogers Memorial Fund, will make the formal transfer of title to the Saranac Lake Hospital to Robert J. O'Donnell, chief barker of Variety Clubs International, at Saranac ceremonies tomorrow.

Participating will be Pat Casey, a former president of the hospital when it was maintained by the National Vaudeville Artists; and Harold Rodner, one of the original directors of the Rogers Memorial Fund and now its retiring executive vice-president.

Taking title tomorrow will be the Variety Clubs International-Will Rogers Memorial Fund, Inc., established for that purpose.

Sports Claim Most Newsreel Footage

More than a quarter of the content of American newsreels during the first three months of 1949 was devoted to sports, according to an analysis made public yesterday by Edmund Reek, chairman of the newsreel committee of the Motion Picture Association of America.

Out of a total of 904 clips released in the U. S. by the five major newsreels during that period, 229, or 25.3 per cent, covered sporting events.

Equity Reelects Derwent

Clarence Derwent has been re-elected president of Actors Equity. Other officers elected are: John Kennedy, Cornelia Otis Skinner, Ralph Bellamy and Augustin Duncan, vice-presidents; Paul Dullzell, treasurer; Basil Rathbone, recording secretary.

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M-G-M STUDIOS
Culver City, California

EXTRA

M-G-M's PROSPERITY PLAN HAS A "LOT" BEHIND IT! JOIN!

As The Hollywood Reporter says: "Things are really jumping at M-G-M" and Film Bulletin observes: "M-G-M's backlog of pictures is one of the strongest in the company's long and successful history. It was no idle boast that the studio would build up a total of 67 pictures this year." Showmen may well be proud of our great Studio organization, as is the entire Friendly Company Family throughout the world.

UP AND COMING!

"LITTLE WOMEN" (*Technicolor*)
June Allyson • Peter Lawford • Margaret O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzi • Mary Astor

"TAKE ME OUT TO THE BALL GAME" (*Technicolor*)
Frank Sinatra • Esther Williams • Gene Kelly • Betty Garrett

"THE BARKLEYS OF BROADWAY" (*Technicolor*)
Fred Astaire • Ginger Rogers • Oscar Levant

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas • Walter Huston
Ethel Barrymore • Frank Morgan • Agnes Moorehead

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"NEPTUNE'S DAUGHTER (*Technicolor*)
Esther Williams • Red Skelton • Ricardo Montalban
Betty Garrett • Keenan Wynn • Xavier Cugat

"IN THE GOOD OLD SUMMERTIME" (*Technicolor*)
Judy Garland • Van Johnson
S. Z. 'Cuddles' Sakall • Spring Byington

"BORDER INCIDENT"
Ricardo Montalban • George Murphy

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith • Wendell Corey • Audrey Totter

"MADAME BOVARY"
Jennifer Jones • James Mason • Van Heflin • Louis Jourdan

"BATTLEGROUND"
Van Johnson • John Hodiak • Ricardo Montalban
George Murphy • Marshall Thompson

"THE FORSYTE SAGA" (*Technicolor*)
Errol Flynn • Greer Garson • Walter Pidgeon • Robert Young
Janet Leigh

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

"SCENE OF THE CRIME"
Van Johnson • Arlene Dahl • Gloria DeHaven • Tom Drake

"THAT MIDNIGHT KISS" (*Technicolor*)
Kathryn Grayson • Jose Iturbi
Ethel Barrymore • Mario Lanza • Keenan Wynn

"THE RED DANUBE"
Walter Pidgeon • Peter Lawford • Angela Lansbury • Janet Leigh
Ethel Barrymore • Louis Calhern • Francis L. Sullivan

"MALAYA"
Spencer Tracy • James Stewart • Valentina Cortesa
Sydney Greenstreet • John Hodiak • Lionel Barrymore

"BODIES AND SOULS"
Glenn Ford • Janet Leigh • Charles Coburn • Gloria DeHaven

"KEY TO THE CITY"
Clark Gable • Loretta Young

"ANNIE GET YOUR GUN" (*Technicolor*)
All Star Cast

"SIDE STREET"
Farley Granger • Cathy O'Donnell • James Craig • Paul Kelly

"ON THE TOWN" (*Technicolor*)
Frank Sinatra • Gene Kelly • Betty Garrett • Vera-Ellen
Jules Munshin • Ann Miller

The Biggest Picture of All Time Is In Preparation: "QUO VADIS"

Paramount Meeting

(*Continued from page* 1)

day series of conferences being focussed on William Wyler's "The Heiress," with the circuit executives serving as consultants on the nature and extent of promotional effort which should be put behind the film. However, Paramount advertising-publicity director Max E. Youngstein, who served as chairman of the luncheon gathering, Balaban, board chairman Adolph Zukor, vice-president Paul Raibourn, and distribution vice-president Alfred Schwalberg, all of whom addressed the exhibition guests, utilized the meeting principally to examine possibilities for improving industry conditions in general.

Cites Advertising Role

Zukor, who pointed out that making the picture "is only half the battle," cited the selling role played by advertising and publicity. Harking back to the time when he headed the former Famous Players-Lasky Corp., Zukor declared that the importance of advertising and publicity has in no way diminished since those early days when they were vital to a company's existence.

The Paramount board chairman urged the circuit's advertising-publicity directors to discover what the theatre customers want in a film and then relay to the producers the facts discovered. Also, he advised, the "staying qualities" of a picture must be studied by advertising-publicity specialists in order to establish the value of the picture, and once the value is established it must be used to full advantage promotion-wise.

Balaban fired a few barbs at industry critics who constantly "jump from one side of the fence to the other" in their attitude toward the efforts of Hollywood and the industry in general. He deplored the fact that many of those criticis are believed by the public. The Motion Picture Association of America's current efforts toward establishing better exhibitor and public relations will succeed, Balaban said confidently. But, he admonished, the MPAA success depends very much on what exhibition accomplishes in public relations.

Sees Prosperous Future

With the new "fighting group" of advertising-publicity executives recently acquired by the company, Paramount envisions an increasingly prosperous future, Balaban said.

Raibourn confined his remarks to a plea for adoption by the industry of the type of enthusiasm which he said pervades the infant television industry. In the video industry, he said, "there's no such thing as a bad television show." Its people "think closely, listen to each other" and in other ways draw inspiration from their work. There are important possibilties for the motion picture industry in such an outlook, Raibourn declared.

Schwalberg, holding that "anybody can be a hero" with a top-grade picture, said he would like to see conferences with exhibitor representatives such as Paramount is conducting become an industry institution with a view to putting across all pictures.

In his address which opened the meeting, Youngstein pointed out that distribution and exhibition each cannot prosper separately. Both branches, he declared, must establish closer links of sympathy in order that each may enjoy increased prosperity. Both, he said, are concerned with getting the most out of the box-office.

Among those present at the luncheon were Buchanan and Co. executives Rudy Montgelas, William Boley and George Richardson; several Paramount home office executives, and the following circuit advertising-publicity directors: Harry Browning, Everett C. Callow, Harry Goldberg, Margaret Goodrich, William Hollander, Harry Mandel, Seymour Morris, James Nairn, Frank Starz, Dan Terrell and Alice N. Gorham. Miss Gorham, advertising-publicity director for United Detroit Theatres, was the winner of the top Quigley Showmanship Award for 1948. J. J. Fitzgibbons, head of Famous Players Canadian, also was on hand, and so was Sid Blumenstock who soon will become Paramount advertising manager.

Reception for Para. Guests

Paramount was host yesterday afternoon at a reception for the 11 theatre advertising publicity heads representing leading circuits in the U. S. and Canada, at the Essex House here.

Warner Net

(*Continued from page* 1)

eign territories were included in the consolidated profit and loss but the equity in undistributed earnings of those companies was deducted in arriving at the net profit of the combined companies. Thereafter only the American companies' share of foreign film rentals which was remittable in dollars has been included in the consolidated income account.

Company's balance sheet lists total current and working assets of $69,821,623, with fixed assets totaling $94,069,495. Total current liabilities were $24,209,059.

WB Theatre Heads

(*Continued from page* 1)

bany; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington; Ben H. Wallerstein, Hollywood.

Film buyers: Alex Halperin, Ted Minsky, Bert Jacocks, Max Hoffman, Sam Blasky, Max Friedman; John Turner, Harry Feinstein, L. F. Ribnitzki and Leo Miller.

Home office executives: M. Alben, Clayton Bond, Frank Cahill, H. Copelan, Z. Epstin, N. Fellman, Harry Goldberg, J. L. Kaufman, H. R. Maier, F. Marshall, W. S. McDonald, Frank Phelps, Harold Rodner, H. Rosenquest, D. Triester, H. Weiss and B. Wirth.

Warner Foreign Executives Arrive Here for Convention

Warner foreign representatives Peter Colli, manager of the Caribbean division; James O'Gara, Pacific division; Armando Trucios, Argentine, and Stanley Higginson, Australia, have arrived in New York to confer with Wolfe Cohen and also to attend sessions of the sales convention. Ary Lima, manager of the Atlantic division of South America, is due from Brazil today.

Reception for Lloyd

Harold Lloyd was guest of honor yesterday afternoon at a reception given at Toots Shor's by Motion Picture Sales Corp., which is reissuing the comedian's "Movie Crazy," and other features. Among those attending were: Charles L. Casanave, Joe Roberts, Alec Moss, Manny Reiner, Ben Halperin, Red Kann, Martin Quigley, Jr., and Ed. Grainger.

Copyright Meeting

(*Continued from page* 1)

on studying possibilities for a global convention will be made.

Slated to participate in the meeting here, among others, are Edwin P. Kilroe, of 20th Century-Fox, as head of the copyright committee of the Motion Picture Association of America; Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers; Edward A. Sargoy, of Sargoy and Stein, special counsel to film distributors on copyright infringements, and Herman Finkelstein, counsel for the American Society of Composers, Authors and Publishers.

Although the U. S. is not a party to the Berne Copyright Convention, the U. S. film industry has gotten along well in its global operations so far as any copyright injustices have been concerned, according to attorneys familiar with the subject.

The U. S. delegation to the Paris meeting will comprise John Schulman, representing the copyright bar; U. S. Librarian Luther Evans, and Arthur Fisher, Assistant U. S. Registrar of Copyrights.

State Dept. Wants

(*Continued from page* 1)

East, Australia, New Zealand and South Africa—it has been possible to develop theatrical distribution of some USIS films. Negotiations are in progress with regard to theatre use of these films in Europe. Every consideration will continue to be given to the use of commercial outlets."

The Department also said that: It will continue to spread American newsreels abroad; it hopes to expand its overseas film program now that some of its budget troubles are being overcome; close working relations with MPEA are helpful and should be continued.

Palfreyman Leaves

(*Continued from page* 1)

lems. I wish him every success in his future undertakings."

Palfreyman said he had no definite plans for the future. He admitted he was considering going into exhibition in Indiana for himself, and that there had been "four or five interesting" job offers.

A native of Angola, Ind., Palfreyman became secretary and manager of the Detroit Film Board of Trade in 1924. In 1929 he went to New York to establish the theatre service division of the Motion Picture Producers and Distributors of America, and headed that ever since.

Franklin Loses Motion

CHICAGO, June 7.—Federal Judge Walter Labuy of District Court here has overruled a motion ito dismiss the indictment against Irwin Franklin, Midwest agent for Artkino films and also a booking agent. Franklin, a native of Russia, was charged with posing as a citizen of the United States and with failing to register as an alien during World War II. Franklin had challenged constitutionality of the act under which he was indicated. Judge Labuy has set a trial heading for October 17.

Lerner to Produce Here

Joseph Lerner will produce and direct the third picture which Rex Carlton's Laurel Films will produce here, based on an original screenplay by Searle Kramer.

U. K. Drive

(*Continued from page* 1)

tion and the disintegration of large combines.

Professor Arnold Plant, member of the committee and its economist, in the Monopoly Report of 1944 recommended legislation curbing concentrations of power. He is still of the same mind but divergent views on the committee are expected to limit its recommendations in this respect to the encouragement of independent production and its statutorily safeguarded exhibition outlets. That is in line with the present government attitude as reflected by Sir Stafford Cripps, Chancellor of the Exchequer, and Harold Wilson, president of the Board of Trade, in supporting the Film Finance bank and other measures.

In his 1944 Monopoly Report, Professor Plant also proposed that the government should discuss with the United States government and the American industry means of increasing the exhibition of British films in the U. S. It is regarded as very likely that Plant will renew that proposal in the coming report.

It is generally accepted here that Wilson will take no action on Anglo-American motion picture developments until the Portal committee's report has been made. It is also surmised that the imminence of the report had something to do with the recent desire of the British members of the Anglo-U. S. Films Council for an early meeting with the American members.

SIMPP-MPEA Fight

(*Continued from page* 1)

general anti-trust investigation, with results next year.

Multer admitted he did not have the film industry in mind, but that it could be affected. As does the Webb-Pomerene Act, the bill says anti-trust laws will not apply to export associations, but the Multer Bill sticks on provisos that the associations, to be exempt, must not restrain the exports of any competing firm and must not "either in the U. S. or elsewhere enter into any agreement, understanding or conspiracy" which in any manner prohibits, restricts or impedes any foreign buyer from purchasing directly from any U. S. firm or any agent of any U. S. firm.

Goldwyn-MPAA

(*Continued from page* 1)

tendered his resignation from the MPAA and the Association of Motion Picture Producers, Hollywood, last December. The resignation from the latter becomes effective next Wednesday, that from the MPAA next Dec. 15.

Hoover Award to Clubs

SAN FRANCISCO, June 7.—Cash received by Herbert Hoover as part of the Humanitarian Award given to the ex-president by Variety Clubs International at its recent convention here was turned over to the San Francisco Boys' Club and the Columbia Park Boys' Club. A check for $500 was presented to representatives of the clubs by Abe Blumenfeld, VCI representative, at Hoover's request.

E-L Trade Press Contact

Leo Brody, Eagle-Lion publicity manager, will take over the duties of trade press contact here, Leon Brandt, advertising-publicity director, announces.

The Business of dollars and sense....



We're talking about the banking business. Specifically, those individual banks who have played a major role in motion picture financing since the early days of our industry.

You'll find that when financing new productions, bankers give strong support to the use of COLOR...because they know from experience that COLOR insures their INVESTMENT.

Yes, DOLLARS make SENSE when you invest them in COLOR. And your dollars will buy more in CINECOLOR *...the lowest color cost in the industry.*

THE *Cinecolor* CORPORATION

PICTURES DON'T SELL THEMSELVES!

No matter how good a picture may be—the public can't be sold unless it's told! No matter how good a sales pitch is—unless it gets to the right customer it's wasted!

WHO ARE YOUR CUSTOMERS? *It is fact—not opinion—that two out of three in every average movie audience are under thirty-five.

Of that vital group a select few are movie opinion leaders who directly and consistently influence the ticket buying of the rest of the audience. The pictures they read about and talk about are the pictures that succeed—make no mistake!

And three out of five of those leaders consistently read fan magazines!

Apathy, false economy and faulty thinking have caused some to miss this natural market!

DON'T BLAME TELEVISION—the dent it has made on the nation's box office is negligible!

DON'T TRY TO SUBSTITUTE REGIONAL PREMIERES—the people in Seattle know and care little about what happened in Birmingham . . . particularly by the time your picture reaches their local theatre.

DON'T SPEND YOUR MONEY IN THE SECONDARY MARKET reached through national weeklies—*until* you do your important selling in the *primary market*—by advertising to the fan magazine readership of 20,000,000 per issue (the biggest audience contributing to any box office success).

DO YOUR SELLING WHERE IT'S REALLY TELLING —ADVERTISE FIRST IN THE FAN MAGAZINES!

* *From a Survey conducted by Columbia University's Bureau of Applied Social Research—contained in "Boffo".*

ASSOCIATION OF SCREEN MAGAZINE Publishers

261 Fifth Avenue, New York



MODERN SCREEN · MOTION PICTURE · MOVIE STORY · MOVIE LIFE · MOVIE STARS PARADE · MOVIELAND PHOTOPLAY · SCREEN GUIDE · SCREENLAND · SCREEN STORIES · SILVER SCREEN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 112 NEW YORK, U.S.A., THURSDAY, JUNE 9, 1949 TEN CENTS

Bigger Co-op. Advertising Role for Para.

Youngstein States Plan; 'Heiress' Meets Lauded

Not only will Paramount not curtail its exhibitor cooperative advertising, it actually will increase its role in that sphere, providing the exhibitor meets the company on a fair and equitable basis. Paramount's advertising-publicity director, Max E. Youngstein, made that disclosure here yesterday at a press interview participated in by most of the 11 circuit advertising-publicity directors following their two-day parley with company promotion executives on the forthcoming campaigns for William Wyler's "The Heiress." Youngstein gave considerable emphasis to his qualification—"providing the exhibitor meets us on a fair and equitable basis."

Youngstein called the interview to

(*Continued on page 3*)

Palfreyman Cited By Allied's Myers

WASHINGTON, June 8.—Dave Palfreyman's "retirement" will be regretted by the entire Allied States organization and by independent exhibitors throughout the country, Allied general counsel Abram Myers said today.

"While Palfreyman faithfully represented distributors, he had the confidence of independent exhibitor organizations, and was always welcome at their meetings," Myers stated. "I think the distribution branch has lost a valuable asset."

Myers would not comment on the naming of Motion Picture Association of America vice-president Francis Harmon as the new trade relations chief.

Roth Buys Control of Elman Chicago Firm

CHICAGO, June 8.—Max Roth, former Film Classics district manager, has bought the controlling interest in the late Henri Elman Enterprises, which operates the Capitol Film Exchanges here, it was learned today.

Mrs. Pearl Elman, the widow, is to retain an interest in the company, distributors of Realart, Astor, Madison, Tiffany and Devonshire films. Amount of the sale was not disclosed. Deal was handled in the Probate court.

British Have Legal Right to Raise Quota: State Dep't.

WASHINGTON, June 8.—The State Department today told Congressmen protesting the British film quota stand that it was concerned over the quota situation but "must recognize the right" of the British government to fix the quota since no specific commitment on the matter had been made under the general agreement on trade and tariffs.

The Department's reply was made in almost identical letters from Acting Secretary of State Webb to Rep. Cecil King and Senators Sheridan Downey and William C. Knowland. Downey and Knowland had sent a joint letter to Webb, and King had protested as chairman of a special committee of House members from California. All three had demanded a new formal U. S. protest, and that

(*Continued on page 6*)

Kalmenson Opens Sales Meet Today

Ben Kalmenson, Warner Brothers distribution vice-president, will preside at the company's three-day international sales convention, its first such meet in three years, which gets under way today in the Waldorf-Astoria Hotel here. The company's top executives, district and branch managers, theatre department representatives and delegates from many of the company's foreign offices are attending.

Highlight of the opening session will be an address by Jack L. Warner, executive producer, outlining de-

(*Continued on page 6*)

Michigan Allied to Honor Ray Branch

Detroit, June 8.—Allied Theatres of Michigan will sponsor a testimonial banquet in honor of Ray Branch at the Olds Hotel in Lansing, Mich., on June 15. Branch was president of the unit for 19 years before his retirement last fall.

Michigan Allied also has set Oct. 3-5 as the dates for its annual convention to be held at the Book-Cadillac Hotel here.

Gould Resigns As U. A. Foreign Chief

Walter Gould, United Artists foreign manager, has submitted his resignation from the company to take effect with the expiration of his current five-year contract on July 17.



Walter Gould

Gould, who has been with United Artists for the past 23 years, made his decision to leave the company in order to enter business for himself. He will establish offices here about Aug. 1 as the representative of Fritz Strengholdt, European producer and distributor and operator of theatres in Belgium and Holland.

(*Continued on page 6*)

Video Study Groups Like Way Paramount Does It

Paramount staged a special demonstration of its intermediate large-screen television process at the Paramount Theatre here yesterday for a group of observers of the Motion Picture Association of America, Theatre Owners of America, Society of Independent Motion Picture Producers and the Metropolitan Motion Picture Theatres—and the executives appeared to be uniform in their approval, according to the "lobby comments." A few who had not seen the system before were especially enthusiastic.

One inning of the Giant-Cardinals baseball game at the Polo Grounds here was picked up, following projec-

(*Continued on page 6*)

Kan.-Mo. Allied Reelects Officers

KANSAS CITY, June 8.—O. F. Sullivan was reelected president at the final session of the two-day convention of Allied Independent Theatre Owners of Kansas and Missouri here today. Larry Larsen was reelected vice-president, but as he is ill, Day Means was elected to fill the post until Larsen's recovery.

V. R. Stamm was reelected secretary-treasurer. New directors elected

(*Continued on page 6*)

Unity Theme Of MPA-TOA Capital Talk

Johnston Sees Time Ripe for Cooperation

All segments of the industry should get together to resolve internal differences, create better understanding and present an improved united front on matters of public policy, Eric Johnston, Motion Picture Association president, suggested to Theatre Owners of America leaders at an informal conference in Washington Tuesday night, it was learned yesterday.

The theme of industry cooperation was the keynote of the meeting sounded by Johnston and the one which he presumably will reiterate at later meetings with other exhibitor organization leaders.

No formal program was presented during the discussion, which apparently took the form of a "sounding

(*Continued on page 6*)

Krim to Return to Law Practice Here

Following wind-up of his affairs at Eagle-Lion, Arthur Krim will give his full time to the practice of law with the New York firm of Phillips, Nizer, Benjamin and Krim, of which he is a member, it was disclosed here yesterday by Louis Nizer.

Krim tendered his resignation as president of the film company early last month but has been staying on to complete some work on production.

(*Continued on page 6*)

Court Allows Split Of UA, Loew's Pool

New York Federal court yesterday signed the order jointly proposed by Loew's and the Department of Justice for the dissolution of Loew's divided interests with United Artists Theatres Circuit in the operation of two theatres in Pittsburgh, two in Columbus, three in Baltimore and one in Louisville.

The actual dissolution will mean the end of all Loew's partnerships in exhibition, it was declared in the order. Although a numerical split of the properties has been indicated, it has not been decided which theatres Loew's and UA will take over.

Personal Mention

MICHAEL POWELL and EMERIC PRESSBURGER, British producers, will arrive here from London on June 19, by air, and will proceed immediately to the Coast.

•

CHARLES H. LEHMAN, president of Telesonic Theatrephone Corp., reports that his son, HERBERT CLIFTON LEHMAN, has left the Army, where he was an aviation instructor, and is now a vice-president of the company, which plans expansion of its American and European business.

•

IRVING C. JACOCKS, JR., treasurer of the Motion Picture Owners of Connecticut, was given a television set by the Preferri Club, a Connecticut state legislative dinner group, at a recent dinner at Hartford.

•

LIGE BRIEN, Eagle-Lion exploitation manager, left New York last night for New Orleans, where he will set up the world premiere of "Reign of Terror" at the Joy Theatre.

•

EILEEN KAYAK, producer's representative for Benedict Bogeaus Productions, and JOHN KAYAK are the parents of a son born Monday at the Union Hospital, Portchester, N. Y.

•

THOMAS L. HENRICH, Paramount office manager at Detroit, has been appointed an executive assistant at Paramount's Southwestern division at Dallas.

•

HARRY W. BACHE, M-G-M head booker at Philadelphia, has assumed the post of office manager, succeeding FRANK J. SCULLI, promoted to sales.

•

MRS. JULES LEVY, wife of the producer, will sail from here Tuesday on the *S. S. Mauretania* to join her husband in Rome.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Philadelphia today from New York.

•

L. E. GOLDHAMMER, Allied Artists-Monogram Eastern sales manager, will leave here today for Washington.

•

SHIRLEY TEMPLE has been awarded the University of Tampa's Achievement Medal for 1948-49.

•

ED STEVENS, president of Stevens Pictures at Atlanta, has returned there from a trip to Florida.

•

DAVID MILLER, director, has arrived here from Hollywood.

•

HARRY KURNITZ, Warner producer, is in New York from Hollywood.

•

WALT DISNEY will sail from here next Wednesday for Europe.

Heads Charity Group

CHICAGO, June 8.—Irving Mack, president of Filmack Trailers, has been named head of the Chicago amusement division of the combined Jewish Charities 1949 drive.

Charles Kirby Feted By U-I Foreign Dept.

Universal-International foreign department executive yesterday tendered a luncheon here to Charles A. Kirby, vice-president and secretary for Universal International Films, distributors of U-I pictures, on the occasion of Kirby's 51st birthday and his 28th year with the company.

Among those present were Al Daff, vice-president and general sales manager of U-I's foreign company, Ben Cohn, Americo Aboaf, Fortunat Baronat, Irving Weiss, Julian Benedet, Maurice Myron, Felix Sommer, John Spires and Joe Mazer.

Heineman Staying With Eagle-Lion

William J. Heineman yesterday characterized a report that he plans to leave Eagle-Lion, of which he is vice-president in charge of distribution, "as absolutely untrue."

Terming the report "nonsense" and having no basis in fact, Heineman said: "I have no intention of leaving the company and have every confidence in the successful future of Eagle-Lion Films."

Odeon Shares at New Low on Exchange

LONDON, June 8.—Odeon Theatres ordinary stock closed today at 16 shillings per share, lowest quoted price for the J. Arthur Rank theatre company securities in years. The market generally has evidenced a downward trend but few of the substantial issues have declined as markedly as the Odeon shares. Financial circles noted that the decline has been most pronounced since Leslie W. Farrow resigned from the board of Odeon and subsidiaries on June 1.

M-G-M Halts Video Version of 'Edward'

M-G-M objections to a Columbia Broadcasting television adaptation of "Edward, My Son" have resulted in cancellation of the program which had been scheduled for June 13 under the sponsorship of the Ford Motor Co. The M-G-M film is now in release and is current at the Music Hall here. The CBS video version would have starred Robert Morley who also appeared in the top role in the play.

Radio dramatizations of recent motion pictures have drawn objections from exhibitor groups. The "Edward" incident is believed to be the first of its kind involving a film company and a telecaster.

Golf Tourney Monday

ALBANY, N. Y., June 8.—Albany's Variety Club will hold its seventh annual golf tournament on June 13 at the Shaker Ridge Country Club. Arthur Newman and Nate Winig are in charge of arrangements.

Meggs in New Art Post

HOLLYWOOD, June 8.—Charles W. Meggs, formerly art director of J. Walter Thompson's motion picture unit, has joined Monogram and Allied Artists as publicity art director.

Bernstein Here for Warner Conferences

Upon his arrival here yesterday by plane from London, Sidney L. Bernstein, chairman of Britain's Granada Theatres and Transatlantic Pictures Corp., reported that he will confer during the next 10 days with Warner executives to work out a distribution and publicity program for "Under Capricorn," completed recently in England under Bernstein's production supervision and Alfred Hitchcock's direction.

The picture, which will be distributed here and in England by Warners, is slated to go into England's ABC circuit as well as Granada's theatres, Bernstein said, adding that the present booking schedule thus far covers some 2,000 British theatres. Ingrid Bergman is starred.

Before he returns to England by plane in about 10 days, Bernstein will study American television.

While here Bernstein will also make casting arrangements for his next film, "I Confess," which Hitchcock will direct and which is scheduled to go into production in Quebec and Hollywood toward the end of the year. Warner British studios will be used, and that company will distribute.

Wilcox Here to Close Joint Production Deal

British producer Herbert Wilcox arrived here by plane yesterday from London to finalize arrangements for a joint production venture in England, and expects to consummate a deal before returning to England by plane at the weekend. Wilcox disclosed additionally that he plans to set also while here U. S. distribution arrangements for his "Courtneys of Curzon Street" and "Spring in Park Lane."

Wilcox said he flew here following conferences with British Treasury officials as to the financial details to be followed in the pending joint production deal under the Anglo-U. S. film financing arrangements. He declined to identify the American companies with which he will close the deals until all arrangements have been completed.

UJA Nearer Quota, But Is Still Short

Drive of the amusement division of the United Jewish Appeal is making progress, but the quota is not yet in sight. This was reported by the advisory committee which met here yesterday with Fred Schwartz, amusement division chairman.

The campaign has passed the halfway mark and the level of contributions is higher than prevailed last year, it was said.

Discuss Realart Product

A discussion of 1949-50 product highlighted Realart Pictures' recent meeting of franchise holders here. Presiding were Budd Rogers, sales vice-president, and Paul Broder, president.

Two U-I Premieres at Dallas and Capital

Universal-International's "Calamity Jane and Sam Bass" and "Illegal Entry" had world premieres last night at Dallas and Washington, respectively. The Dallas showing, at the Majestic, was the first savings bond premiere in the Southwest and will be followed by some 300 day-and-date openings in the Texas and Oklahoma area.

The "Illegal Entry" premiere, at RKO's Keith, Washington, was attended by U.S. and foreign notables, with Sweden's Ambassador holding an afternoon reception for Marta Toren, Swedish-born lead.

The latter film, which deals with activities of the Immigration Service's border patrol, received a plug on the Senate floor when Sen. Wiley (Wis., Rep.) said it should be seen by every American "not only as an exciting film, but as a patriotic inspiration on the work of the border patrol officers and an education in this vital problem, illegal entries."

First Drive-in Film Premiere Clicks

DENVER, June 8.—The West Drive-in Theatre, with a 1,000-car capacity, was packed with over 1,600 cars containing more than 7,000 persons on the night of the first known drive-in world premiere, with "Colorado Territory." On Sunday night the drive-in took in within 26 cents of as much as the downtown day-and-date Broadway took in all day. The gross for the week is expected to be only about $1,000 apart, the Broadway doing $12,000 and the drive-in $11,000.

MGM in All-Out 25th Anniversary Drive

Under the joint leadership of advertising-publicity vice-president Howard Dietz and studio publicity head Howard Strickling, M-G-M's New York and Culver City publicity and advertising departments "have overlooked no medium in bringing forth the company's resume of past, present and future," in connection with the celebration this year of the company's 25th anniversary, M-G-M said yesterday in a statement issued here.

Newspapers, trade papers, general and fan magazines and radio are being utilized, the company said.

Say 20th-Fox Turns Down Local Deals

DENVER, June 8.—Several exhibitors attending the annual convention of the Allied Rocky Mountain Independent Theatres here today complained that 20th Century-Fox, contrary to its announced policy, has turned down deals supposedly okayed on a local level.

John Wolfberg, president of the local Allied unit, is making efforts to reach responsible 20th-Fox executives for clarification for the membership.

The convention approved the industry public relations shorts and urged exhibitors to book them.

Sunday Shows Lose

SUMMERVILLE, Tenn., June 8.—Although a drive-in operates just outside the town limits, theatres here have been refused a permit to operate on Sundays.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising, Urben Farley. Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Paramount Ad Role

(*Continued from page* 1)

give the guests from the circuits a chance to air their views on the accomplishments of the parley in particular and on industry problems in general. They chose to confine their remarks to the former subject for the most part. The general consensus was that the conferences were well worth the time, effort and expense involved, and that other distributors should follow the pattern set.

Interpolating during the interview, Youngstein said Paramount will (a) very likely hold similar conferences in behalf of advertising-publicity campaigns for other pictures, (b) set up "Heiress" campaigns on a regional as well as a national basis, (c) devise campaigns for the picture for first, second and subsequent runs.

Impressions expressed by the circuit "counsellors" in consequence of the parleys, which were in the nature of being an innovation, are as follows:

Alice N. Gorham, United Detroit Theatres: "They clarified our thinking. . . . They bring him (Youngstein) closer to the person who puts the dollar in at the box-office." (Miss Gorham was the 1948 winner of the top Quigley Showmanship Award which was presented to her recently by Motion Picture Association of America president Eric A. Johnston.)

'Constructive . . . Helpful'

Seymour Morris, Schine Circuit: "I believe Paramount should be congratulated on taking the step. The company's publicity department has come down out of its 'ivory tower.' The pattern should be followed by all the companies."

Harry Browning, New England Theatres, Inc.: "Very constructive and helpful to us and in the way we see things in small towns. An interchange of ideas is always good."

Frank Starz, Interstate Circuit, Inc.: "Well worth the trip . . . best of a series of meetings I've been to. In this instance we won't have to worry about drafting a campaign only to discard it later."

James Nairn, Famous Players Canadian Corp.: "We were not brought in for 'window dressing' but for productive work. Concrete plans have come out of what were rough suggestions."

William Hollander, Balaban & Katz: "Conferences such as this are a service to exhibitors as well as to Paramount. Pressbooks are frequently set up before pictures are made and ads are put in the pressbooks without a foreknowledge of what the picture is like. Now, however, 'Heiress' pressbook ads will be a direct result of the meetings."

Also satisfied with the outcome of the conferences was Margaret Goodrich of Greater Indianapolis Amusement Co., who was among those interviewed.

Hollander Scores Hollywood On Public Relations Point

"Tell Hollywood to speak kindlier of pictures and the public will get a better impression of what Hollywood has to offer." Thus did William K. Hollander, director of advertising and publicity for the Balaban & Katz circuit, sum up yesterday his own theory as to how industry public relations can be bettered. Here from Chicago, Hollander was one of the 11 advertising-publicity directors of various circuits who attended Paramount's two-day promotional conference on William Wyler's "The Heiress."

Elaborating on his statement, Hollander said it was deplorable that some producers who never fail to speak well of their own pictures are prone sometimes to criticize openly the films of other producers. Hollander refrained from naming names.

Circuit Ad Heads at Para. Meet



Quigley Publications Photo

SEVERAL advertising-publicity executives of leading circuits met here yesterday and Tuesday as the guests of Paramount and to discuss various facets to be used for promoting the company's William Wyler production of "The Heiress." The photo, taken at yesterday's session, shows, seated left to right, Margaret Goodrich, Greater Indianapolis Amusement Co.; Alice Gorham, advertising-publicity director, United Detroit Theatres, and winner of the top Quigley Showmanship Award for 1948; Seymour Morris, Schine Circuit. Standing, left to right, are: William Hollander, Balaban and Katz; Dan Terrell, Loew's; Frank Starz, Interstate Circuit; Max Youngstein, national director of Paramount advertising, publicity and exploitation; William E. Danziger, Paramount exploitation manager; Harry Browning, New England Theatres, Inc.; Rudy Montgelas, Buchanan and Co.; James Nairn, Famous Players Canadian Corp.

Review

"Illegal Entry"

(*Universal-International*)

A PROLOGUE by U. S. Attorney General Tom Clark and other official stampings give "Illegal Entry" a commanding aura of authenticity as it dramatizes a case history "from the files" of the U. S. Immigration Department. The story about the "I"-Men in their battle against the illegal entry of aliens into this country is presented with zip and sufficient polish in a compact, efficient production that seems to be well qualified to meet the commercial standards of any situation where entertainment of a more vigorous nature pays off. Howard Duff, Marta Toren and George Brent are the principal players.

Partially documentary in treatment, "Illegal Entry" was made with the cooperation of the Attorney General and the Immigration and Naturalization Service of the Department of Justice. After introductory remarks by Clark, the yarn gets underway as Brent's department sets the stage for an attack on a West Coast gang which is smuggling aliens into the U. S. by plane from Mexico. Brent enlists the aid of Duff, a down-at-the-heels pilot, who saw war service with Miss Toren's deceased husband. Miss Toren is one of the key figures in the alien traffic game. The two see eye-to-eye romantically and her aid in breaking the gang, after many exciting sequences, allows for a happy and plausible ending. Performances are good without exception. Playing up the "official" angle, Universal-International staged the premiere of the film last night at RKO Keith's in Washington.

Gar Moore, Tom Tully, Paul Stewart, Richard Rober and Joseph Vitale are among the others cast in the Jules Schermer production. Frederick de Cordova directed and tells a lot of story with proper emphasis on pace and without too much footage. Joel Malone's screenplay, adapted by Art Cohn, is based on a story by Ben Bengal, Herbert Kline and Dan Moore.

Running time, 84 minutes. General audience classification. For June release.

GENE ARNEEL

Lou H. Harrison, 63

CHICAGO, June 8.—Lou H. Harrison, 63, a director of Allied Theatres of Illinois, died at his home here today.

New Rank Company Nets $1,085,000

LONDON, June 8.—A profit of $1,085,000 has been reported by J. Arthur Rank's British Optical and Precision Engineers, Ltd., during its first year of operation. The company, organized 18 months ago, makes and sells to theatres varied supplies such as projectors, lenses, chairs and drapes.

Rank told stockholders he anticipates comparable profits for the current year, subject to foreign market conditions.

SAG's Dales to Fly East on Film Talks

HOLLYWOOD, June 8.—Screen Actors Guild executive secretary Jack Dales, Jr., will leave here Saturday by plane for Washington conferences with industry and government officials in efforts to bring about a lifting of foreign restrictions on playing time for American films, and unfreezing funds abroad. The Guild contends these restrictions have led producers to make pictures abroad designed for the American market, thus reducing payrolls for American workers by "millions of dollars."

Kenneth Thomson, SAG's television administrator, will accompany Dales, with both to sit in on conferences with Eastern talent guilds of the organization and administration of the television field for all entertainers except musicians. Following the annual meeting of the Four A's on June 17, Dales will proceed to Washington to meet with Eric Johnston, SIMPP representatives, State Department and California's Congressional representatives.

Hollywood Names in Coplon Trial Report

WASHINGTON, June 8.—A secret FBI report read into the Judith Coplon trial here said that an informant had identified actor Fredric March as a Communist party member in 1947.

The report said "confidential informant 402" had told the FBI that March and his wife, Florence Eldridge, had also been active in numerous Communist front activities. The informant also expressed himself, according to the report, as "satisfied that" Edward G. Robinson, Paul Robeson, Dalton Trumbo, Alva Bessie, Millen Brand, Dorothy Parker, Ruth McKinney and Donald Ogden Stewart were also party members.

Select Five Films For World Festival

Features produced by five American companies will be entered in the second World Film and Fine Arts Festival to be held at Knokke-Le Zoute, Belgium, June 18-July 10, it was announced here yesterday by John G. McCarthy, managing director of the international division of the Motion Picture Association of America.

Member companies which will participate in the festival and the pictures which they will submit are: M-G-M's "The Hills of Home"; Parmount's "Sorry, Wrong Number"; RKO Radio's "The Window"; 20th Century-Fox's "Yellow Sky," and Warner Brothers' "Johnny Belinda."

Harold Gallos, 55

CHICAGO, June 8.—Death of Harold Gallos, 55, secretary-treasurer of the Gallos Theatre Circuit in Chicago, at his home in Beverly Hills, Cal., was learned here today. Surviving are the widow, Ann, two children, and a brother, George, president of the circuit. Services were held in California.

Elbert McDorth Adams

CHARLOTTE, June 8.—Elbert McDorth Adams, 47, Paramount sales representative here and with the company for 23 years, died last Thursday after a long illness and was buried the following day at Sharon Memorial Park. The widow and a daughter survive.

THE MEN OF WARNERS ARE NOW GATHERED FOR

WARNER BROS. INTERNATIONAL SALES CONVENTION

AT THE *Waldorf-Astoria*, NEW YORK

THEY'RE EYE-WITNESSING THE WAY WARNER BROS.
ARE GEARED TO



with STARS AS NEVER BEFORE!

with PROPERTIES AS NEVER BEFORE!

with COMPLETED PRODUCT AS NEVER BEFORE!


It's Celebrity Time in New York!
WB
THE FOUNTAINHEAD
GARY COOPER
PATRICIA NEAL
ALFRED HITCHCOCK'S
UNDER CAPRICORN
TECHNICOLOR
INGRID BERGMAN · JOSEPH COTTEN · MICHAEL WILDING
TRANSATLANTIC PICTURE
OK FOR THE ILVER LINING
TECHNICOLOR
ER · BOLGER · MacRAE
THE GIRL FROM JONES BEACH
RONALD REAGAN · VIRGINIA MAYO · EDDIE BRACKEN
COLORADO TERRITORY
JOEL McCREA · VIRGINIA MAYO
ITE HEAT
ES VIRGINIA
NEY · MAYO
HAPPY TIMES
TECHNICOLOR
DANNY KAYE
NTANA
HNICOLOR
OL ALEXIS
NN · SMITH
THE LADY TAKES A SAILOR
JANE WYMAN · DENNIS MORGAN
EVE ARDEN
LEW AYRES
LAUREN BACALL
INGRID BERGMAN
MILTON BERLE
HUMPHREY BOGART
RAY BOLGER
EDDIE BRACKEN
DAVID BRIAN
JAMES CAGNEY
RORY CALHOUN
JACK CARSON
DANE CLARK
GARY COOPER
JOSEPH COTTEN
JOAN CRAWFORD
BETTE DAVIS
DORIS DAY
MARLENE DIETRICH
KIRK DOUGLAS
BETSY DRAKE
ERROL FLYNN
JOHN GARFIELD
SYDNEY GREENSTREET
JUNE HAVER
JENNIFER JONES
LOUIS JOURDAN
DANNY KAYE
BURT LANCASTER
VIVECA LINDFORS
GORDON MACRAE
RAYMOND MASSEY
VIRGINIA MAYO
JOEL McCREA
DENNIS MORGAN
WAYNE MORRIS
PATRICIA NEAL
DAVID NIVEN
ELEANOR PARKER
GREGORY PECK
RONALD REAGAN
CLAUDE RAINS
GINGER ROGERS
S. Z. SAKALL
RANDOLPH SCOTT
ZACHARY SCOTT
ALEXIS SMITH
SHIRLEY TEMPLE
JOHN WAYNE
MICHAEL WILDING
JANE WYMAN
or

Executives at Opening of Warner Convention Today



Harry M. Warner, President



Jack L. Warner, Production Vice-President



Albert Warner, Vice-President



Ben Kalmenson, Distribution Vice-President



Mort Blumenstock, Advertising-Publicity Vice-President



Samuel Schneider, Vice-President

WB Sales Meetings

(*Continued from page* 1)

tails of the company's plans for this year and into 1950. The major discussions of the meets will be geared to expanded production plans for the future as recently outlined by Harry M., Jack L. and Albert Warner. The additions to the company's talent roster and the story properties lined up for them will key Warner's address to the convention delegates.

Mort Blumenstock, advertising and publicity vice-president, will outline the company's merchandising plans for product on the current release schedule as well as for the new season.

Video Supply Groups

(*Continued from page* 1)

tion of video camera pictures of Barney Balaban, Francis Harmon, Paul Raibourn, Robert Weitman and Gael Sullivan which had been taken in the theatre just prior to the showing. All hailed the mutual benefits to be derived from the "marriage" of motion picture theatres and television. Speaking from the screen, Balaban looked ahead to the time when people will not have to stay at home to see important events being televised. Not having submitted to pancake makeup, the executives all appeared in serious need of a shave.

The ball game came into good view with the only shortcomings being the obvious result of the largeness of the field of action, this in contrast with the theatre's previous experience with such spectacles as prize fights where the scope of activity is limited and can be more closely covered.

The industry group, following the demonstration, was escorted to the projection room where the special video equipment was explained by Raibourn. Also shown was new equipment which was said to require only eight seconds for processing from the time the subject matter is photographed from a video receiver to its projection.

There were some comments on the large size of the equipment in relation to a smaller theatre.

Special committees of the MPAA and the TOA are now at work investigating the adaptability of television for theatres in a large scale. Yesterday's showing was arranged in cooperation with National Broadcasting. In addition to those mentioned, others present included Ralph Cohn, Theodore Black, Samuel Schneider, George Shuppert, Robert W. Coyne, D. John Phillips, Edward Cheyfitz, Robert Chambers, Lewis Blumberg and Edward Fabian. SIMPP counsel Robert J. Rubin also was present at the invitation of MPAA.

Says Films Must Improve To Meet Video Competition

NEW BRUNSWICK, Canada, June 8.—Federal Communications Commissioner George E. Sterling said today that Hollywood must make better films if it's to survive the competition of television. "The movie house is not going to lure people out of their homes away from their television sets unless it can offer them something far better than it is now making available," he told the Canadian Manufacturers Association meeting here.

Hollywood should be the logical source for television's films, Sterling said, but production costs are still too high. The increase in the number of television stations will help solve this problem, he stated.

British Quota Right

(*Continued from page* 1)

negotiations be started at once to reduce the quota.

Webb said that the Department's ability to negotiate with the British necessarily depended on mutual consent, since the British had the legal right to raise the quota, and that negotiations "in the final analysis depend on what we can offer as a *quid pro quo* for further British concessions."

The Department is studying the matter for further action, Webb said, and has requested certain additional information from the industry. As yet it hasn't arrived, he declared.

A spokesman for the Motion Picture Association of America said that MPAA is putting the "finishing touches" on its formal protest to the British answer, and that it might go over to the Department at the end of this week or early next week. He said it still was not decided whether a joint MPAA-SIMPP protest would be made, or whether each would make similar protests at about the same time.

Krim Back to Law

(*Continued from page* 1)

He became president of Eagle-Lion upon its inception about two and a half years ago and previous to that was treasurer of National Screen Service. He had continued as a partner in the law firm while in both posts.

Gould Resigns

(*Continued from page* 1)

Gould will have Western Hemisphere rights to all Strengholdt's pictures and, in addition, will have exclusive rights to acquire films in this Hemisphere for Strengholdt's distribution organization in Europe.

In addition, Gould plans to add similar sales representation for other European producers and distributors after his new enterprise gets under way.

Gould joined United Artists in 1926 and represented the company in major Latin American countries during the early years of his association with it. He remains one of the most widely known and influential home office sales executives in the export market.

Gould plans to visit the Coast early in July and will go to Europe thereafter to conclude several arrangements for his new enterprise, which is expected to get under way early in August.

Indications are that most of his U.A. duties will be assumed by Arthur W. Kelly, U.A. executive vice-president and foreign department supervisor and by other members of the home office foreign department. Kelly is expected back here Saturday from a European trip.

Kan. - Mo. Allied

(*Continued from page* 1)

are: Dan Blair, Sol Frank, E. M. Block, William Bradfield, and Francis Meyer.

Group meetings were held this morning for exhibitors interested in use of Allied's Caravan, booking-buying service and for discussions with national Allied president William Ainsworth, who is in attendance. A closed session in the afternoon featured discussions on drive-ins, concessions and various theatre equipment. A luncheon was held for the ladies attending the meet.

'Africa' Title Suit

Charging unfair competition and asking for an injunction to restrain United Artists from exhibiting the picture "Africa Screams" under that title, Classic Pictures, owners of distribution rights to the 1930 production, "Africa Speaks," has filed suit in U. S. District Court here against UA. Asking also for an accounting of profits, plaintiff maintains that the title of the UA picture causes confusion in the public mind and violates the plaintiff's rights.

MPAA-TOA Meet

(*Continued from page* 1)

out" presentation on the need for better internal industry cooperation and improved public relations in an effort to ascertain how much exhibitor assistance might be counted upon in the event MPAA proceeds with its plans for extended exhibitor and community relations activities under Francis Harmon, MPAA vice-president.

However, no commitments were sought from or given by the TOA representatives, Ted Gamble, board chairman; Gael Sullivan, executive director, and Robert Coyne, board member. The discussion, it was learned, turned up no proposals concrete enough to be presented to the TOA board, although a report on the discussion undoubtedly will be made to directors in due course.

Urges Closer Relations

Johnston reportedly suggested that with the major industry litigation moving to a close, the time might be propitious for a closer working arrangement within the industry. It was suggested that there might be a pattern established for holding meetings of the various industry segments, including the trade press, under someone's aegis at which mutual problems could be discussed and explained; questions asked and answered and information provided.

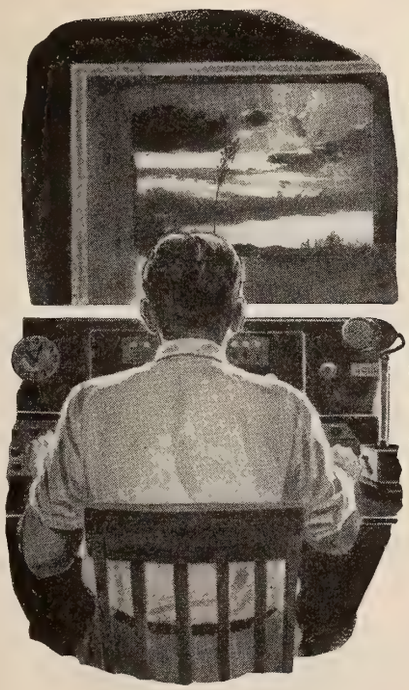
TOA representatives expressed the belief that the average exhibitor has no serious public relations problems other than those which originate in Hollywood and which he inherits from it at the local level. It was also pointed out that when TOA undertook at its own expense a public relations program last year there were some major companies which evinced no tangible interest in it beyond back-patting.

The conference had been called without preliminaries when it was learned that the three TOA representatives were to be in Washington on business of their own Tuesday. Later meetings with TOA officials, as well as with representatives of other exhibitor organizations, are planned.

Award to Chas. Skouras

HOLLYWOOD, June 8.—Charles P. Skouras, National Theatres president, tonight received the Helms Athletic Foundation award "in recognition of noteworthy contributions to youth and youth activities throughout the United States," at ceremonies held in Helms Hall, Culver City. Paul H. Helms, founder and sponsor of the foundation, made the presentation.





When "the dawn comes up like thunder"...

HE'S at his console—the re-recording mixer—weaving skeins of sound into the picture's pattern . . . skillfully matching sound to sight, mood for mood.

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To fulfill this essential contribution to the picture, the re-recording mixer requires creative understanding of the director's desires . . . a sense of the dramatic . . . a feeling for mood . . . and the high order of faithful sound reproduction and re-recording he gets from the large and versatile family of Eastman motion picture films.

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...most talked about DRAMA of our time...

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THE PARAMOUNTS
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 113 NEW YORK, U.S.A., FRIDAY, JUNE 10, 1949 TEN CENTS

TOA, SMPE to Meet on Video Theatre Link

Joint Television Confab To Open Here June 28

Joint television committee of the Society of Motion Picture Engineers and the Theatre Owners of America will convene here on June 28 with the hope of coming up with definite answers to a variety of questions on theatre television, foremost among them being its actual feasibility.

Still looked upon as the most likely adaptation of the new medium at present is its use by a cooperative group in exhibition, but here again this would be largely experimental, it was said. Mitchell Wolfson, chairman of the TOA video committee, among others, has suggested this plan so that a more concrete study could be made to determine cost factors, engineering, programming and general values of television to the theatre.

Contrary to earlier indications,

(*Continued on page 6*)

Treasury Straddles Local Taxation Issue

WASHINGTON, June 9.—A Treasury Department tax study straddles the issue of whether the Federal government should withdraw from the admission tax field in favor of the states and municipalities.

The study, a revision of a July, 1947 report on Federal-state-local tax overlapping, declares that from an administrative point of view, "there are no compelling reasons for an immedi-

(*Continued on page 6*)

Topical Film Title Offered by Clark

Washington, June 9.—Attorney General Clark, speaking at the premiere here of U-I's "Illegal Entry," urged the film company to make a sequel.

With the recent Gerhardt Eisler escape in mind, Clark wryly remarked that there should be another film entitled "Illegal Exit." Clark headed a long list of top government officials at RKO Keith's for the invitation-only premiere.

Wilby-Kincey Invites Distributors to Submit Bids for Theatre Playing Time

Atlanta, June 9.—Wilby-Kincey Theatres, taking a leaf from the Book of Distribution, have notified Loew's, RKO Radio, 20th Century-Fox and Universal-International that circuit officials will entertain competitive bids from the four for the "highly desirable July 4th holiday" playing time at the Alabama Theatre, Birmingham; the Tivoli, Chattanooga, and the Tennessee, Knoxville.

J. H. Harrison, Wilby-Kincey film buyer here, in a letter to the distributors lists the holiday playing time available at each theatre and offers the privilege of the runs to the highest bidders.

Each distributor is asked to state the terms expected for each picture, from each theatre, whether a guarantee against percentage; straight percentage or a minimum guarantee to the theatres; the amount of money to be spent by the distributor in advertising each picture, and the clearance offered.

Harrison reserves the right to reject any or all bids but, if playing time is awarded, it will mail a confirmation to the successful bidder before June 15. Bids must be received by June 10.

Harrison insists it's no "gag."

Pick E-L Sales Drive Winner Here Monday

Final drawing in Eagle-Lion's nationwide "Exhibitor Participation Grand Prize Award" of a trip for two to Hollywood or New York, to be made in connection with E-L's Jack Schlaifer testimonial drive, will be held in the home office here Monday, it was announced by William J. Heineman, distribution vice-president. Postponement of the final drawing until Monday from its originally scheduled time today was decided to permit exhibitors to attend the Will Rogers Memorial Home ceremonies at Saranac Lake.

Present at the drawing which will select the winner of the special Hollywood or vacation trip will be circuit

(*Continued on page 6*)

Para. Partnership Split-Ups Nearer

Paramount executives in their negotiations with exhibitor partners on dissolution of joint ownerships have reached the point where several agreements are in view, according to reports.

While no deal actually has been consummated since the corporation's reorganization plan was approved by stockholders, Paramount is said to be approaching final agreements with E. V. Richards, Jr., on the break-up of the extensive Paramount Richards Theatres, New Orleans; with A. H. Blank, Tri-States and Central States Theatres, Des Moines; J. J. O'Leary, Comerford-Publix, Scranton; and M. A. Lightman, Malco Theatres, Mem-

(*Continued on page 6*)

Many Percentage Suits Settled Out of Court

Seventy-one Federal or state court suits alleging fraudulent percentage returns on film rentals by exhibitors have been filed since the major distributors started such legal prosecutions a few years ago. The records show percentage actions on court calendars in *22* states, most of them in the East and Midwest.

Of the 71, 33 are still pending, in 16 states, involving 155 theatres. Most of the other 38 actions were settled out of court and legal sources in the industry here expect that a number of the 31 cases pending will be disposed of similarly. It was further disclosed that many percentage complaints have been satisfied without court action.

Wolfberg Reelected By Rocky Mt. Allied

DENVER, June 9.—John Wolfberg was reelected president and secretary of Rocky Mountain Allied Independent Theatres today, with vice-president Robert Smith and treasurer Walter Ibold also reelected at the closing convention session.

William Ainsworth, national Allied president, and Trueman Rembusch, national treasurer, also spoke at today's session. Rembusch said that ex-

(*Continued on page 6*)

38 Features On WB Agenda Through 1950

N. Y. Convention Given Jack Warner's Listing

Executive producer Jack L. Warner disclosed here yesterday that Warner Brothers has 38 productions completed or to be made for the balance of this year and next year. His announcement was made at the opening session of the company's three-day international sales convention at the Waldorf-Astoria Hotel here. Distribution vice-president Ben Kalmenson is presiding over the convention, the first of its kind to be held by the company in three years.

Warner described the list of 38 productions as "an accomplished fact." He added: "Here is our history for the next year and a half—not history in the making but history already made."

The production chief told the convention that he could say that the company has plans and commitments

(*Continued on page 6*)

Variety Takes Over Will Rogers Hospital

By RED KANN

SARANAC LAKE, N. Y., June 9.—Variety Clubs International will undertake the establishment here of a great medical laboratory dedicated to a search for a permanent cure for tuberculosis, Robert J. O'Donnell, chief barker, announced today.

O'Donnell's announcement highlighted the ceremonies which saw Walter Vincent, industry veteran and

(*Continued on page 4*)

Goddard Will Write Para. Case Opinion

Federal Judge Henry W. Goddard will write the opinion in the New York antitrust suit against the distributors with the decision expected "any day now," according to industry attorneys.

Judge Goddard has been on the bench since the government's action first went to trial in June, 1940, in District court here. Following the consent decree the case was placed before a special statutory court.

Personal Mention

ROBERT L. CLARK, son of M. R. (DUKE) CLARK, manager of Paramount's South Central division, has been promoted from salesman at Los Angeles to Paramount branch manager at San Francisco.

•

J. DON ALEXANDER, president of Alexander Film Co. and board chairman of General Screen Advertising, has returned to his Colorado Springs headquarters after a two-weeks visit in New York.

•

NATHAN D. GOLDEN, U. S. Commerce Department film chief, sailed from here yesterday on the *S.S. Coronia* for France, where he will attend the Annecy international trade pact conferences.

•

GEORGE ARCHIBALD, managing director of J. Arthur Rank's Pinewood Films, has been placed on the King's Birthday Honors List, with the title, Lord Archibald, bestowed upon him.

•

HAROLD LLOYD was honor guest at a party given yesterday by TEX MCCRARY and JINX FALKENBURG at Toots Shor's Restaurant here.

•

EDDIE SCHNITZER, United Artists Eastern sales manager, is in Buffalo from New York and will go from there to Toronto.

•

THEODORE R. BLACK, Republic counsel, will leave here today for Chicago.

Danziger Resigns Exploitation Post

William Danziger has resigned as Paramount exploitation manager, a post he held for the past several years. Indications are that Sid Mesibov, a member of the exploitation department, will be named to fill the vacancy by Max E. Youngstein, Paramount advertising-publicity director. Mesibov was manager of the department previously.

20th-Fox To Release Two in September

Two more 20th Century-Fox pictures have been set for September release, making a total of nine features on the company's summer schedule, it was announced yesterday by Andy W. Smith, Jr., sales vice-president. The two films are "Come to the Stable," starring Loretta Young and Celeste Holm, and "I Was a Male War Bride," featuring Cary Grant and Ann Sheridan.

Set $10,000 Awards For SGP Sales Unit

HOLLYWOOD, June 9.—Robert L. Lippert, Screen Guild Productions president, has announced $10,000 in gifts and cash awards will be distributed to the company's sales personnel at the close of SGP's first annual dollar collection roundup, which begins June 12 and ends Sept. 24.

Insider's Outlook

By RED KANN

THE most interesting development of the week is the joining of forces represented by the Society of Independent M.P. Producers and the Motion Picture Association as a united front "in all areas and in all situations where American motion pictures are treated unfairly or are discriminated against by foreign governments." The areas are numerous, large, widely scattered and vital to the economic well being of the American industry.

It is natural that the first situation commanding joint attention is Britain, where the impasse arising out of quota and blocked funds continues as muddled as ever. Since these twin British factors trace to official action, the difficulty in attempting to relieve such a situation on any but a like level is obvious. Therefore, when SIMPP and MPAA take the position that they must look to the State Department for aid, their thinking is sound regardless of its transparency.

■

It has been painfully clear that the division of interests on the American side has served the British well. If the British had not argued the impossibility of striking some kind of agreement on the ground that MPAA actually did not represent all of American production and distribution, they might well have. And, of course, this went for SIMPP as well.

The disadvantages, moreover, have not been absent from the American scene. The MPAA has been working with, and on, the State Department to get forthright in its anti-quota attitude. The SIMPP has been covering the same beat, but in its own way. Maybe the State Department boys have been slightly mixed up by all this. If so, no longer should this prevail provided the two associations intend proceeding as their press releases declare they will. Together, then can generate considerable steam.

■ ■

Bill Heineman, typewriter in hand, acknowledges full and proper attention to last week's piece in this column on "The Red Shoes," but adds: "I do want to bring you up to date on the number of weeks the picture has played in New York. Instead of 28 weeks [as reported, in error] we are now finishing our 33rd at the Bijou and the theatre has ordered tickets up to the first of the year. This will give you some idea of the confidence in the staying power of the picture."

Warming to his subject, Heineman continues with generous references to a 30th week coming up at the Majestic, Boston; a 25th at the Trans Lux, Philadelphia; a 24th at the Fine Arts, Los Angeles, as well as the Selwyn, Chicago. In approximately 60 engagements, Eagle-Lion's end thus far touched $1,000,000 this week. Source? The same.

■ ■

Departure of Dave Palfreyman as head of the trade relations division of the Motion Picture Association will be marked by a trail of regrets across the country. No other individual has been at his kind of work for so long. No one made himself so widely accepted in exhibitor association ranks regardless of their stripe.

Representing a trade association in which all five theatre-owning producers and distributors were members, Palfreyman nevertheless was genuinely and gladly welcomed at national and regional Allied conventions. The sessions may have been closed, but never to him. He was there—by invitation never worn thin and never withdrawn within the memory and the recollection of this writer, who has been on hand at most of them himself.

■ ■

Hedda Hopper, in her column, reports: "I'm not surprised that Harold Lloyd's 'Movie Crazy', made in '32, has gone over big. . . ."

Nice and friedly, but the fact is the revived film is yet to play its first date.

■ ■

In his talk before New York area exhibitors at the Astor on April 1, Andy W. Smith placed 20th-Fox's average negative cost on the 1949 program of 24 at $1,751,000, comparing this with $1,831,000 on 20 in 1948, and $2,330,000 on 18 in 1947.

These costs were revised by Spyros Skouras in remarks made at the 20th-Fox's stockholders' meeting recently. There he said the 1949 cost would average $1,783,000 while average for 1948 was $1,870,000 and $2,300,000 for 1947.

Just for the record.

Tenn. Exhibitors Will Hear Sullivan Today

CHATTANOOGA, June 9.—Gael Sullivan, executive director of Theatre Owners of America, will outline at the annual convention of the Tennessee Theatre Owners Association here tomorrow the various projects being acted upon by the national organization, including theatre television. Sullivan is scheduled also to address the Tennessee exhibitors in behalf of the U. S. Treasury's current bond drive.

Tennessee TOA president Walter L. Morris of Knoxville will preside at the one-day convention in the Patten Hotel. Among other speakers will be Robert Wilby of Atlanta and William Ruffin, Sr., president of the Tri-States Theatre Owners Association. The local admission tax situation is expected to be a main convention topic.

Petrillo Asks Locals To Curb Wage Bids

SAN FRANCISCO, June 9.—American Federation of Musicians president James C. Petrillo urged yesterday at the organization's national convention here that union locals adjust their wage demands downward to what theatre managers could afford to pay. Such an approach, he said, is in the interests of reviving vaudeville.

Only by such cooperation, Petrillo said, could some ground be regained toward the reemployment of 18,000 of 21,000 one-time theatre musicians who were thrown out of work by sound motion pictures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
LUCILLE BALL
in Damon Runyon's
"Sorrowful JONES"
introducing
MARY JANE SAUNDERS
in Person
LOUIS PRIMA
And His Orchestra
featuring
KELLY SMITH and JIMMY VINCENT
plus VIC & ADIO
The dancing
MR. BALLANTINE
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

RAY MILLAND JEAN PETERS PAUL DOUGLAS
"IT HAPPENS EVERY SPRING"
A 20th Century-Fox Picture
On Variety Stage—The ANDREWS SISTERS
On Ice Stage—"FIESTA"
starring Arnold Shoda - Marie McClenahan
ROXY 7th Ave. & 50th St.

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A BIG WARM WELCOME TO

MILTON BERLE

FROM WARNER BROS.



"We were all very
happy to see you
on the covers
of TIME and NEWSWEEK
...We can't wait
until we see you
in your first Warner Picture!

Always leave them Laughing

You always have, Milton
—and you always will!"

Jack L. Warner

Production Drops Slightly on Coast

HOLLYWOOD, June 9.—The production total was again lowered by three this week, for a total of 28. Five pictures went into production, while eight were completed.

Started were: "Adam's Rib," M-G-M; "I Married a Dead Man," Paramount; an untitled production, Republic; "Oh, Doctor," 20th-Fox; "The Kid from Texas," U-I. Completed were: "Trail of the Yukon," Monogram; "Crosswinds" and "Post-office Investigator," Republic; "Bail Bond Story," RKO-Radio; "Treasure of Monte Cristo," Screen Guild; "I Was a Male War Bride," 20th-Fox; "Abandoned," U-I; "Story of Seabiscuit," Warner Brothers.

Kilroe May Attend Paris Copyright Meet

WASHINGTON, June 9.—E. P. Kilroe, chairman of Motion Picture Association of America's copyright committee, may go to Paris next month as an observer at a Unesco copyright conference which will study the advisability of a world copyright convention to which the United States will be a party.

Kilroe and other industry representatives met with officials of other fields involved in copyrights at the Library of Congress today in a preparatory meeting for the Paris conference to be held July 4-10. Among those present were Fulton Brylawski of MPAA, Eugene Carusi of SIMPP, Herman Finkelstein of ASCAP, and Sidney Kay of BMI.

Ascap's Finkelstein Sees Justice Department in Consent Decree

WASHINGTON, June 9.—Ascap attorney Herman Finkelstein discussed revisions of the 1940 consent decree with Justice Department officials only "very briefly and very informally" today, a Justice spokesman said.

$200,000 Cutback in Overseas Activities

WASHINGTON, June 9.—Senate cuts in the appropriations for the Overseas Information Program will force a $200,000 cutback in the program's film activities, the State Department said.

The Senate gave the program only $32,343,900, compared to the $36,000,000 requested and $34,000,000 voted by the House. The State said that $4,404,584 of the total was earmarked for motion picture activities, that the film budget would have stayed at that level despite the House cut, but that the Senate reduction forced a cutback to $4,204,584.

Widmark at L. I. Opening

Richard Widmark will appear at the reopening today of Century Circuit's Park Theatre, New Hyde Park, L. I. The ceremony is sponsored by the Nassau County Police Boys Club, with opening profits to go to that organization. George Haage is the manager.

RKO Votes Dividend

Directors of Radio-Keith-Orpheum Corp. yesterday voted a dividend of 15 cents per share on the common stock of the company, payable July 1 to stockholders of record on June 17.

Reviews

"Her Man Gilbey"

(Prestige—Universal-International)

LILLI PALMER, Peggy Cummins and Michael Wilding try their best but the obstacles in the script were difficult to overcome in this Two Cities production, which apparently was made some years ago. It is a comedy that offers the subtle brand of humor often associated with British films.

Producers Sydney Box and William Sassoon, and director Harold French mixed up a hodge-podge of a story about a Lady Christabel Beauclerk, a bird fancier, who demands from other nations certain territorial rights for British birds, and the niece of Her Ladyship, who is in love with the family butler, Gilbey. The birds are forgotten when war breaks out and Gilbey finds himself a major in love with the niece.

There is a lot of scurrying about by other European officers all, apparently, making a play for the niece. Except for isolated instances, the direction is draggy. "Her Man Gilbey" has some odd funny moments, but scarcely enough to carry the picture. Other players include Penelope Ward, Claude Dauphin, Roland Culver, Albert Lieven and Margaret Rutherford.

Running time, 77 minutes. General audience classification. For June release.

"The Weaker Sex"

(Rank—Eagle-Lion)

WITH marked poignancy, British film makers in this production examine the effects of the war years upon the so-called "weaker sex." As such, this J. Arthur Rank presentation is something of a cavalcade of wartime events and emotions. Character delineations are excellent throughout this leisurely-paced Two Cities production. The plot, however, measured by American standards, is rather thin. Heading the cast are Ursula Jeans, Cecil Parker and Joan Hopkins.

The story takes a typical British household at the time of the war's outbreak and shows the changes and pains wrought by the war upon it. As head of the household, Miss Jeans, a widow, lives at home with two daughters who are in the service, as well as two guests, a young soldier and a naval commander. When the war breaks into full fury it brings heartbreak and anxiety to the family. It also brings new friendships, marriage and other blessings. These events are depicted with simple honesty of narration. By the end of the war, the little household is again united and there are some nostalgic memories to recall. By this time also, Miss Jeans has married the commander, played by Parker.

Some newsreel footage has been fitted into the picture, while the London Symphony Orchestra, under Muir Mathieson's direction, provides musical background. Roy Baker directed, from a screenplay by Esther McCracken and Paul Soskin. Soskin also produced.

Running time, 89 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

'Heart' Short Latest In MPAA's Series

"Heart to Heart," a 21-minute subject on the human heart, its diseases and care, produced by M-G-M in cooperation with the Associated Press, will be sponsored by Eric Johnston and the Motion Picture Association of America as the fourth of its public affairs films. Johnston will record a foreword for the picture.

The short was written and produced by Herbert Morgan and is one of his "Theatre of Life" Fact-Film series. Gunther V. Fritsch directed. The three other short subjects selected by Johnston for the MPAA's public affairs series were Warner Brothers' "Power Behind the Nation," RKO Radio's "Letter to a Rebel" and March of Time's "Report on the Atom."

Beat TV License Bill

WASHINGTON, June 9.—Prompt action by the Radio Manufacturers Association, in cooperation with the Television Installation Service Association of Chicago, has resulted in defeat of a bill in the Illinois legislature proposing to license and regulate television installation and service, RMA has stated here.

Siegel on Coast Seminar

HOLLYWOOD, June 9.—Norman Siegel, Paramount studio director of publicity and advertising, represented the industry at the public relations seminar of the Pacific Coast region of the U. S. Social Security Board which was held at the Hollywood Athletic Club today.

Lippert Makes Five In Eleven Weeks

HOLLYWOOD, June 9.—With the completion of "Treasure of Monte Cristo," Robert L. Lippert, president of Screen Guild-Lippert Productions, announced that he has completed five pictures in eleven weeks. Lippert plans to have two pictures shooting in June, to be followed by four in July.

Lippert Productions will move its headquarters Monday to Nassour Studios, vacating the offices it has maintained on La Brea avenue. SGP home offices in San Francisco and the foreign office in New York are unaffected.

First New U.S. Films Score in Belgrade

A report from Belgrade discloses that the first two American features to be released under the Eric Johnston-Marshal Tito film pact—Warners' "Watch on the Rhine" and M-G-M's "Tarzan's Secret Treasure"—are enjoying "spectacular" box-office success in their initial engagements in the Jugoslav capital, according to the Motion Picture Export Association here.

Recovers 16mm. Prints

As a result of an FBI investigation, 27 illegal prints of 16mm, features have been recovered in Reading, Pa., and have been returned to the owners, who are major distributors represented by Sargoy and Stein, legal counsellors who worked with the FBI.

Rogers Hospital

(*Continued from page* 1)

retiring president of the Will Rogers Memorial Fund, formally transfer the deed to the extensive property to O'Donnell in behalf of Variety.

In the first year of operation, the Clubs will expend $200,000 in enlarging and operating the $1,500,000 sanitarium. The hospital's facilities in the future will be available to all tuberculosis victims in the amusement industry and allied fields except those engaged in production in Hollywood. The Motion Picture Relief Fund provides a parallel service in Hollywood.

Present for the day-long program here were leaders from all branches of the amusement and associated fields. Participating in the ceremonies were Pat Casey, former head of the National Vaudeville Artists as well as the hospital; and Harold Rodner, the hospital's retiring executive vice-president, who greeted the incoming executive vice-president, Charles "Chick" Lewis, publisher of *Showman's Trade Review*. During the luncheon, O'Donnell presented to Rodner an inscribed onyx desk set as a token of appreciation from the incoming officers and board of directors.

Immigration Service Aiding 'Entry' Here

The U. S. Immigration and Naturalization Service will assist Universal-International in promoting the opening of the company's film, "Illegal Entry," at the Criterion here today. Two members of its border patrol will be stationed at the theatre to tell of the activities of the service. Also, Edward Shaughnessey, director of the service in New York, will appear with U-I Eastern advertising manager Hank Linet on Martin Starr's radio program on WINS today.

Starr to Air Opening

Martin Starr, film commentator, will make an on-the-scene color broadcast at the opening of Universal-International's "Illegal Entry" at the Criterion Theatre here today. It will be heard over Station WINS.

Ralph Wilk, 56, Film Journalist, Is Dead

HOLLYWOOD, June 9.—Ralph Wilk, 56, with *Film Daily* since 1919 and in charge of that publication's Hollywood representation since 1928, died this morning at the Cedar Lodge sanitarium here, following several months' illness. The widow, a son, five brothers and two sisters, survive.

A veteran of World War I, Wilk was born at Minneapolis and worked for metropolitan newspapers and the Associated Press before entering film journalism. The funeral is tentatively arranged for Sunday morning at the Hollywood Cemetery.

Harrison Services Today

CHICAGO, June 9.—Services for Louis H. Harrison, 60, president of the Goodman Harrison Theatre Corp., will be held at 10 A. M. tomorrow in the chapel at 5206 Broadway. Burial will be in Memorial Park Cemetery.

Harrison died Wednesday night at his home. He was a past president of the Covenant Club, vice-president of the Leo M. Levi Memorial Hospital at Hot Springs and former Lincoln Park Commissioner. Surviving are his widow, Gladys M. Harrison; a son, Robert, and a daughter, Mrs. Hattie Jane Albert.

A novel ticket-selling idea that is both true and authentic!

$20,000,000 IN GOLD... YOURS FOR THE TAKING IF YOU CAN FIND IT!

GLENN FORD

IDA LUPINO



with GIG YOUNG · William Prince · Edgar Buchanan

Screen Play by Ted Sherdeman and Richard English

Produced and Directed by S. Sylvan Simon

A COLUMBIA PICTURE

Support the United States Savings Bond Drive — May 16-June 30

Reporting at Warners' National Sales Convention



Norman Moray, Short Subjects Sales Manager



Wolfe Cohen, President Warner International



Roy Haines, Western Sales Manager



Jules Lapidus, Eastern Sales Manager



Norman Ayers, Southern Sales Manager



Harry Kalmine, President Warner Theatres

Local Taxation Issue

(*Continued from page* 1)

ate coordinated effort" to end overlapping in the amusement tax field.

The need of the states and municipalities for more revenue and the suitability of the admission tax for local administration is recognized by the Treasury.

"Seeking sources of additional revenue," the study declares, "the states and localities desire to develop the taxation of admissions but find that the imposition of a 20 per cent Federal tax places a definite economic limitation on state and local tax rates. This consideration will need to be included as one of the competing claims for tax relief when the Federal budgetary situation permits excise tax reduction."

The study declares that less than half the states now tax admissions, and about half of those that do tax admissions do so through a very small —usually 2 per cent or less—general sales tax rather than through a special excise. Since so much of the overlapping is with a rather small sales tax, "overlapping in this field has attracted little attention," the study said. It pointed out that the use of admission taxes by local governments is expanding, but stated that this has created no problem.

Para. Partnerships

(*Continued from page* 1)

phis, and Hunter Perry, Dominion Theatres, Richmond, Va. Discussions have been held with Karl Hoblitzelle on dissolution of the Interstate Circuit and Southern Enterprises of Texas, Dallas, but it was not ascertained how much progress was made.

One-third of the partnerships are required to be dissolved upon separation of Paramount production-distribution from exhibition by Jan. 1.



Jack Warner Lists 38 Films

(*Continued from page* 1)

"that could take this meeting through the year 1960." He said that "for all practical purposes," however, he would present to the meeting the 38.

The following are the productions which Warner outlined to the convention delegates:

Many in Technicolor

"Colorado Territory," starring Joel McCrea and Virginia Mayo, directed by Raoul Walsh and produced by Anthony Veiller; "The Fountainhead," starring Gary Cooper, directed by King Vidor and produced by Henry Blanke; "The Girl From Jones Beach," starring Ronald Reagan, Virginia Mayo and Eddie Bracken, directed by Peter Godfrey and produced by Alex Gottlieb; "Look for the Silver Lining" (Technicolor), starring June Haver, Ray Bolger and Gordon MacRae, directed by David Butler and produced by William Jacobs; "The Lady Takes a Sailor," starring Jane Wyman and Dennis Morgan, directed by Michael Curtiz and produced by Harry Kurnitz; "Montana" (Technicolor), starring Errol Flynn and Alexis Smith, directed by Ray Enright, produced by Jacobs; "Under Capricorn" (Technicolor), starring Ingrid Bergman, Joseph Cotten and Michael Wilding, a Transatlantic Production, directed by Alfred Hitchcock, produced by Hitchcock-Bernstein; "Task Force," starring Gary Cooper and Jane Wyatt, directed by Delmer Daves and produced by Jerry Wald; "White Heat," starring James Cagney and Virginia Mayo, directed by Walsh and produced by Louis Edelman; "It's a Great Feeling" (Technicolor), starring Dennis Morgan, Doris Day and Jack Carson, directed by Butler and produced by Gottlieb; "The Story of Seabiscuit" (Technicolor), starring Shirley Temple, directed by Butler and produced by Jacobs; "The Return of the Frontiersman" (Technicolor), starring Gordon MacRae, directed by Richard Bare and produced by Saul Elkins.

Stars Danny Kaye

Also, "Happy Times" (Technicolor), starring Danny Kaye, directed by Henry Koster and produced by Wald; "The Hasty Heart," starring Ronald Reagan and Patricia Neal and directed by Vincent Sherman; "Beyond the Forest," starring Bette Davis and Joseph Cotten, directed by Vidor and produced by Blanke; "Backfire," starring Gordon MacRae and Virginia Mayo, directed by Sherman and produced by Veiller; "The Glass Menagerie," starring Jane Wyman and Kirk Douglas, directed by Irving Rapper, produced by Charles Feldman and Jerry Wald; "Chain Lightning," starring Humphrey Bogart, directed by Stuart Heisler and produced by Veiller; "Barricade" (Technicolor), starring Dane Clark, directed by Peter Godfrey and produced by Elkins; "Young Man With a Horn," starring Kirk Douglas, Lauren Bacall and Doris Day, directed by Curtiz and produced by Wald; "Perfect Strangers," starring Dennis Morgan and Ginger Rogers, directed by Bretaigne Windust and produced by Wald; "The Victim," starring Joan Crawford and David Brian, produced by Wald; "Stage Fright," starring Jane Wyman, Marlene Dietrich and Michael Wilding, directed by Hitchcock.

Cagney Produces Two

Also, "Colt 45" (Technicolor), starring Randolph Scott, produced by Elkins; "The West Point Story" (Technicolor), starring James Cagney, June Haver and Gordon MacRae, produced by Edelman; "Hollywood Raffles," a Bryan Foy Special to be produced by Foy; "Bright Leaf," starring Gary Cooper and Lauren Bacall, directed by Vidor and produced by Blanke; "Dallas" (Technicolor), starring Errol Flynn, directed by Walsh and produced by Veiller; "Smuggled Gold," a Bryan Foy Special; "Only the Valiant," starring Gregory Peck, produced by William Cagney for Cagney Prod., Inc.; "A Lion Is in the Streets," starring James Cagney, produced by William Cagney for Cagney Prod., Inc.; "The Hawk and the Arrow" (Technicolor), starring Burt Lancaster, produced by Harold Hecht; "Always Leave Them Laughing," starring Milton Berle, produced by Wald; "The Daughter of Rosie O'Grady" (Technicolor), starring June Haver, Ray Bolger and Gordon McRae, directed by Butler and produced by Jacobs; "The Breaking Point," starring John Garfield, produced by Wald; "The Candy Kid Levels" (Technicolor), starring John Wayne, produced by Jacobs; "Stop! You're Killing Me" (Technicolor), starring Danny Kaye, directed by Butler and produced by Kurnitz, and "Victoria Grandolet," starring Jennifer Jones and Louis Jourdan, directed by Curtiz and produced by Blanke.

Warner pointed out that the company has 40 stars, 10 producers, 11 directors and five producing units.

TOA, SMPE To Meet

(*Continued from page* 1)

TOA has no intentions of applying for a permit to operate an experimental station. Instead it would probably work in cooperation with the SMPE and the group of theatremen which elects to move into the field in a joint effort. Linking of numerous theatres on a video hook-up is presently being given full consideration by Si Fabian and others in the New York area, but so far this has not gone beyond the study stage. Whether the group would operate its own station or be fed material from one of the networks on an exclusive-use basis has yet to be decided.

Results of an operation involving a number of theatres would be of benefit additionally to equipment manufacturers and the telecasters, it is felt, and cooperation of these groups will be asked. A subcommittee of the TOA-SMPE joint committee is now investigating possibilities of the experimental program. Efforts also are being made to determine whether currently-estimated costs of $25,000 for each theatre equipment installation could be reduced to around $7,500, or even lower.

The TOA-SMPE joint committee met here last month for initial discussions of the theatre television subject. D. E. Hyndman of Eastman Kodak is chairman of the SMPE video group.

Wolfberg Reelected

(*Continued from page* 1)

hibitors in rural areas had little to fear from television competition in light of present technical problems that hedge video's expansion beyond urban areas. The convention ended with a dinner dance held here tonight.

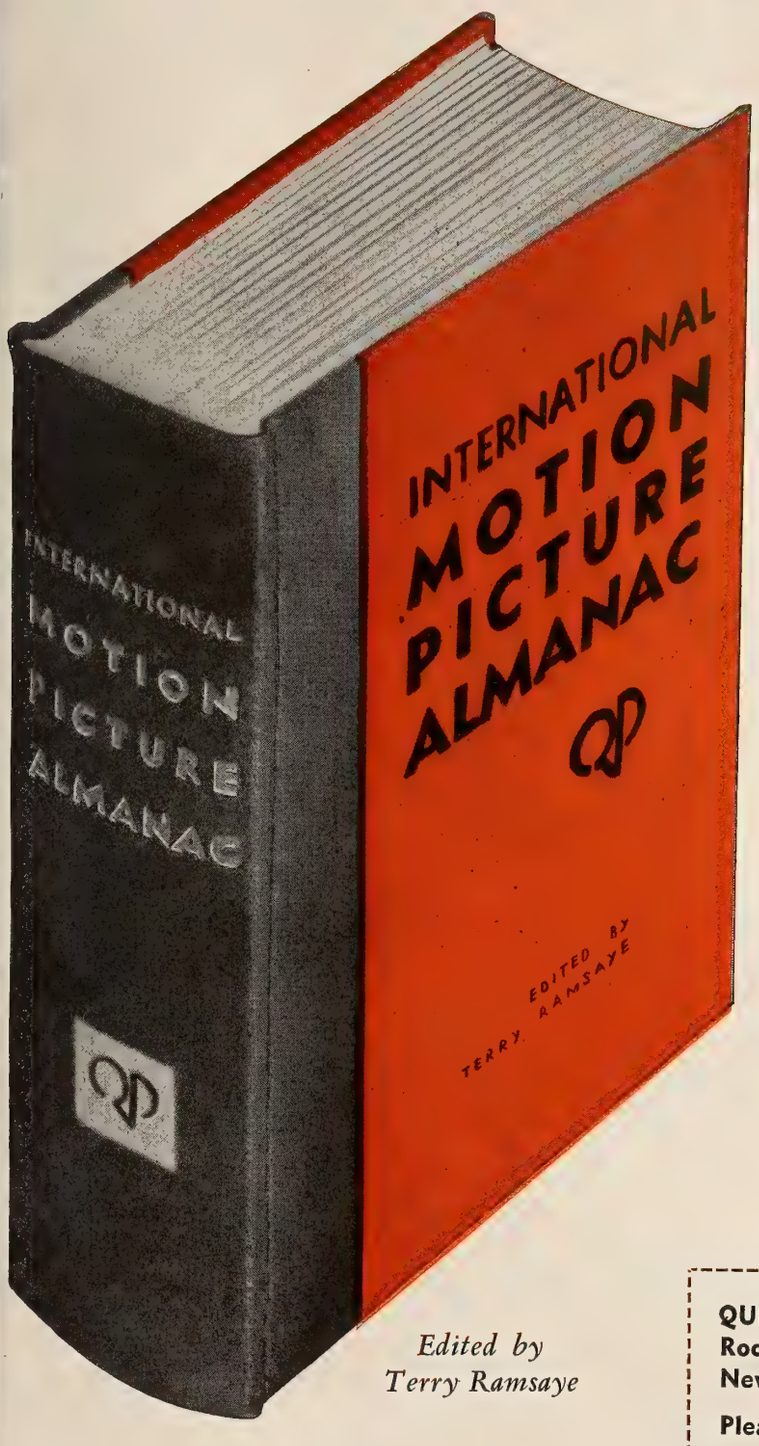
Sam Shain, 20th Century-Fox executive, addressed the meeting on his company's new sales plan and said it was not yet in effect in this area, apparently in reply to protests registered yesterday by some exhibitors that 20th-Fox had rejected deals made on a local basis.

E-L Drive Drawing

(*Continued from page* 1)

executives Ted Gamble, Sam Rinzler and Si Fabian, with E-L represented by Heineman; Schlaifer, general sales manager; and Milton E. Cohen, Eastern sales manager. The award will go to an exhibitor who has shown E-L films during the 26-week drive, with the ultimate winner being chosen from a list of 31 exchange city regional winners.

PRESSES ARE ROLLING



Edited by
Terry Ramsaye

Yes, the presses are rolling on the International Motion Picture Almanac, the internationally accepted authority on motion picture facts and figures. Soon the new 1949-50 volume will replace the well thumbed orange and black covered book now on the desks and library shelves everywhere.

So, for your copy of the Who, What, When and Where of motion picture statistics — order your copy of the INTERNATIONAL MOTION PICTURE ALMANAC — *Today*.

QUIGLEY PUBLISHING CO.
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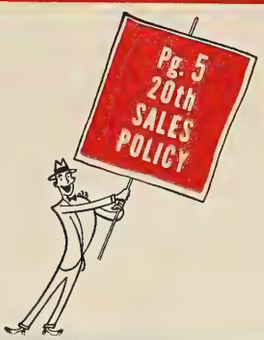
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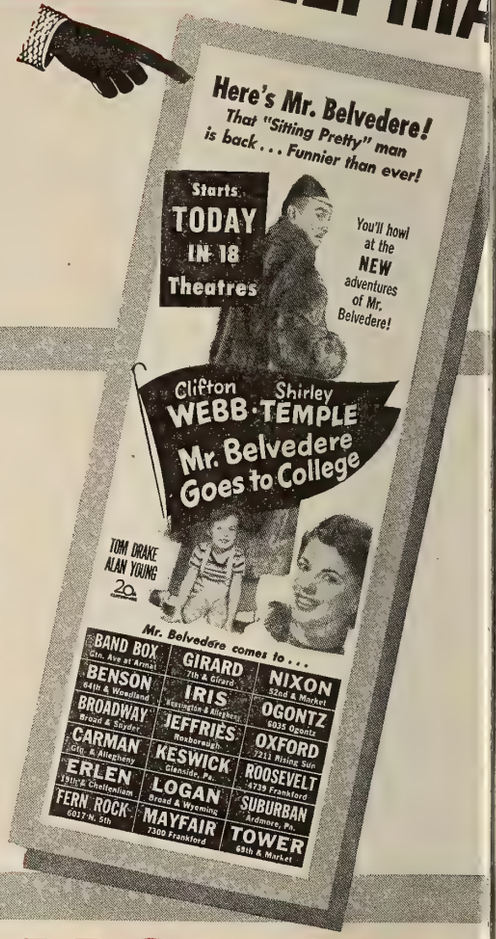
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City..... **Zone**.... **State**.....

THE 20th CENTURY-FOX SALES POLICY IN ACTION IN PHILADELPHIA



"We will enable the public to see our pictures when and where they want to see them at the time when they most want to see them."



20th's Phila. Plan Grosses Mount

"Twentieth Century-Fox's earlier runs plan in Philadelphia has made it possible for 'Mr. Belvedere Goes To College' to out-gross 'The Snake Pit' and 'Sitting Pretty' by more than 20 per cent in that city."

—M. P. DAILY

Competitive Circuits In Philly Co-op on 20th's First 18 Day-and-Daters

Philadelphia, May 31

"New 20th-Fox 'flexible availabilities' plan kicked off to a fast start here Thursday (26), as 18 nabe houses opened 'Mr. Belvedere Goes To College' on a day-and-date basis."

—VARIETY

"Belvedere" Run Breaks Phila. Record

"The public's response at the boxoffices of the 18 theatre Philadelphia run proves without doubt that our 'flexible availabilities' plan is sound and progressive, benefiting both the exhibitor and distributor greatly," says Andy W. Smith, Jr.

—FILM DAILY

20th DELIVERS WHAT IT PROMISES

IT HAPPENS EVERY SPRING · THE BEAUTIFUL BLONDE FROM BASHFUL BEND
CANADIAN PACIFIC · MOTHER IS A FRESHMAN · A LETTER TO THREE WIVES · THE
SNAKE PIT · DOWN TO THE SEA IN SHIPS · YELLOW SKY · WHEN MY BABY SMILES AT ME

There's No Business Like 20th CENTURY-FOX Business!

BACK THE U. S. SAVINGS BONDS DRIVE MAY 16—JUNE 30

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 114 NEW YORK, U.S.A., MONDAY, JUNE 13, 1949 TEN CENTS

U. A. Financial Problems Due For New Study

Board to Get Current Fiscal Picture Tuesday

Management's report on United Artists' current fiscal condition and possible means of bringing new money into the company will be discussed by the board of directors at a meeting here tomorrow.

So far this year UA has been falling short of the approximately $350,000 in weekly distribution receipts necessary to sustain it on a paying basis although prospects for the future appear somewhat brighter.

Expected to relieve the situation to some extent is the big revenue anticipated when "Champion" and "Home of the Brave" reach their full bookings possibilities, as well as returns from "Africa Screams," now opening, and "Love Happy," which is due shortly. Additionally the company has others set for summer and early fall distribution and these are being counted on for financial assists.

Ruled out as a means of raising cash is the sale of the company's stock in Odeon Theatres in England for the reason that no way has been found to convert British pounds, which would be paid for the stock, into dollars.

40-City Premiere to Aid Variety Hospital

A 40-city premiere of an important attraction to be determined by the eight majors will be held in November as a money-raising project on behalf of the Variety Clubs International-Will Rogers Memorial Fund, Inc., newly incorporated non-profit membership corporation to maintain the Will Rogers Hospital at Saranac

(*Continued on page 3*)

British - Soviet Film Barter Pact Dead

LONDON, June 12.—Tentative arrangements for reciprocal film-trading between Britain and Soviet Russia on a barter basis have broken down. British Board of Trade president Harold Wilson proposed the mutual film-exchange arrangement during his November, 1947, Moscow visit.

Britain's distributors do not want such an arrangement. They claim that certain British films have proved their acceptability to selected Russian audi-

(*Continued on page 3*)

Treasury Lists Top Film Salaries; No Word on Taxes Paid

WASHINGTON, June 12.—Charles P. Skouras, president of Fox West Coast Agency and National Theatres, received $810,000 in salary during 1947, according to the Treasury Department's incomplete list of the country's top wage earners. Skouras's future earnings were limited recently by agreement entered into with company stockholders.

Today's list is the first installment of reports that cover the calendar year 1947 or fiscal years ending before June 30, 1948.

All salaries reported are before Federal and State income tax deductions, which in many cases represent more than 80 per cent of the amounts reported.

Only one other film worker was among the country's top 10 wage earners, Preston Sturges, with $370,650

(*Continued on page 3*)

Para. Sales Meeting In Canada This Week

The annual sales convention of Paramount's Canadian division will be held at the Royal York Hotel, Toronto, Wednesday through Friday, with Canadian general manager Gordon Lightstone presiding and with Canadian branch managers, bookers and salesmen and a delegation from Paramount's New York home office attending.

New York executives to attend include: Adolph Zukor, chairman of the board; A. W. Schwalberg, vice-president and general sales manager; E. K. O'Shea, assistant general sales

(*Continued on page 3*)

Distributors Decline Invitation to Bid

Deadline set by Wilby-Kincey Theatres, Atlanta, for submission by Loew's, 20th-Fox, RKO Radio and Universal of competitive bids for some open playing time over the July 4 weekend in three of the circuit's houses passed Friday without any of the four making an offer.

Despite the insistence of J. H. Harrison, Wilby-Kincey film buyer, that his proposal was not a "gag," home office distribution executives were not convinced and said they would do no more than thank Harrison for a laugh.

Mochrie Sets Five RKO Regional Meets

A series of RKO Radio regional sales meetings to be held in five key situations has been announced by Robert Mochrie, vice-president and general sales manager.



Robert Mochrie

The first is set for Buffalo July 11-13 at the Hotel Statler. This will be followed by a Toronto meeting July 14-15 at the Royal York Hotel; New Orleans, July 18-19, Roosevelt Hotel; Chicago, July 20-22, Drake Hotel; and San Francisco, July 25-27, Hotel St. Francis.

Mochrie will visit the various cities

(*Continued on page 3*)

52-Week Sales Drive Set At Warner's Convention

An innovation in industry sales drives was announced at the weekend by Warner distribution vice-president Ben Kalmenson, who said the company will conduct a 52-week sales drive, consisting of three individual drives.

In announcing the drive to the company's three-day international sales convention which ended here Saturday, Kalmenson said: "In our attempts to set up a sales drive that would really be a sales drive we have come up with

(*Continued on page 3*)

Ascap Extends Pact With Video 15 Days

American Society of Composers, Authors and Publishers has extended for another 15 days, to July 1, its agreement with the television industry on free use of its music, pending final agreement on terms of a contract. Negotiations are continuing here with the provision that when the agreement on a pact is reached it will be retroactive to Jan. 1.

Aim for State Dep't. Aid on New U. K. Pact

Would Put Remittance Talks Up to Government

U. S. State Department will be called upon to act in behalf of the film industry here in the re-negotiation of the Anglo-American films trade agreement which is to expire on June 14, 1950, but which allows for re-negotiation six months before that date, or by mid-December, it has become apparent here.

The active assistance of the State Department is the aim of both the Motion Picture Association of America and the Society of Independent Motion Picture Producers and under the agreement reached last week by Eric A. Johnston and Ellis G. Arnall, the two groups are expected to make a joint request for the government representation.

The line of reasoning is that the industry here stands a better chance in its dealings with the British if problems are handled on the government level. MPAA and SIMPP representatives, rather than U.S. officials, negotiated the original pact with the British Government.

The first year of operations under

(*Continued on page 3*)

US Legislators to Act on UK Quota

HOLLYWOOD, June 12.—Favorable replies from U. S. Senators and Representatives to the Motion Picture Industry Council's resolution requesting an investigation of discriminatory action by foreign governments against the American picture industry had mounted at the weekend to proportions prompting the MPIC to express con-

(*Continued on page 3*)

Cowan - ABPC Sign Production Deal

LONDON, June 12.—Producer Lester Cowan returned to New York from here by plane over the weekend after closing a joint production deal with Associated British Pictures Corp. Under it Cowan will begin filming here early next year. Final arrangements for the film have not been set but Cowan hopes to co-star Groucho Marx and Sid Field in a Scotland Yard burlesque.

While here Cowan arranged also to make a picture in France subsequently.

Personal Mention

E. P. KILROE, chairman of the Motion Picture Association of America copyright committee, will return to New York today from Washington.

•

LOUIS JOFFE of RKO Theatre legal department, and his wife, PEGGY JOFFE, of the publicity department, are in Charlottesville, Va., to attend the graduation of their son, ROBERT EMERY GOULD, from the medical school of the University of Virginia.

•

BEN LORBER, director of insurance affairs for Universal-International, will be a guest speaker at the national convention of the John Hancock Life Insurance Co., to be held Wednesday at Melvin Village, N. H.

•

MORT GOODMAN, head of Republic studio publicity, was in San Francisco from Hollywood over the weekend and left yesterday for Portland, Seattle and Salt Lake.

•

GERTRUDE GREENSPAN of 20th Century-Fox home office publicity department, was married here yesterday to SEYMOUR KRASNY.

•

ADOLPHE CARLSON, Technicolor plant manager, and MRS. CARLSON are visiting in New York from the Coast.

•

SYD GROSS, Film Classics advertising-publicity chief, will leave here-today for Cleveland.

Farewell Lunch for Sid Blumenstock

A farewell luncheon for Sid Blumenstock, who is leaving 20th Century-Fox to become Paramount's advertising manager, was held Friday by his 20th-Fox home office colleagues at the St. Moritz Hotel here.

Attending were: Charles Einfeld, Ulric Bell, Bill Bentley, Rodney Bush, David Golding, Abe Goodman, Joe Gould, Harry Hochfeld, Irving Kahn, Jerry Novat, Jonas Rosenfield, Jr., Vic Sedlow, Lou Shanfield, Ed Sullivan, Ira Tulipan and Earl Wingart.

20th-Fox Club Sets Annual Outing Wed.

Members of the 20th Century-Fox Family Club have chartered the Hudson River Day Line steamer *Peter Stuyvesant* Wednesday for their 7th annual outing at Bear Mountain Park.

Harry Reinhardt, who is in charge of arrangements, said between 800 and 1,000 members are expected to attend.

'Mighty Joe' Parades

BRIDGEPORT, June 12.—RKO Radio's "Mighty Joe Young" float was a feature of the three-hour parade here Saturday marking the current P. T. Barnum celebration. Terry Turner, Harry Reiners and Harry Blair of RKO, and trade pressmen were present.

Dmytryk Signed to Direct a Film Here

Director Edward Dmytryk, one of the "unfriendly 10" now in England finishing his second successive picture for a J. Arthur Rank unit, has signed a deal to direct in New York a feature, "Dreadful Summit," which Phil Waxman, former radio and stage producer, will make.

The "unfriendly 10" filed suit against the Motion Picture Association of America and member companies on May 23 last asking treble damages aggregating $52,000,000 and charging violation of the Sherman Act in preventing the plaintiffs from pursuing their professions.

The Waxman-Dmytryk deal provides for a percentage of the picture's profits to go to the director who will receive additionally what Waxman termed "a substantial salary." Waxman, who recently returned here from England after signing Dmytryk, said he has already begun conferences with three distribution organizations here with a view to signing one to handle the picture, and, additionally, is negotiating for the raising of "first money." Waxman said he himself will provide the "second money." "Summit" will be budgeted at $500,000 or less, Waxman said. Shooting is scheduled to start here on Sept. 2, he added. Screenplay for the picture, which is to be from Stanley Ellin's novel of the same title, has been written by Ellin.

Waxman said he plans to have Dmytryk direct another picture after "Summit" is completed.

Harvey, Rogers at Western Roundup

SALT LAKE CITY, June 12.—Rotus Harvey, Roy Rogers and Dale Evans will be guests at the annual Exhibitors-Distributors Roundup in Salt Lake City from June 14 to 17.

The Round-up is expected to draw more than 200 from Utah, Idaho, Montana, Nevada and Wyoming. A golf tournament will be held in connection with the event, which also will feature joint and separate sessions of state exhibitor associations. Harold Chesler is chairman for the Round-up.

Bus Strike Creates 60% Box Office Drop

BOSTON, June 12.—Attendance is off 60 per cent in 80 theatres in the districts served by the Eastern Massachusetts Street Railway, whose 2,000 bus drivers are on strike, it is reported here, with losses to theatre owners nearing the $150,000 mark.

Governor Paul A. Dever plans to call a special session of the legislature if the strike is not settled soon.

SPG Talks Reopen Today

Screen Publicists Guild (CIO) reported at the weekend that contract negotiations with the distributors will reopen today in the Paramount board room here. On hand will be representatives of all the companies but Eagle-Lion, that company being the only one now signed with the Guild.

SWG Writing Awards To Be Made June 23

HOLLYWOOD, June 12.—Screen Writers Guild will present its first annual awards for outstanding screen writing at a reception on June 23, at the Bel Air Hotel, with Charles Brackett, former SWG president and recently elected president of the Academy of Motion Picture Arts and Sciences, presiding. The awards will be made in five divisions; for outstanding writing achievement in comedy, drama, musical and Western pictures.

The Robert Metzler award, named for the first screenwriter killed in the war, will go to the writer of a script deemed most successful in presenting problems prevalent in America. Voting on the awards was by the Guild's seven past presidents.

$250,000 Ad Budget For 'Black Magic'

More than $250,000 has been alloted for advertising of Edward Small's "Black Magic," which was shot entirely in Italy over a period of two years, it was announced here at the weekend by Howard LeSieur, advertising-publicity director of United Artists, distributors of the picture.

UA reports that it will premiere the film in 400 day-and-date openings in key cities coast-to-coast on Aug. 19, with exploitation and promotion geared to climax on that date. Orson Welles and Nancy Guild co-star.

DeMille, Crosby, Hope In Industry Shorts

HOLLYWOOD, June 12.—Three more shorts in the industry-sponsored series will go into production next week at Paramount studio here with producer-coordinator Grant Leenhouts in charge. Cecil B. DeMille will narrate and appear in "History Brought to Life." Bing Crosby and Bob Hope will star in "Film Goes to Market" and "Costume Designer" will feature Edith Head.

Lindau, Roth Teamed In Elman Enterprises

CHICAGO, June 12.—Charles Lindau, local exhibitor, has bought equal interests in the late Henri Elman enterprises along with Max Roth, former Film Classics district manager.

Lindau has been associated with the Elman Enterprises, distributors of independent product, for several years, in addition to operating several theatres here. Mrs. Pearl Elman, the widow, will continue as an associate with the new ownership.

Cutting to Paris

John W. Cutting, director of foreign version films for the Walt Disney Studios, sailed from here Saturday on the *S. S. Niew Amsterdam* for France to establish headquarters in Paris for Disney's foreign production department. The move is intended to facilitate the making of foreign language versions of all Disney films and to broaden the scope of native talent used for such versions.

Newsreel Parade

THE riot in Tokyo, and graduation at West Point make current newsreel highlights. Other items include stunt flying, the Havana waterfront fire, fashions, Joe Walcott and Ezzard Charles training for their championship bout. Complete contents follow:

MOVIETONE NEWS, No. 47—West Point graduation. Stunt flyer shows how not to fly. Navy squads go through rough campaign during "hell week." Berlin railroad strike. St. Francis Xavier celebration in Nagasaki. Summer skiing. Tuna fishing.

NEWS OF THE DAY, No. 281—Graduation at West Point. Mrs. Georgia Neese Clark named U.S. Treasurer. "Hell week" for Navy volunteers. How not to fly. Christians march in Nagasaki. Rome celebrates its liberation. Sailors turn nurses to care for babies.

PARAMOUNT NEWS, No. 84—Soviet aims enforced at Czech congress. Workers' protest rally turns into riot in Tokyo. Franco opens Spanish parliament. Congressman Roosevelt in Israel. First woman U.S. Treasurer takes over. Next heavy champ: Joe Walcott or Ezzard Charles. Tuna fishing.

TELENEWS DIGEST, No. 23-B—Plane crash kills 57. Havana waterfront devastated by fire. French army in war games in Tunisia. New plane tested. Britain ratifies Atlantic Pact. West Point graduation day. Novel golf course. Ezzard Charles and Joe Walcott train for bout.

UNIVERSAL NEWS, No. 255—Riots in Japan. Gen. Franco parade. Italian parade. Opening of "Illegal Entry" in Wasington, D. C. Graduation at West Point.

WARNER PATHE NEWS, No. 86—West Point graduation. Christian rites in Japan. Fifth anniversary of Normandy invasion. Fire razes Havana waterfront. How not to fly. Bermuda honeymoon fashions. Summer ski meet. Motorcycling. Great events: Bunker Hill.

MGM Birthday Film Gratis to Showmen

"Some of the Best," a 40-minute anniversary subject, has been compiled by M-G-M to commemorate its 25th birthday, and will be distributed gratis to all theatres. The subject consists of scenes from M-G-M's important pictures during the past 25 years as well as from current and forthcoming product. Lionel Barrymore narrates the informal commentary.

William F. Rodgers, vice-president and general sales manager, considers the film "one of the greatest entertainment attractions ever made by our studio or any other studio." He stated that "every theatre will want to play this film, for it will undoubtedly create a greater interest among the public in motion pictures."

The subject was supervised by Frank Whitbeck, advertising manager of the company's Culver City studios; the material was compiled by Herman Hoffman and edited by Laurie Vejar.

Fire Hurts Film Couple

Hans Tiesler, vice-president and general manager of Audio Pictures, Ltd. of Toronto, and his wife Gertrude, were injured here last Thursday when a fire swept their boat, moored at City Island Yacht basin, the Bronx. Tiesler suffered second degree burns and Mrs. Tiesler was treated for shock. She heads Audio's writing department.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; Martin Quigley, Jr., Associate Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cuningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor; Chicago Bureau, 120 South La Salle Street, Editorial and Advertising, Urben Farley, Advertising Representative: Jimmy Ascher, Editorial Representative, Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1. Hope Burnup, Manager, Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac, Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

W. B. Sales Drive

(*Continued from page* 1)

what we consider a revolutionary plan." First of the individual drives, he said, will cover 18 weeks from Aug. 28 to Dec. 31. Cash prizes will be awarded winners in the three separate periods of the drive, and also grand overall prizes covering the entire 52-week period, Kalmenson said.

At the closing convention session, Kalmenson paid tribute to Harry Warner for his adoption of an "expanded production policy" and "long-range planning" in the acquisition of the largest number of stars, directors, producers and story properties in the history of the company. Warner, he said, has provided the sales department with the materials to work with, and the sales department will "get the maximum results" from the merchandise made available.

Harry M. Kalmine, president and general manager of Warner Theatres, hailed the company's product announcement, made at the Thursday session by Warner, calling it a promise of new invigoration for everyone's boxoffice.

RKO Sales Meets

(*Continued from page* 1)

by plane, accompanied by A. A. Schubart, manager of exchange operations. Sales and distribution problems will be covered in detail as well as an analysis of forthcoming releases. A highlight will be the presentation by Mochrie of the 1949 Ned Depinet Drive plaques and company president Depinet's prize to the winning district manager, plus other cash awards.

Representing the home office will be Harry J. Michalson, short subjest sales manager; Nat Levy, Eastern division sales manager, and his assistant, Frank Drumm; Charles Boasberg, North-South division manager, and his assistant, Carl Peppercorn.

District managers in attendance will be Len S. Gruenberg (Metropolitan), Gus Schaefer (Northeastern), Robert Folliard (Eastern), and Morris Lefko (East Central). Branch managers will be Phil Hodes, New York; Max Westebbe, Albany; Ross Cropper, Boston; Jack Chinell, Buffalo; Barney Pitkin, New Haven; Charles Zagrans, Philadelphia; Dave Silverman, Pittsburgh; Joseph Brecheen, Washington; Stan Jacques, Cincinnati; Harry Walders, Cleveland; Hatton Taylor, Detroit, and Russell Brentlinger, Indianapolis. Also branch sales managers Herman Silverman, New York; Larry Gardiner, Boston; Ely Epstein, Philadelphia and Al Folliard, Washington. Boasberg and Peppercorn will meet with Gruenberg, Hodes and Silverman following the general sessions.

British-Russian Pact

(*Continued from page* 1)

ences whereas Russian pictures hitherto seen here have proved to be "poison" at the boxoffice. The distributors here will be amenable to trading only if there is a cash adjustment of differences in boxoffice earnings. But Soviet authorities will not agree to that.

Tie Calderone Debut To Community Affair

The Hempstead, (L.I.,) Community Chest will be the beneficiary of a nine-day "Pageantry Week" celebration heralding the opening of the new $2,000,000 Skouras Calderone Theatre in Hempstead, Nick John Matsoukas, director of the event, announced on Friday.

A series of events designed to dramatize and publicize the work of the member agencies of the Hempstead Chest will be held starting today and culminating with the Calderone opening on June 21.

Cash Dividends in April off from '48

WASHINGTON, June 12.—Film industry dividend payments were off about one-third in April, compared with April 1948, the Commerce Department reported today.

Publicly reported cash dividends by film firms totaled $2,598,000 in April, compared with $3,772,000 in April, 1948. Commerce officials said that several firms lowered their payments, with a $900,000 drop by Warner Brothers accounting for much of the decrease.

Figures for the first four months of 1949 are sharply below 1948 totals. Commerce reported payments of $12,969,000 for the first four months of this year, compared with $16,943,000 for the like 1948 period.

NCA To Seek Stars For Its Convention

MINNEAPOLIS, June 12.—Major companies will be asked to provide screen stars to appear at the Allied States national convention, to be held here next October, when Ben Berger, North Central Allied president, and Stan Kane, executive counsel, visit New York next week.

Promoting the event, which they hope will be the biggest in Allied's 20-year history, Berger and Kane attended the Texas Allied convention at Dallas, and Berger plans to be on hand for the Mid-South Allied meeting at Memphis on June 28-29. Kane reports that Michigan Allied has already reserved 60 rooms for the affair.

AFM Urges Concerted Action on Excises

SAN FRANCISCO, June 12.—American Federation of Musicians, at its convention here Friday, adopted a resolution urging action through local labor councils and state federations of labor to seek the repeal of wartime amusement excise taxes, including the admissions tax.

James C. Petrillo, who for the first time in nine years was opposed for the presidency, was reelected by an overwhelming majority.

Zander President of Screen Cartoonists

Jack Zander has been elected president of the Screen Cartoonists, Local 1461, it was announced here at the weekend. Other officers elected were: Morey Reden, vice-president; Larry Silverman, treasurer; Charlotte Tuggle, recording secretary; Gene Sogioka, financial secretary; Irving Spector, conductor; Jim Logan, warden. Trustees are Tex Henson, Ruth Kuss and Gloria Green. Pepe Ruiz is business agent.

Universal Reports Loss of $465,242

HOLLYWOOD, June 12.—Universal Pictures Company, Inc., announced a loss of $465,242 to the company and its subsidiaries for the 26 weeks ended April 30. This compares with a profit of $232,866 for the corresponding period in the preceding year.

Nayfack Opens Exchange

Nayfack Films has opened an exchange here to distribute all Sack Amusement product, as well as importations, Jules J. Nayfack announces.

Film Salaries

(*Continued from page* 1)

reported from 20th Century-Fox. He ranked third.

Top woman wage earner in the industry on today's list was Betty Grable, who reported $208,000 from 20th Century-Fox.

Other film salaries reported on today's list were: Darryl Zanuck, $260,000; Rex Harrison, $219,750; Ray Milland, $253,333; John Ford, $235,116; Henry Ginsberg, $242,000; Tyrone Power, $231,027; Michael Curtiz, $218,400; Alan Ladd, $212,333; Joseph Mankiewicz, $208,000; Olivia de Havilland, $204,166.

PARAMOUNT: Lewis Allen, $78,000; Jean Arthur, $91,111; Barney Balaban, $156,000; Edmund Beloin, $86,625; Charles Brackett, $117,000; Frank Butler, $140,000; Joan Caulfield, $77,000; Bing Crosby, $112,500; Melvin Douglas, $137,499; John V. Farrow, $134,900; Robert Fellows, $76,325; Leslie Fenton, $82,260; Y. Frank Freeman, $130,000; Tay Garnett, $135,000; Paulette Goddard, $93,755; Leonard Goldenson, $91,000; Bob Hope, $115,000; and Betty Hutton, $177,500.

More from Paramount

Also Jacob H. Karp, $78,000; Austin C. Keogh, $91,000; Patric Knowles, $82,541; Veronica Lake, $86,500; Dorothy Lamour, $150,916; Charles Laughton, $100,000; Mitchell Leisen, $171,447; George Marshall, $159,500; Phyllis Calvert Ltd., $100,000; Robert Preston, $80,000; Charles M. Reagan, $86,233; Edward G. Robinson, $125,000; Billy Wilder, $186,000; P. J. Wolfson, $91,083; Victor Young, $83,475; and Adolph Zukor, $109,750.

PHIL BERG-BERT ALLENBERG, INC.: Bertram Allenberg, $121,994; Phil Berg, $117,880.

VANGUARD: Ethel Barrymore, $131,250; Joseph Cotten, $129,000; William Dieterle, $180,833; Lee Garmes, $77,500; Charles Laughton, $83,333; Daniel T. O'Shea, $103,333; Gregory Peck, $91,500; Dore Schary, $84,658; David O. Selznick, $112,916; and Shirley Temple, $78,724.

UNITED STATES PICTURE: Gary Cooper, $122,164.

SIDNEY BUCHMAN ENTERPRISES, INC.: Sidney Buchman, $106,000.

WALT DISNEY PROD.: Walt Disney, $106,000.

ARGOSY PICTURES: Merian C. Cooper, $78,372.

CAGNEY PROD.: James Cagney, $150,000.

EAGLE LION STUDIOS: George Brent, $100,000; Bryan Foy, $78,000.

ENTERPRISE PROD.: George J. Schaefer, $81,950.

FOX INTERMOUNTAIN: F. H. Ricketson, Jr., $110,677.

FOX MIDWEST: Elmer Rhoden, $102,683.

HAL ROACH STUDIOS: William Bendix, $171,730.

HARRY SHERMAN PICTURES: Harry Sherman, $106,000.

MONOGRAM PICTURES: Steve Broidy, $102,293.

EASTMAN KODAK: Albert K. Chapman, $102,574; Charles K. Flint, $86,126; T. J. Hargrave, $167,132; C. E. K. Mees, $86,524.

ROXY THEATRE: A. J. Balaban, $85,000.

CITY PLAYHOUSES, INC.: Louis Lotito, $101,128.

SELZNICK RELEASING CORP.: Neil Agnew, $103,290.

20th Century-Fox List

20TH CENTURY-FOX: William A. Bacher, $104,000; Lloyd Bacon, $163,958; Robert S. Bassler, $77,916; Anne Baxter, $112,833; Jerome J. Cady, $80,291; Edward Chodorov, $115,500; Jeanne Crain, $80,125; Peggy Cummins, $82,833; Linda Darnell, $136,166; Brian Donlevy, $84,375; Philip Duane, $120,910; Douglas Fairbanks, Jr., $135,000; Henry Fonda, $77,000; Jules Furthman, $109,166; William R. Gardiner, $75,541; Mack Gordon, $79,333; Richard Greene, $79,666.

Also Moss Hart, $125,000; Henry Hathaway, $180,333; June Haver, $107,125; F. Hugh Herbert, $143,000; H. B. Humberstone, $112,541; George Jessel, $115,000; Elia Kazan, $88,111; William J. Keighley, $76,470; Henry King, $124,583; Fred Kohlmar, $99,666; Walter R. Lang, $104,666; Louis D. Lighton, $105,000; Anatole M. Litvak, $115,250; Ernst Lubitsch, $120,000; Gene Markey, $116,325; Victor Mature, $86,599; Alfred Newman, $104,295; Lloyd B. Nolan, $95,750; and Maureen O'Hara, $198,666.

Also John H. Payne, $75,166; William Perlberg, $182,000; Otto Preminger, $208,000; Gregory Ratoff, $143,500; Anne Revere, $99,958; Cesar Romero, $90,375; George Sanders, $110,000; Lew Schreiber, $130,000; George E. Seaton, $156,000; Sol C. Siegel, $148,500; John M. Stahl, $195,000; Gene Tierney, $91,916; Lamar Trotti, $149,520; Clifton Webb, $117,222; Cornel Wilde, $190,500; Robert G. Young, $104,166; Thomas J. Connors, $94,300; William C. Michel, $84,400; Joseph W. Moskowitz, $104,000; Joseph M. Schenck, $130,000; Spyros Skouras, $201,300; and Andrew W. Smith, Jr., $80,621.

20TH CENTURY-FOX INTERNATIONAL: Murray Silverstons, $91,250.

UNITED ARTISTS: Gradwell Sears, $106,200.

New U. K. Pact

(*Continued from page* 1)

the trade agreement will come to an end tomorrow with the American companies possessing only about $8,000,000 in blocked pounds, following the periodic remittances of the straight $17,000,000 allowed under the pact plus about $3,000,000. The latter figure represents the equivalent of earnings of British films in the U.S. and has yet to be remitted.

Meanwhile, State Department declarations that the British had legal right to fix the playing time quota at 40 per cent has not deterred the industry here. Both MPAA and SIMPP have taken cognizance of the State Department's stand but feel the fact remains that while a quota might be legal, the one imposed is far too excessive. An order that British theatres give about 25 per cent of their playing time to native product would be a good deal more agreeable to the American companies.

Act on UK Quota

(*Continued from page* 1)

fidence that Representative Cecil King's plan for examination problem by the House Ways and Means Committee will be implemented shortly.

Senator Arthur H. Vandenberg, influential member of the Foreign Relations Committee, tops a list of five Senators who have replied to MPIC chairman Cecil B. DeMille pledging their immediate attention to the matter. Rep. Emanuel Celler's name heads a similar list of Congressmen.

Celler said, in part, "I wish to advise you that I shall support Cecil King's request for an investigation of the problem imposed by the British Government's policy toward American Films." The others expressed a like intention.

40-City Premiere

(*Continued from page* 1)

Lake, N. Y. In the first year of operation, Variety plans to spend $200,000 in enlarging, modernizing and re-equipping the sanitarium which was founded in 1921 by the NVA as a haven for vaudevillians stricken with tuberculosis.

The Saranac Lake institution is the first charity to be taken under wing by Variety Clubs International. All of the 35 tents are financially behind the project with the current exception of Minneapolis which first proposes to complete its heart hospital now under way in association with the University of Minnesota.

The major distributors are pledged to contribute to the Will Rogers Hospital $75,000 a year for two years.

Para. Canada Meet

(*Continued from page* 1)

manager; Oscar A. Morgan, general sales manager of shorts and Paramount News; Max Youngstein, national director of advertising, publicity and exploitation, and Fred A. Leroy, home office representative.

Zukor will address the delegates at a luncheon on Wednesday. Schwalberg, Morgan and Youngstein will speak at the Wednesday and Thursday afternoon sessions.

"Sorrowful JONES" Spreads



Critics all say it's wonderful!

"Picture of the Month."
—*Louella Parsons, Cosmopolitan*

"Picture of the Week." —*Life*

"New Yorkers are talking about Bob Hope's latest movie!"—*Walter Winchell*

"Gives Bob the best role of his career."
—*Jimmie Fidler, Mutual Broadcasting Co.*

"Oil up the cash register, men. It will be working overtime." —*Boxoffice*

"Any exhibitor who doesn't clean up with this is in the wrong business."
—*M. P. Herald*

"Hope is wonderful and so is the movie."
—*Rose Pelswick, N. Y. Journal-Amer.*

"Hope at his clowning best."
—*Howard Barnes, N. Y. Herald-Tribune*

"Sparkling with 1949's brightest lines."
—*Archer Winsten, N. Y. Post*

"For mirth, this is way, way out front."
—*McCall's*

"Best of the Runyon stories."
—*Good Housekeeping*

Damon Runyon's
Greatest Story

starring
BOB
HOPE
LUCILLE
BALL

with WILLIAM DEMAREST
BRUCE CABOT · THOMAS GOMEZ
and Introducing
MARY JANE SAUNDERS

Foreword narrated by WALTER WINCHELL

Produced by
ROBERT L. WELCH · SIDNEY LANFIELD
Directed by

Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose • Adapted from a Story by Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

Songs by Jay Livingston and Ray Evans



HOPE across the face of the industry...

BECAUSE IT'S FUNNIER THAN "THE PALEFACE" AND TWICE AS BIG AT THE BOXOFFICE!

Day-and-date World Premieres in New York City and Manhattan, Kansas, both tremendous! N. Y. Paramount's opening nearly *doubles* "The Paleface" and tops the top Paramount hits of the last 5 years, including "Road to Rio," "Blue Skies" and "Going My Way"!

Watch Hope hoist grosses
HIGH AS A FLAG ON THE FOURTH OF JULY
at scores of nationwide holiday dates of
the most sensational attraction yet — in
PARAMOUNT'S GOLD RUSH OF '49


COLUMBIA PICTURES
GLENN FORD LUPINO IDA
LUST FOR GOLD
MIGHTY JOE YOUNG
TERRY MOORE · BEN JOHNSON
ROBERT ARMSTRONG · FRANK McHUGH
M-G-M's QUEEN OF TECHNICOLOR MUSICALS!
Neptune's Daughter
ESTHER WILLIAMS
RED SKELTON
RICARDO MONTALBAN
BETTY GARRETT
KEENAN WYNN
XAVIER CUGAT


Keep Posting
KEEP POSTING
NATIONAL Screen SERVICE
THE FILM BOOK OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 115 NEW YORK, U. S. A., TUESDAY, JUNE 14, 1949 TEN CENTS

Para. Will Buy Out Richards, To Sell Later

Deal Is Set for 1950; Carter to Head Circuit

Paramount has concluded arrangements by which it will acquire the entire 50 per cent interest in the 71-theatre Paramount-Richards circuit from E. V. Richards, Jr., of New Orleans, effective during the first quarter of 1950. Paramount owns the other 50 per cent of Paramount-Richards Theatres.

Under the terms of Paramount's consent decree ending the government anti-trust litigation against the company, Paramount is authorized to retain 36 of the 71 theatres in the Louisiana, Mississippi, Alabama, Florida, Texas and Arkansas circuit. Therefore, after acquiring Richard's interest, Paramount will have to dispose of 35 theatres, within six months from the date of acquisition.

Norman L. Carter of Paramount-

(*Continued on page 6*)

20th Adjustments Revived in Jersey

Allied Theatre Owners of New Jersey, meeting here yesterday, gave its sanction to the national Allied board's "wait and see" stand regarding 20th Century-Fox's recent statement of sales policy. The New Jersey organization justified its taking this position in consequence of 20th-Fox's having "gone back to its former policy of adjustment" in that state, it was reported following yesterday's meeting. New Jersey Allied's president Edward Lachman was chairman of the sessions.

The organization issued the following statement following adjournment: "The decline of business at the box-

(*Continued on page 6*)

Lawson and Trumbo Convictions Upheld

WASHINGTON, June 13.—The U. S. Court of Appeals for the District of Columbia today unanimously upheld the contempt of Congress convictions of screen-writers John Howard Lawson and Dalton Trumbo.

The two writers were cited for contempt in October, 1947, for refusing to answer questions of the House Un-

(*Continued on page 6*)

Griffis May Be a Senate Candidate

Hartford, June 13. — There is a possibility that Stanton Griffis of New Canaan, chairman of the executive committee of Paramount, New York, and former U. S. Ambassador to Egypt, may be appointed by state Democratic leaders to be a candidate for the Senate from Connecticut, to succeed Senator Raymond E. Baldwin, Republican. This is said to be one of the topics under discussion now in political circles in this state.

Europe Looks Up: Reisman

There is an increasing trend throughout Western Europe toward "liberalizing" the use of blocked U. S. industry funds and, generally, the prospects for American films in England and the Continent are brighter than they have been in some time.

This is the report of RKO Radio foreign operations vice-president Phil Reisman following his return from a seven-week tour of France, Belgium, Germany and Britain. "I am more optimistic after this trip than I was after any other," he declared yesterday at the home office here.

Reisman saw improvements in the economies of the countries which he visited. "An improved economic situation in Europe," he said, "helps the

(*Continued on page 6*)

18 Ready, 13 Set at M-G-M

HOLLYWOOD, June 13.—With seven pictures scheduled for production in July, five now before the cameras, one starting this week and 18 completed, M-G-M's production program as announced at the recent 25th anniversary sales convention by Louis B. Mayer, executive head of the studio, and Dore Schary, in charge of production, is continuing as scheduled for 1949.

After screening the new product, Howard Dietz, in charge of advertising, publicity and promotion, returned to New York last night. During his stay at the studio, plans were formulated for campaigns on "Battleground," "The Red Danube," "The Forsyte Saga," "Intruder in the Dust," "Malaya," "That Midnight Kiss," "Border Incident," "Scene of the Crime," "On the Town," "Con-

(*Continued on page 6*)

RKO Palace Shows To Play 13 Cities

The eight-act vaudeville shows playing the RKO Palace on Broadway here will tour the country, it was disclosed yesterday by Sol A. Schwartz, general manager of RKO Theatres. First on the 13-city route is Cleveland, where, on Thursday, June 30, the RKO Palace in that city will present the first of the unit vaudeville shows, augmented by a first-run feature. Other key RKO cities to

(*Continued on page 3*)

TESMA Reports a Boom In Theatre Equipment

CHICAGO, June 13.—A record volume of new theatre equipment is reported, some of the reasons given by Roy Boomer, secretary of the Theatre Equipment and Supply Manufacturers Association being the availability of raw materials in sufficient quantities to encourage development of new items, adequate labor in most manufacturing centers and the desire of theatre owners to equip their theatres with more comfortable and modern equipment for the presentation of programs to meet any form of competition which may arise.

The return of vaudeville to some metropolitan centers, which is expected to spread because of the success attained in these areas, has also en-

(*Continued on page 6*)

E-L Studio Staffs Start Trek to Work

HOLLYWOOD, June 13.—Eagle-Lion studios are again active.

In preparation for the start of Bryan Foy's two productions, "Trapped" and "Port of New York," more than 60 former studio employes have been recalled to duty. They include construction crews, technicians, members of the art, casting and wardrobe departments and production personnel.

"Trapped" is scheduled to go before the cameras on June 20 with Richard Fleischer directing. On June 27,

(*Continued on page 6*)

U. K. Council Resents New 'High' Quota

Annual Report Also Hits U.S. Unit Booking Plan

LONDON, June 13.—Annual report of the Cinematograph Films Council complains about the rejection by Harold Wilson, Board of Trade president, of the Council's advice that the British film industry "would be healthier with a lower and more realistic quota."

In setting the new film quota at 40 per cent, Wilson ignored the Council's recommendation of a 33⅓ per cent quota. The government advisory body's report said its recommendation of a lower quota had been made after studying British producers' plans and concluding that "releases of new British first features during the new quota year would number about 74."

The Council's report criticizes Eric Johnston's unit booking plan here, terming it "a restrictive trading prac-

(*Continued on page 6*)

British Stumped by French Restriction

LONDON, June 13.—The Board of Trade has met with no success in its endeavor to persuade France to admit more than the 20 films allocated to Britain out of the 186 foreign dubbed versions permitted into that country, and the Board now is refusing to have anything to do with the selection of the 20 British films which will be sent to France.

The British Producers Association likewise has had no success in its own efforts to have the British film allocation increased. American companies have been allocated 121 films.

The Board of Trade rejected the

(*Continued on page 6*)

Schreiber Elected Secretary of MPEA

Motion Picture Association of America general counsel Sidney Schreiber yesterday was elected secretary of the Motion Picture Export Association, succeeding Gordon E. Youngman, who resigned in consequence of his transfer by RKO Radio to the West Coast.

Meanwhile, Francis E. Harmon,

(*Continued on page 6*)

Personal Mention

HERBERT WILCOX, British producer, is scheduled to return to London from New York on Thursday.

•

GEORGE BORTHWICK, who retired some months ago as secretary-treasurer of the Motion Picture Association of America, has become a grandfather, a daughter having been born to his son, HUNTER, and his daughter-in-law at Los Angeles. Borthwick has been assisting WILL H. HAYS here in arriving at a settlement of the American dollar situation in France.

•

GEORGE A. SMITH, Western division sales manager for Paramount, arrived in San Francisco today from Hollywood. ROBERT CLARK, newly-appointed San Francisco sales manager, accompanied him.

•

BEN KALMENSON, Warner distribution vice-president, has become a grandfather for the first time with the birth of a son yesterday to his daughter, MRS. BURTON LEVINE, at Mt. Vernon, N. Y.

•

IRENE DUNNE will be presented with the University of Notre Dame's Laetare Medal on June 29 at South Bend, Ind.

•

SAM PETIGOR, general sales manager of Renown Pictures Corp., is in New York from London.

•

JOE ROBERTS, Motion Picture Sales Corp. publicity director, has returned to New York from Norfolk.

•

STANLEY SHUFORD, former Paramount advertising manager, is vacationing in the West.

•

JACK ELLIS of Ellis films has returned to New York from Boston.

•

NED E. DEPINET, president of RKO, has returned here from the Coast.

Florin Leaves Fox Branch Post in N. Y.

Resignation of Seymour Florin as 20th Century-Fox branch manager in New York, effective July 15, was announced here yesterday by A. W. Smith, Jr., sales vice-president. Florin plans to open a buying and booking company in a partnership with Sonny Leggett. His successor at 20th-Fox will be announced later, Smith said.

New Lorraine Outlet

Chicago Carbon Co. has been designated exclusive representative of Lorraine Carbons for the Chicago area, it was disclosed here by Edward Lachman, Lorraine president. The Chicago firm is headed by Max and Joe Berenson.

Form Ad Agency Here

The formation of Getschal and Richard, Inc., advertising agency, has been announced here. Budd Getschal is president and Richard Ash vice-president.

Van Schmus Kin on Breen's Code Staff

Hollywood, June 13.—Albert E. Van Schmus, who has worked as an assistant director at several studios in recent years, has joined the staff of the Production Code Administration, it was announced here today by Joseph I. Breen, administrator. Van Schmus is a nephew of the late W. G. Van Schmus, who was managing director of Radio City Music Hall in New York.

Will Not Reconsider Momand Decision

WASHINGTON, June 13.—The U. S. Supreme Court today said it would not reconsider its May 2 decision against A. B. Momand.

On that date the court refused to hear an appeal by Momand from a Boston Court of Appeals decision throwing out an 11-year private anti-trust suit against eight major film companies. Momand later asked the Supreme Court to reconsider, claiming the Boston court had decided an important issue—that a plaintiff in an anti-trust case had to prove that the defendants had a specific intent to injure him.

The eight companies said the Boston court had not said this, and that Momand's rehearing petition raised nothing new, nothing that had not been considered in the original petition. The high court today noted its denial of the rehearing petition, but gave no written reasons.

Defendants include Universal, Loew's, 20th-Fox, Vitagraph, RKO, M-G-M, United Artists and Columbia.

File Appeal Brief in Tenn. Censor Case

A brief in support of the industry appeal in the case arising out of the censorship in the city of Memphis of Hal Roach's "Curley," distributed by United Artists, was filed yesterday in Tennessee Supreme Court at Nashville.

The case was dismissed by the lower court at Memphis on the grounds that the plaintiffs were not licensed to do business in Tennessee and therefore had no standing in a case involving local legislation. Memphis censor Lloyd T. Binford banned the picture from exhibition in that city because it showed a Negro boy playing with white children.

The industry plans to make the case a test of film censorship and hopes ultimately to get a ruling from the U. S. Supreme Court.

Goldwyn Unit Here

A production unit on "My Foolish Heart" has arrived in New York from the Coast for background and location shots for the new Samuel Goldwyn production. It stars Dana Andrews, Susan Hayward, and Kent Smith. Mark Robson is directing.

LeRoy Asks MPAA's Aid for Film Museum

HOLLYWOOD, June 13.—Producer-director Mervyn LeRoy, acting on his own, is seeking the aid of Eric Johnston, president of the Motion Picture Association of America in establishing a motion picture museum in Hollywood.

In a letter to Johnston, LeRoy said, "The motion picture industry, although only 50 years young, has traditions that must be preserved for centuries to come. Noted figures in the industry, with financial assistance from major studios, independent companies and Hollywood guilds and unions, should be brought together to put this plan into effect."

LeRoy's project is separate from the directly parallel enterprise on which the Academy of Motion Picture Arts and Sciences has been working for several years and as a start for which show cases already have been set up in the lobby of the Academy Awards Theatre. Both plans envision the ultimate erection of a suitable building in which industry exhibits memorializing the historical past and eye-witness views of pictures in production would be available to the public at a nominal fee.

Set Fate of TOA Gross Reports Today

Theatre Owners of America's executive committee will meet at the Hotel Astor here today to determine, among other things, whether the organization should continue plans for a weekly report of film box-office performances, which was to take the form of a bulletin to members. Fulfillment of plans has met with repeated delays, and it appears now that TOA may be forced to abandon them because the organization's regional affiliates find that it would require more time and effort than could be afforded to gather and collate the necessary figures.

Final arrangements for the TOA national convention on the Coast next September are expected to be set at the executive committee meeting.

Scheduled to attend today are Gael Sullivan, Arthur H. Lockwood, Ted R. Gamble, Si H. Fabian, Robert W. Coyne, Walter Reade, Jr., Harry Loewenstein, J. J. O'Leary and Stanley W. Prenosil.

Para. Managers Map Buffalo 'Gold Rush'

BUFFALO, June 13.—Al Kane, Paramount's Eastern and Southern assistant division sales manager, and Myron Sattler, New York branch manager, are here to make plans for the launching of the company's "Gold Rush of '49." Meetings are being held in the local exchange and are being attended by branch manager Mike Simon, Al Fitter, office manager and head booker; John Good, salesman; Tony Hassmer, booker; John McMahon, salesman and Frank Saviola, assistant booker.

Coming Events

Today—Motion Picture Association of America board meeting. New York.

June 21-23—Associated Theatre Owners of Indiana annual convention, French Lick Hotel, French Lick, Ind.

June 28-29—Independent Allied Theatre Owners of the Mid-South convention, Hotel Chisca, Memphis.

June 28-29—New Mexico Theatres Association convention, New Mexico.

83 Short Subjects From WB in '49-50

Warner Brothers will release 83 short subjects and 104 issues of Warner Pathe News during 1949-50, it was announced here yesterday by Norman Moray, president of Warner Pathe News and short subjects sales manager.

Warner is releasing 84 subjects in the current 1948-49 season.

Series in the forthcoming program include: eight two-reel Technicolor "Exclusive Specials," 10 Technicolor "Sport Parades," 13 Technicolor "Blue Ribbon Cartoons," in Technicolor, (re-releases), six two-reel black-and-white "Featurettes" (both new and reprints), six black-and-white "Vitaphone Novelties," eight black-and-white "Melody Master Bands" (re-releases), six "Joe McDoakes" single-reel comedies, and 26 new "Merrie Melody" and "Looney Tune" color cartoons.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
LUCILLE BALL
in Damon Runyon's
"Sorrowful" JONES
introducing
MARY JANE SAUNDERS
in Person
LOUIS PRIMA
And His Orchestra
introducing
KELLY SMITH and JIMMY VINCENT
plus VIC D'AGIO
The Amazing
MR. BALLANTINE
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE MIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

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Arnall to Discuss SIMPP Contract

HOLLYWOOD, June 13.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, is meeting here tonight with the Society's directors, reportedly on a proposal to change his present part-time commitment to a full-time status on a contract basis.

Although he has held the post only a few months, SIMPP members have been impressed with his accomplishments in their behalf and apparently are anxious to tie him down to a written agreement. In turn Arnall has said that he is well pleased with the position and his associates. It is believed in some quarters though that the former governor of Georgia might still be interested in public office, possibly the senatorial race in his home state next year.

His working agreement with SIMPP has been an oral one so far.

SIMPP in Industry Council in Hollywood

HOLLYWOOD, June 13.—Society of Independent Motion Picture Producers will become a member of the Motion Picture Industry Council at a meeting of the latter group on Wednesday at the Beverly Hills Hotel, it was announced here by Cecil B. DeMille, MPIC chairman. SIMPP president Ellis G. Arnall will deliver the keynote address.

SIMPP delegates to the organization will be Gunther R. Lessing, vice-president and board chairman; Marvin Faris, executive secretary, and Roy Disney, Edward Small and James Nasser.

Other organizations in the MPIC are the Motion Picture Producers Association, Hollywood AFL Film Council, and actors', writers' and directors' guilds, the Independent Office Workers and the Society of Motion Picture Art Directors.

Davee Heads SMPE's Projection Committee

L. W. Davee, sales manager of Century Projector Corp., has been appointed chairman of the Society of Motion Picture Engineers' projection practice committee here by John A. Maurer, SMPE vice-president.

Uppermost on the list of projects to be undertaken by the committee are revisions of the Society's "projection room plans" which are intended to pave the way for good projection results by serving as a guide in planning projection rooms for new theatres.

1st 'U' Profit in a Quarter in a Year

Net income of $252,293 reported by Universal for the quarter ended April 30, is the first profit for a quarter to be listed by the company in a year, since a profit of $98,660 was reported for the corresponding quarter in 1948.

Net loss for the 26 weeks ended April 30 was $465,242, against a profit of $232,866 for the corresponding 26 weeks in 1948.

Registers at Albany

ALBANY, N. Y., June 13.—The Divine Tragedy, Inc., has registered a certificate here for the financing, production and exploitation of motion pictures. Georges de La Grandiere is president.

Senate May Study Ticket Tax Conflicts

Washington, June 13.—The Senate Executive Expenditures Committee today approved a bill for a 15-member commission to study relations between Federal, State and local goverments, with special emphasis on eliminating tax competition among the three levels, including admission tax competition.

WB Asks Dismissal Of Shea Complaint

Dismissal of the complaint of Shea Enterprises to halt Warners' plan for the dissolution of their pooled operation of three theatres in Youngstown, O., was asked by Warners in a petition in New York Federal Court yesterday. The case originally was placed in New York Supreme Court and was removed to Federal Court.

Warners stated yesterday that enforcement of the court's decree outlawing pools would be defeated if that company's move to break with Shea is blocked. Shea's objection is that status of the Warner Theatre, which would revert to Warner operation, was greatly enhanced at the expense of Shea's Park Theatre under the pool operation. The third house is the Paramount, ownership of which the two parties share.

'Bovary' Makes 5 for M-G-M at Music Hall

M-G-M's "Madame Bovary" is scheduled to play Radio City Music Hall here, following the theatre's next attraction, which will be Warner Brothers' "Look for the Silver Lining." That will make five M-G-M pictures to play that show case this year.

Four M-G-M pictures to appear at the theatre this year mark three more than from any other company. M-G-M's "Words and Music," which began a run on December 9, continued over until January 19. Next came 20th Century-Fox's "A Letter to Three Wives," followed by Universal-International's "Family Honeymoon" and M-G-M's "Little Women." Next in order were Paramount's "A Connecticut Yankee in King Arthur's Court," M-G-M's "The Stratton Story," and the present tenant at the theatre, M-G-M's "Edward, My Son."

Warner Excursion Today

More than 1,400 members of the New York Warner Club are expected to go on the club's annual boat ride to Bear Mountain today aboard the steamer *John A. Meseck,* it is announced by Ralph W. Budd, Warner personnel manager.

A similar excursion for the 20th Century-Fox Family Club is slated for tomorrow.

Para. Buys 17,600 Shares

Paramount purchased last month on the open market 17,600 shares of its common stock, bringing to 938,187 shares the total accumulated in its treasury under the stock-purchasing program instituted in November, 1946, by president Barney Balaban.

Squeeze Out U. S. Films in Argentina

Joquin Rickard, Latin-American representative of the Motion Picture Association of America, is meeting stiffening resistance from Argentine government agencies in his attempts to obtain exchange permits which would make shipments of U. S. films to that country possible again, according to press dispatches reaching here from Buenos Aires. Last year Rickard was able to obtain $500,000 worth of exchange permits—a nine months' supply—on the basis of the companies waiving the right to immediate payment in dollars. Since last March 10, however, no Hollywood films have been permitted to enter Argentina, it was said.

The last U. S. pictures on hand in that country, according to dispatches, will reach the screens within a matter of five months. At this point, American film companies' representatives there are said to be wondering whether to pull out now or let business run down gradually to a complete standstill.

Bleak as the outlook is, it was said that the odds are that U. S. companies will stay in Argentina until they are in effect forced out. Meanwhile, the reports state, they are maintaining the payrolls of more than 3,000 persons.

High Argentine government officials reportedly told Rickard the refusal to issue permits for American films stemmed from Argentina's unwillingness to have the dollar debt mount further. Meanwhile, British films are in the same plight as those from Hollywood, since they are brought in and released through U. S. distributors, it was explained.

The Argentine production industry is said to have 32 completed native productions awaiting release.

Industry foreign management sources in New York yesterday confirmed reports from Buenos Aires that the Argentine government has turned a "cold shoulder" to the American film companies' bid for import licenses.

Group Plans Test Of Film Censorship

Film censorship will be challenged by the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union, it was announced here yesterday by Elmer Rice, playwright who served as chairman of meeting of the group at the Bedford Hotel.

Cooperation of a theatre operator "willing to risk prosecution and possible financial loss to show an uncensored film" would be needed, Rice said, adding that the council would take the case to the U. S. Supreme Court if necessary. Direct action by the council will be taken if the industry itself does not provide a test case by Sept. 1, Rice said.

Buchanan, Agency Head, Dies at 56

Thomas S. Buchanan, 56, former head of the advertising agency which bears his name, died yesterday after a long illness at his home at Sharon, Conn. He was a director and consultant to the agency, which has offices here, in Chicago and on the Coast, at the time of his death.

The widow and a son, Thomas S. Buchanan, Jr., survive.

Short Subject

"It's in the Groove"

(*March of Time-20th-Fox*)

Following the fluctuating popularity of their path, this latest March of Time tells the story of phonograph records, their background, their present status and their potential future. It shows the audience how records are made and what elements govern the sales and thus the financial position of the industry.

Americans this year will buy some 250,000,000 records to support the booming industry. Their selections will range from swing and jazz to hillbilly tunes and the ever-popular classical numbers. The subject closes by demonstrating the controversy now underway between manufacturers of the varied-speed phonographs. Release date, June 10. Running time, 19 minutes.

Morris Re-elected By Tennessee Group

NASHVILLE, June 13.—Walter L. Morris, president, and all other officers of the Tennessee Theatre Owners Association were re-elected at the group's third annual convention here. Others reelected were L. J. Pepper, first vice-president; Lawrence Brichetto, Jr., second vice-president; Emil Bernstecker, secretary-treasurer, and directors Charles Colville, Kermit C. Stengel, R. B. Wilby, Cowan Oldham, Jay Solomon, George Odlum, and Alfred Starr.

Addressing the session, Gael Sullivan, executive director of the Theatre Owners of America, expressed the belief that theatre television will encourage theatre-going by persons in the 40-to-65 age groups which represent, he said, 65 to 70 million potential admissions. He pointed up the importance of theatremen in community affairs.

RKO Palace Shows

(*Continued from page* 1)

make up the initial tour will include Cincinnati, Chicago, Davenport, Cedar Rapids, Minneapolis, Sioux City, Kansas City, Dayton, Columbus, Rochester, Syracuse and Boston; others will be announced shortly.

Copying the manner in which vaudeville is now being presented at the RKO Palace, New York, the orchestra will be in the pit and the acts will be announced by way of annunciators at the sides of the stage. Performances will be continuous, with no reserved seats. There will be four shows daily and popular prices will prevail at all times.

NCA Houses Booking Connors Commercials

MINNEAPOLIS, June 13.—North Central Allied members will run "New Tobaccoland" and "Out from Tobaccoland," which Tom Connors Associates, Inc., is distributing for Chesterfield cigarettes, under an arrangement whereby the revenue will go to the association. Connors pays the exhibitor $8.50 for each 1,000 admissions.


MITCHUM... IN HIS NEWE
R
WILLIA
THE B
BACK THE U.S.
SAVINGS BONDS DRIVE
MAY 16 - JUNE 30

ICTURE ... DATING NOW!

I TOUGH, TERRIFIC ADVENTURE IN
GRAND LARCENY THAT GETS HIM DEEP
NTO THE WILDS OF MEXICO...AND
EEPER IN LOVE AND DANGER WITH
GORGEOUS JANE GREER
N THE TRAIL OF A FORTUNE
IN HOT MONEY!

RKO PRESENTS



ERT MITCHUM
JANE GREER
BENDIX

STEAL

ith PATRIC KNOWLES · RAMON NOVARRO · DON ALVARADO · JOHN QUALEN
Executive Producer SID ROGELL · Produced by JACK J. GROSS · Directed by DON SIEGEL
Screen Play by GEOFFREY HOMES and GERALD DRAYSON ADAMS
d on the famous Saturday Evening Post Story "The Road to Carmichael's" by RICHARD WORMSER

Para.-Richards

(*Continued from page* 1)

Richards Theatres will continue with the circuit as general manager. Also continuing in association with Carter will be Gaston J. Dureau, Harry K. Oliphint and Maurice F. Barr of the Richards' organization.

Richards will continue to own and operate his Theatres Service Corp., which includes approximately 125 theatres in Louisiana and Mississippi and in which Paramount holds no interest.

Terms of the Paramount-Richards' stock purchase deal were not disclosed but, according to trade reports, Richards received close to $1,000,000 for his interests.

Under Paramount's consent decree the company is authorized to retain 10 of 22 Paramount-Richards' theatres in Louisiana; 16 of 35 in Mississippi; four of six in Alabama; three of four in Florida, and three of four in Arkansas.

The deal is the first to be agreed upon in the break-up of Paramount's numerous and important theatre partnerships around the country, although several others are in well-advanced stages and final agreements could be reached by the company and its partners almost daily.

The Richards' deal was closed last Friday, according to an announcement made in New Orleans by Richards over the past weekend.

Boom in Equipment

(*Continued from page* 1)

couraged the development of many new stage products for such presentations, it was said.

Boomer states that when the doors open to the TESMA-TEDA Trade Show exhibit hall at the Stevens Hotel in Chicago on September 26, there will be a record display of new items in theatre television, drive-in and conventional theatre equipment.

In addition to the exhibits and the regular business meetings of TESMA and TEDA there will be an open meeting and a symposium composed of several addresses on the future of the theatre and the effect of home television on the theatre.



Convictions Upheld

(*Continued from page* 1)

American Activities Committee during that group's investigation of so-called Communist infiltration of the film industry. A District Court jury last year found them guilty of contempt for refusing to answer questions on past or present affiliations with the Communist party. The fate of eight other Hollywood workers, also cited for contempt, rests on the outcome of the Lawson-Trumbo cases.

The Circuit Court decision pointed out that Communism and Democracy are engaged in a worldwide struggle, and that the cases of the two screenwriters offer "the best possible application" of the committee's right to investigate and expose Communism.

Industry Plays Vital Role

"The motion picture industry," the decision said, "plays a critically prominent role in the molding of public opinion and motion pictures are, or are capable of being, a potent medium of propaganda dissemination which may influence the minds of millions of American people. This being so, it is absurd to argue, as these appellants do, that questions asked men who, by their authorship of scripts, vitally influence the ultimate production of motion pictures seen by millions, which questions require disclosure of whether or not they are or ever have been Communists, are not pertinent questions. Indeed, it is hard to envisage how there could be any more pertinent question in these circumstances."

Robert W. Kenny, attorney for the two writers, said he would ask the Circuit Court for a rehearing, and if that is denied, as is expected, he would appeal to the Supreme Court.

The Supreme Court will adjourn late this month, and there is no possibility of action until it reconvenes in October.

E-L Studio Staffs

(*Continued from page* 1)

"Port of New York" will roll, with Laslo Benedek as director. Both films are to be made in cooperation with the U. S. Treasury Department.

James T. Vaughn, production head at Eagle-Lion, announced that scores of additional employes will be recalled within the next few days to fill out the various departments which have been on a skeleton basis or closed down altogether since production was halted last year.

Eagle-Lion Home Office Staff Lay-offs End Pending Deal

Barring unforeseen developments, there will be no further lay-offs at Eagle-Lion's home office pending the outcome of the negotiations revolving around independent producer Edward Small's offer to purchase the controlling interest in the company from Robert R. Young, principal stockholder of Pathe Industries, E-L parent company.

Since the Small purchase negotiations opened some four weeks ago about a dozen home office publicists and clerks were eliminated from the payroll under a "stagger system" which called for one or two employment terminations a week.

It was reported authoritatively that the status of the negotiations has not changed since Serge Semenenko, Boston banker, and William C. MacMillan, E-L operations vice-president, returned here four weeks ago from Coast parleys with Small to open prolonged conferences on the matter with Young.

Europe Looks Up

(*Continued from page* 1)

American motion picture industry more than any other industry." Examining the U. S. film industry's worldwide prospects for this year, Reisman said he believed that total grosses would be about the same as last year's but that remittances to American companies would be perhaps 40 to 50 per cent below what they were in 1948. Accountable for the poorer remittance prospects are the situations in Argentina and South America in general, along with those in Britain and in some other parts of the globe.

RKO Radio and other American distributors, Reisman said, are making excellent headway toward setting up individual operations in Germany following the recent agreement to abandon Motion Picture Export Association joint operations by January 1 in that country and in Austria. He described as "an incentive" to U. S. companies "the rapidity with which Germany is coming back economically." He said there are many well-trained film men in Germany who will be "screened" and, if they pass examination, will be employed by American companies.

British production, Reisman believes, will "not come anywhere near" meeting the 45 per cent film quota this year. England's theatre business, he said, has declined about 20 per cent in the last two years. Reisman feels, however, that J. Arthur Rank will be able to meet the quota in his own circuits. RKO Radio's foreign chief said his company's bookings in Rank's circuits was "off in the first quarter" this year but are now back to normal. The drop-off in British production may have been responsible for the rebound, Reisman said. All in all, he added, the American film industry "will end up well in England by the time the year is over," quota problems notwithstanding.

18 Ready at M-G-M

(*Continued from page* 1)

spirator" and other pictures recently completed.

Dietz will be followed by William F. Rodgers, general sales manager, who arrives from New York on June 20 to confer with Mayer and Schary on the release schedule for 1949-1950.

Ready to begin shooting are "Key to the City," directed by George Sidney and produced by Z. Wayne Griffin; "Europa," produced by Gottfried Reinhardt; "Please Believe Me," directed by Norman Taurog and produced by Val Lewton; "East Side, West Side," directed by Mervyn LeRoy and produced by Voldemar Vetluguin; "Outriders," produced by Richard Goldstone; "Father of the Bride," directed by Vincente Minnelli and produced by Pandro S. Berman, and "The Yellow Cab Man," directed by Jack Donohue and produced by Richard Goldstone.

With the start Wednesday of "Nancy Goes to Rio," directed by Robert Z. Leonard and produced by Joe Pasternak, six pictures will be in current production, the others being "Adam's Rib," "On the Town," "Stars in My Crown," "Tension" and "Bodies and Souls."

Maine Admission Tax Bill

BANGOR, Me., June 13.—A bill pending before the Maine legislature would impose a five per cent admission tax for all places of amusement.

U.K. Council

(*Continued from page* 1)

tice which calls for urgent investigation." The report also reveals that the Council has decided to put a stop to the practice of granting almost unlimited quota tickets to reissues. Its policy in the future, the report says, will be to issue quota rights only to first features of special value for entertainment purposes.

Seek State Dep't. Appointment To Deliver Protest on Quota

WASHINGTON, June 13. — Motion Picture Association of America officials are still trying to arrange an appointment with Acting Secretary of State James Webb to deliver the association's new protest against the British quota. They are hopeful one can be set for some time this week. MPAA president Eric Johnston and SIMPP general counsel Robert J. Rubin will carry the protest to Webb.

British Stumped

(*Continued from page* 1)

list of 20 British films prepared by the Producers' Association for the French market and which included three pictures of non-BFPA members. The Board suggested the French pick the pictures they want to see and bowed out of the situation.

The first encounter of Britain's quota and restrictive film trade champions with like legislation elsewhere appears to be an unhappy one.

Schreiber, MPEA

(*Continued from page* 1)

MPAA vice-president, has relinquished his MPEA vice-presidency in order to have more time to pursue his new duties as MPAA director of exhibitor and community relations.

All other officers were re-elected by the MPEA. They are: Eric A. Johnston, president; Irving A. Maas, vice-president and general manager; John G. McCarthy, vice-president; Frederick W. DuVall, treasurer; Herbert J. Erlanger, assistant secretary-treasurer, and Frank J. Alford, assistant treasurer.

Besides election of officers, yesterday's MPEA meeting touched on "routine matters," one having to do with distribution arrangements in the Saar, former German territory now under French control.

MPAA directors will meet here today under the chairmanship of Johnston, who presided at yesterday's MPEA parley.

20th Adjustments

(*Continued from page* 1)

office was discussed by the membership, with some members reporting a decline up to 60 per cent. In order to accurately ascertain the exact amount of the drop in grosses this year percentage-wise, as compared with the same months in 1948 and 1947, member exhibitors have been requested to immediately send in accurate comparative figures on this period."

Lachman was instructed to compile a questionnaire to be sent to all members concerning the status of business. Theatre owners will be asked to go directly to patrons to determine why business has declined, if it has.

Wilbur Snaper, manager of the forthcoming 30th anniversary New Jersey Allied convention, to be held at Atlantic City September 12-14, reported on progress of arrangements.

Come and Hear The Customers Cheer!

as Betty swings back to her best kind of bang-up role with a brand new boy-friend who's every girl's dish. It's such good news that we want you to count the laughs yourself at . . .



PARAMOUNT TRADE SHOWS

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At Theatre Sneak-Previews Before Audiences Like Your Own!

BETTY HUTTON

VICTOR MATURE

in

Red, Hot and Blue"

A JOHN FARROW production with

WILLIAM DEMAREST · JUNE HAVOC

Produced by ROBERT FELLOWS

Directed by JOHN FARROW

Screenplay by Hagar Wilde and John Farrow • Story by Charles Lederer

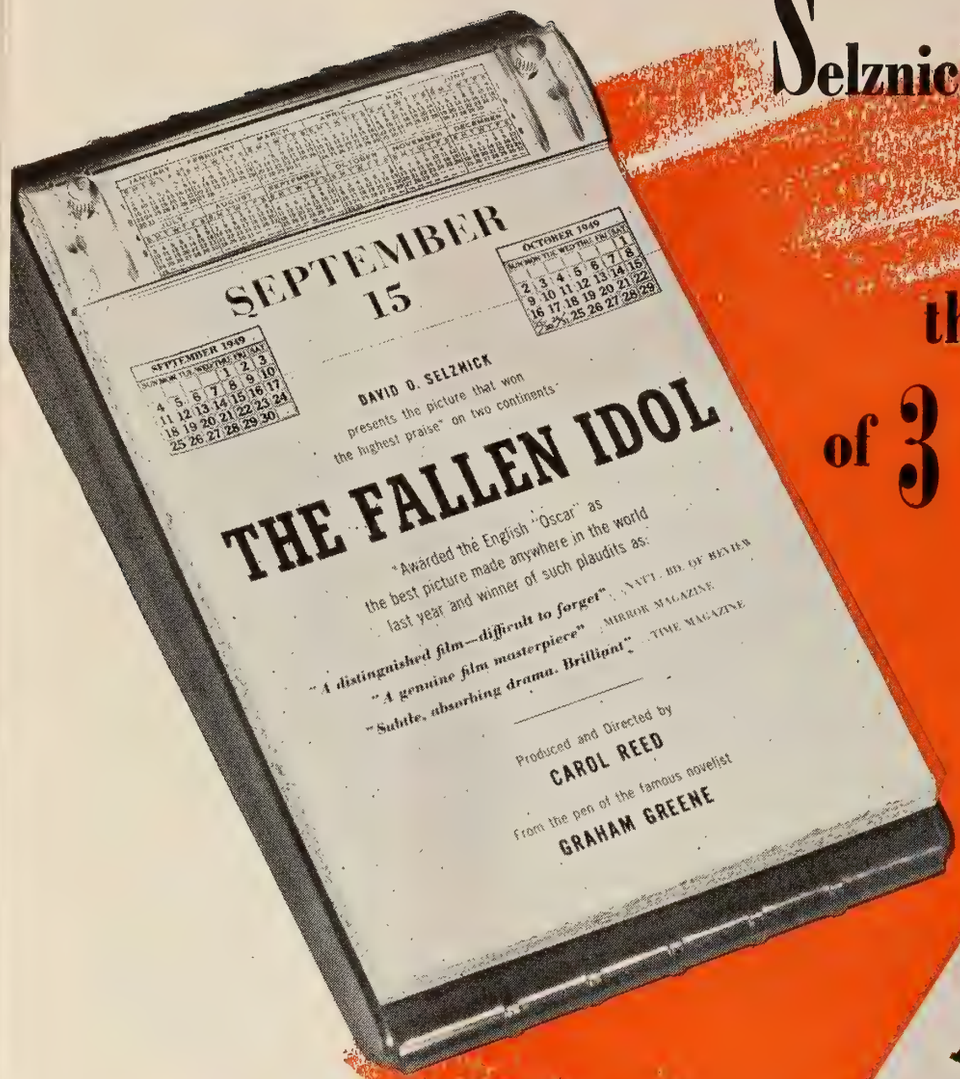
PLACE OF SCREENING	DATE
ALBANY	
Palace Theatre	June 28
ATLANTA	
Fox Theatre	June 22
BOSTON	
Metropolitan Theatre	June 23
BUFFALO	
Great Lakes Theatre	June 24
CHARLOTTE	
Dilworth Theatre	June 23
CHICAGO	
Paramount Proj. Room (1:30 P.M.)	June 20
CINCINNATI	
Keith's Theatre	June 20
CLEVELAND	
Stillman Theatre	June 27
DALLAS	
Majestic Theatre	June 22
DENVER	
Denham Theatre	June 21
DES MOINES	
Des Moines Theatre	June 22
DETROIT	
United Artists Theatre	June 21
INDIANAPOLIS	
Indiana Theatre	June 21
JACKSONVILLE	
Florida Theatre	June 22
KANSAS CITY	
Paramount Theatre	June 22
LOS ANGELES	
Paramount The., Downtown	June 24
MEMPHIS	
Malco Theatre	June 29
MILWAUKEE	
Towne Theatre	June 30
MINNEAPOLIS	
Radio City Theatre	June 23
NEW HAVEN	
Paramount Proj. Room (2:00 P.M.)	June 23
NEW ORLEANS	
Paramount Proj. Room (1:30 P.M.)	June 20
NEW YORK	
Normandy Theatre	June 21
OKLAHOMA CITY	
Criterion Theatre	June 27
OMAHA	
Paramount Theatre	June 22
PHILADELPHIA	
Tower Theatre	June 16
PITTSBURGH	
Sheridan Square Theatre	June 23
PORTLAND	
Paramount Theatre	June 24
ST. LOUIS	
St. Louis Theatre	June 20
SALT LAKE CITY	
Centre Theatre	June 20
SAN FRANCISCO	
Paramount Theatre	June 20
SEATTLE	
Liberty Theatre	June 20
WASHINGTON	
Columbia Theatre	June 28

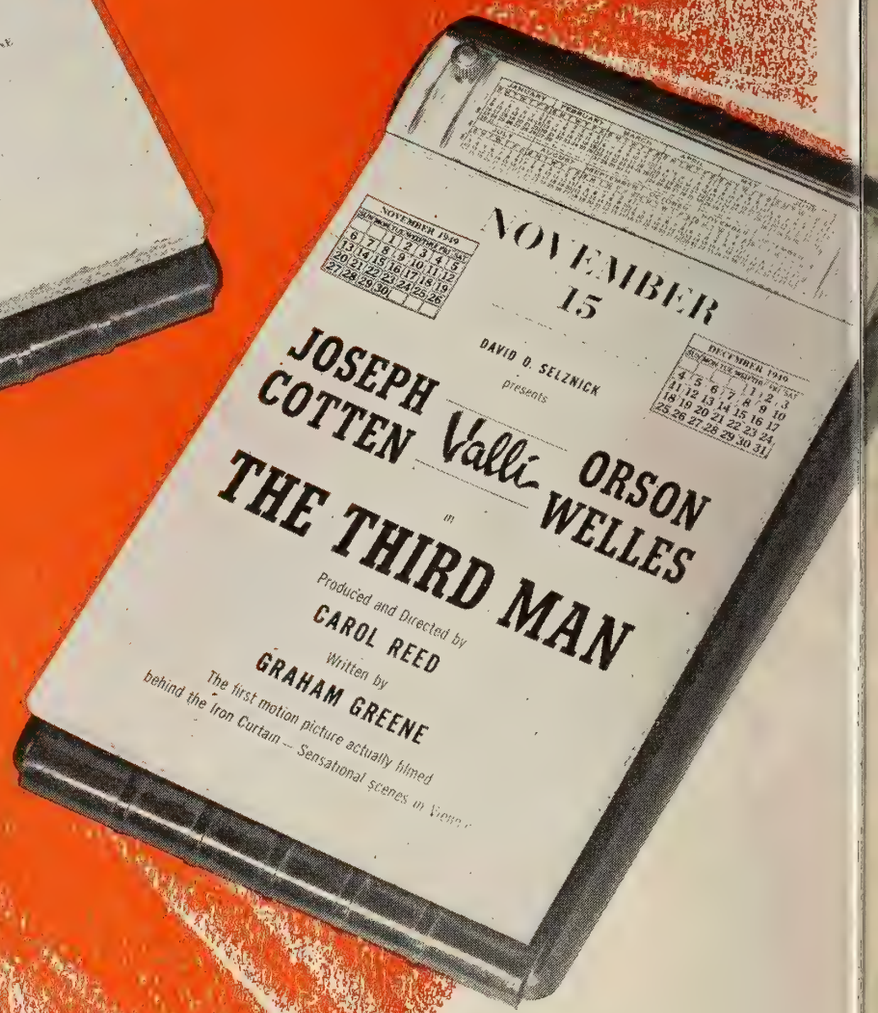
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the impending release

of 3 more distinguished films







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JENNIFER JONES • JOSEPH COTTEN

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VOL. 65. NO. 116 NEW YORK, U. S. A., WEDNESDAY, JUNE 15, 1949 TEN CENTS

MPA and TOA To Meet Today On 'P. R.' Plan

Johnston Office Calls Second Exclusive Parley

Motion Picture Association of America's public relations planning is expected to be advanced another notch today at a second meeting with Theatre Owners of America leaders.

On an invitation from the MPAA, the TOA group will meet at the Harvard Club here with MPAA president Eric A. Johnston, vice-president Francis Harmon and the association's committee on exhibitor relations, which includes Ned E. Depinet, chairman, Austin Keough, William F. Rodgers and Maurice Bergman. Also on hand will be MPAA general counsel Sidney Schreiber.

The TOA contingent will consist of Ted R. Gamble, Si H. Fabian, Harry Loewenstein, Robert W. Coyne, Herman Levy, Walter Reade, Jr., Gael Sullivan and Stanley W. Prenosil.

Queried yesterday as to the meeting's agenda, Harmon would not com-

(*Continued on page 6*)

France Scored By Skouras on Permits

In an address before the American Club of Paris on his recent arrival in that city, 20th Century-Fox president Spyros P. Skouras deplored the French government's refusal of production permits to U. S. companies which have sought to make pictures in France, according to a statement issued here yesterday by the 20th-Fox home office.

In order to encourage French production, Skouras told the club, "20th

(*Continued on page 6*)

UA's Finances Are Taken Up by Board

Financial condition of United Artists was taken up by the board of directors at a meeting here yesterday and presumably will be discussed by president Gradwell L. Sears in meetings with co-owners Mary Pickford and Charles Chaplin on the Coast. Sears will leave here today for Hollywood with the investigation of new distribution deals specifically in mind.

The board yesterday approved pacts

(*Continued on page 6*)

TOA Retains Gross Reports Program; Reorganizes Field

Theatre Owners of America's executive committee has renewed its determination to produce for the organization's members a regular weekly bulletin reporting box-office performances of first and second-run pictures in five national regions, namely, East, Central, South, Midwest and West. Following yesterday's meeting here of the executive group it was announced that TOA headquarters here expects to produce the first bulletin in about two weeks.

Gael Sullivan, TOA executive director, explained yesterday that the delay in issuing the first bulletin, which originally was scheduled to be sent to TOA members about May

(*Continued on page 6*)

Transfer F. C. To Bernhard

HOLLYWOOD, June 14. — Cinecolor Corp. stockholders, in a special meeting here today, voted approval of the board of directors' proposal to transfer the company's wholly-owned subsidiary, Film Classics, Inc., to Joseph Bernhard and associates. Transfer became effective immediately. Bernhard is FC's president.

Board's proposal, based on its conclusion that FC's operations had failed to live up to expectations during the past 18 months, outlined terms of

(*Continued on page 6*)

Thar She Blows!

The MPAA board yesterday granted Warner Brothers approval to use "The Bright Dame" as a title for a forthcoming feature although there is a standing association rule which prohibits use of the word "dame" in titles. But, explains the MPAA, "an exception was made in this case as the title refers to the name of a boat."

McCarthy Is Named MPA Vice-president

John G. McCarthy, managing director of the international division of the Motion Picture Association of America, was elected to a vice-presidency at a meeting of the MPAA board of directors here yesterday, it was announced by Eric A. Johnston, president. He will continue as a vice-president of the Motion Picture Export Association.

McCarthy's appointment was in line with the withdrawal of Francis Harmon from foreign affairs to devote more time to direct the organization's new exhibitor and public relations program. Earlier this week Harmon formally relinquished his duties as vice-president of the Motion Picture Export Association.

The board also named Maurice Bergman, public relations executive of Universal International, to the MPAA's exhibitor-community relations committee, which is headed by Ned E. Depinet, president of RKO. Other business enacted was the ap-

(*Continued on page 6*)

"House of Strangers"

[*20th Century-Fox*]—Drama, First Class

THERE is power, realism and a thorough-going believability in this drama of a father whose tyranny leads to the disintegration of the family for which he held high hopes. "House of Strangers" is serious entertainment, leavened by flashes of humor, but essentially hard-hitting and considerably above the norm in point of story value, script, direction and performance.

Based on a novel by Jerome Weidman, the film is a flashback for practically all of its 101 interesting minutes. Its opening shows Richard Conte returning to the East Side of New York after a seven-year stretch in jail for what later is divulged as an effort to buy a key juror sitting in the trial of his father, Edward G. Robinson. The flashback bridges the opening and the closing sequences.

Robinson is the Italian-American who goes from modest beginnings as barber to a neighborhood banker, extracting exorbitant rates of interest on the one hand and extending generous and unprotected loans on the other. His rules are his own and so is his bookkeeping.

In this atmosphere of rising success and ruthless rule are his four sons. Luther Adler is the oldest. The others are Paul Valentine, Efrem Zimbalist, Jr. and Conte, an assorted group of which Conte, the lawyer, is the strongest

(*Continued on page 6*)

US Gov't. Gets MPAA-SIMPP Joint Protest

Offer Separate Briefs on UK Quota to State Dept.

WASHINGTON, June 14. — The Motion Picture Association of America and the Society of Independent Motion Picture Producers today formally presented to the State Department their joint demand for a new government protest on the British film quota.

Representatives of MPAA and SIMPP told Acting Secretary of State James E. Webb in a brief interview that the British government's rejection of a previous State Department protest is "completely unacceptable," and that the U. S. government should call on the British to enter into immediate negotiations for revision or elimination of the quota.

Though officials of the two organizations called on Webb together, each organization submitted its own brief in support of the joint position. Joyce O'Hara, executive assistant to MPAA president Eric Johnston, represented

(*Continued on page 6*)

Vote on Ascap Video Collection Formula

On the basis of trade estimates of television billings for 1949, Ascap would collect about $300,000 to $350,000 from telecasters for use of its music in the first year of operation of a blanket contract now being considered by both sides. The amount would increase from year to year as stations and, of course, billings, increase.

Members of the National Association of Broadcasters are now being polled on their reactions to the pro-

(*Continued on page 6*)

July Deadline Seen For E-L, Small Deal

A final decision on the proposal for Edward Small to enter Eagle-Lion is expected within the next few weeks, with Serge Semenenko, financial engineer of the deal, scheduled to leave for Europe about July 15.

Agreement on the Small-Semenenko proposal has been reached in principle with Robert R. Young, head of E-L's parent company, Pathe Industries. The next step is for Semenenko to

(*Continued on page 6*)

Personal Mention

WILLIAM HEINEMAN, Eagle-Lion distribution vice-president, left here last night for New Orleans and is due back on Saturday.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, returned here yesterday from Washington, where he attended the graduation of his sons from Georgetown University. He plans to leave for the Coast on Friday.

•

NORMAN MORAY, Warner short subjects sales manager, has left here for the Coast. On his return trip he will visit the comapny's Western and Midwestern branches.

•

DORE SCHARY, Metro-Goldwyn-Mayer production executive, will leave Hollywood on Friday by plane for home office conferences.

•

E. Z. WALTERS, Altec comptroller, is here from the Coast.

Lem Jones Becomes Assistant to Smith

Lem Jones has been appointed assistant to A. W. Smith, Jr., vice-president and general sales manager of 20th Century-Fox.

Jones has already assumed his new duties in the sales department. He had been executive assistant to company president Spyros P. Skouras.

Diamond Named 20th NY Branch Manager

Sam Diamond, former manager of 20th Century-Fox's Philadelphia exchange, has been appointed New York branch manager to succeed Seymour Florin who has resigned to go into business for himself, A. W. Smith, Jr., sales vice-president, has announced.

Campbell Wins E-L Participation Prize

Independent theatre owner George Campbell of the Colony, Detroit, is the winner of the exhibitor participation top prize in Eagle-Lion's nationwide "Jack Schlaifer Testimonial Drive." Campbell's prize will be a two weeks trip for two, either to Hollywood or New York.

Schlaifer Takes Fox Account Tomorrow

Charles Schlaifer and Co., Inc., will formally take over the 20th Century-Fox advertising account tomorrow for all media, including newspapers, magazines, outdoor posting, radio and television. Included in the deal is the account for the Roxy Theatre.

First 'Movie Crazy' Date

First booking date for the current reissue of Harold Lloyd's "Movie Crazy" has been set for July 1 at the New York Globe Theatre by Motion Picture Sales Corp., which will distribute a series of Lloyd re-releases.

Lippert Renames Screen Guild Prod.

Hollyood, June 14. — The name Screen Guild Productions when used to pertain to the production company will be discontinued; in its stead, the name Lippert Productions will be used, states SPG.

Effective immediately, Lippert Productions' entire Hollywood organization will operate at Nassour Studios, Hollywood. The Lippert offices at Nassour include those of Robert L. Lippert, vice-president Murray Lerner and Jack Leewood's publicity-advertising department.

U. K. Loan to U. S. Video Film Maker

LONDON, June 14.—James H. Lawrie, head of the government's Film Finance Corp., today amazed the industry with his disclosure that a loan has been made to Parthian Productions, Ltd., to finance production of four 13-minute shorts for American television shows.

Lawrie said that Parthian if it wished could make a similar contract with British Broadcasting Corp. Reminded that the film industry here is bitterly fighting the use of films on BBC television programs, Lawrie maintained that the financing of film production for television use is a potentially important dollar-making scheme and that is his sole concern.

Lawrie also disclosed that last-minute differences over a completion guaranty had caused Film Finance to withdraw from financing Mayflower Pictures' "Spider and the Fly," now in production at J. Arthur Rank's Pinewood Studio. Rank will accept entire financial responsibility for the picture.

Levey Is Knighted In Italian Order

Jules Levey has been knighted as a "Commendatore of the Star for Merit," in the Military Order of St. George of Antiochia, for his cultural and philanthropic services to Italy. His Royal Highness, Prince Caesare, heads this order of knighthood, which is one of the oldest orders of chivalry in Europe. It was established by Crusaders on Constantinople in 1190.

Levey is now abroad surveying Europe, the Near East and Israel, in connection with his financing of foreign product for American distribution.

Jewish Center Will Cite George Skouras

George Skouras, head of Skouras Theatres, will be guest of honor at a dinner on Saturday evening, September 17, celebrating the formal opening of the synagogue unit of the new Forest Hills, Queens, Jewish Center Buildings, it was announced here yesterday by Rabbi Ben Zion Bokser.

Some N. Y. Grosses Show Improvement

Business is showing improvement at showcases which brought in new features, but the overall income at New York first-runs this week continues short of what it should be. The weekend trade again was considerably dented by competition from the beaches. On the brighter side, the larger situations here are luring many of the estimated 20,000 members of the International Rotary Clubs who are here for their annual convention.

The Paramount is doing its strongest business in many weeks with "Sorrowful Jones" and Louis Prima on stage, the first week ended last Saturday night having closed with an $83,000 gross. On the basis of continuing healthy returns this week ($14,000 on Sunday) the second week's take should be around $75,000.

Healthy, too, is "It Happens Every Spring," with the Andrews Sisters topping a stage bill at the Roxy where $82,000 is apparent for the initial week. "Neptune's Daughter" with Alvino Rey's orchestra and Jerry Lester on stage figures to give the Capitol about $69,000 in a fairly strong opening week.

Criterion Books Reissues

"Illegal Entry" appears to be headed for a moderate week's gross of $18,000 at the Criterion, and will be replaced on Friday by two Rita Hayworth reissues, "You Were Never Lovelier" and "Cover Girl." "Night Unto Night" with Phil Spitalny's orchestra on stage probably will do about $22,000 in a slow opening week at the Strand. "Trail of the Lonesome Pine" is fair at the Mayfair where the reissue is likely to gross $15,000 in an initial week.

A heavy week's take of $24,000 is indicated for the eight new acts of vaudeville and "Song of India" on the screen at the Palace. "Edward, My Son," with a stage presentation at the Music Hall probably will do about $115,000 in a mild second week, and will hold for a third with "Look for the Silver Lining" going in on June 23.

'Brave' Holds Up

Holding up steadily is "Home of the Brave" which could gross $16,000 in a healthy fifth week at the Victoria. "We Were Strangers" is losing ground at the Astor where $7,500 is in view for a poor seventh week. At the State, "Barkleys of Broadway" is moving along well enough with a sixth week's income estimated at $18,000, which is relatively good. "Quartet" continues strong at the Sutton which figures on $9,400 for an 11th week.

"Champion" might give the Globe $11,000 in a 10th week, which is good business, particularly in view of the length of the run. "Johnny Allegro" might not gross beyond $8,500 in a slow second week at the Rivoli. "Hamlet" should bring the Park about $9,500 in a nice 37th week. Its companion long-distance performer, "The Red Shoes," is likely to do about $9,000 in a 34th week at the Bijou; this, too, is impressive business.

Film Classics' "Lost Boundaries" has been booked to follow "We Were Strangers" at the Astor.

Newsreel Parade

VARIETY Clubs International taking over the Will Rogers Memorial Hospital and President Truman's reunion with his wartime buddies are current newsreel highlights. Other items include Britain honoring King George, film premieres, and sports. Complete contents follow:

MOVIETONE NEWS, No. 48—President Truman attends reunion of war buddies. Variety Clubs International take over Will Rogers Memorial Home. Maryland: Coast Guard testing new lifeboat. New York: "Beautiful Blonde from Bashful Bend" contest. England: King inspects first dress parade since war. Paris daredevil takes to the air. Australia: storm damages submarine. Golf tournament. Belmont stakes.

NEWS OF THE DAY, No. 282—King George's birthday. New twist in stunt flying. Variety Clubs rededicate Will Rogers Hospital. President Truman has a big day with war buddies. New golf champs. Rough-riding amateurs.

PARAMOUNT NEWS, No. 85—Chicago golf tournament. President Truman meets war buddies. Variety Clubs take over Will Rogers Hospital. Britain honors King George on his birthday.

TELENEWS DIGEST, No. 24-A—President Truman has a reunion with war buddies. England: King's birthday. Alaska: Icebreak lottery. Puerto Rico air disaster. Alger Hiss on trial. Judith Coplon case. Washington: David Lilienthal investigation. Italian hypnotist. French acrobat defies death in the air. Capot takes Belmont race.

UNIVERSAL NEWS, No. 256—President Truman meets war buddies. Dallas: "Calamity Jane" premiere. Will Rogers Memorial Hospital rededicated. Trooping the colors in England. France: stunt flying. Chicago: Open golf tournament. Belmont stakes. Rodeo.

WARNER PATHE NEWS, No. 87—England: trooping the colors. Variety Clubs rededicate Will Rogers Memorial Home. Australia sheep. President Truman in Little Rock. Coast Guard tests new boat cradle. New York: sewing circle contest. Golf tournament in Chicago. Belmont stakes.

Short Subject

"Some of the Best"

(Metro-Goldwyn-Mayer)

A nostalgic motion picture album is offered in M-G-M's "Some of the Best," which is available gratis to all showmen. It was compiled by the company to commemorate its 25th anniversary. Running approximately 40 minutes, the documentary records the production history of the company, presenting brief glimpses of its top films of the past quarter of a century. Lionel Barrymore narrates an informal commentary.

The subject also shows scenes from current and forthcoming product and ends with shots of the recent studio party which was attended by virtually all of its talent roster. The film was supervised by Frank Whitbeck, was written and compiled by Herman Hoffman and edited by Laurie Vejar.

RKO's Lefko Succumbs

PHILADELPHIA, June 14.—Funeral services will be held tomorrow afternoon at Rosenberg's Funeral Parlor here for Sam Lefko, 52, veteran RKO Radio salesman who died yesterday.

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"What's going on out there at the M·G·M Studios? All the picture people flying to the Coast seem to talk more about M·G·M than any other company"

"That's obvious! M·G·M has more Big Pictures than any one else — M·G·M's the talk of the industry. For instance 'Madame Bovary' 'In The Good Old Summertime' 'Battleground' 'Intruder In The Dust' 'The Great Sinner' 'Any Number Can Play' 'Forsyte Saga' 'That Midnight Kiss' 'Conspirator' 'Malaya' 'The Red Danube' and lots more. You said it Miss, the sky's the limit at M·G·M!"

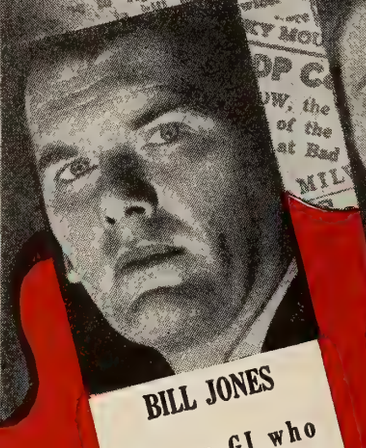


Back The Motion Picture Industry's
U. S. Savings Bond Drive, May 16—June 30

MOST TALKED ABOU

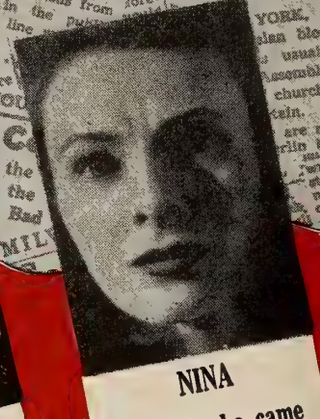


SO SHOCKING IT WAS FILMED BEHIND SEALED STUDIO DOORS



BILL JONES

The ex-GI who almost lost everything he fought for!



NINA

The girl who came to breed hate but instead learned to love!



SOLOMO

He gave his rather than to the yo tyranny!

T RED M

Produced at REPUBLIC STUD

A REPUB

AN AVALANCHE OF DATE

WARFIELD, SAN FRANCISCO, JUNE 23 • ORPHEUM, OAKLAND, JU

MAYFAIR, PORTLAND, JUNE 30 • MAYFAIR, NEW YORK, JULY 2 • PA

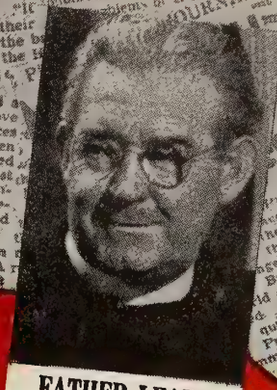
AND HUNDREDS MORE POURING IN EVERY HOUR, EVERY

ORAMA OF OUR TIME!



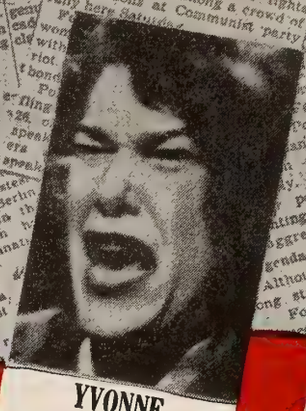
MOLLIE

e seductive party
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it!



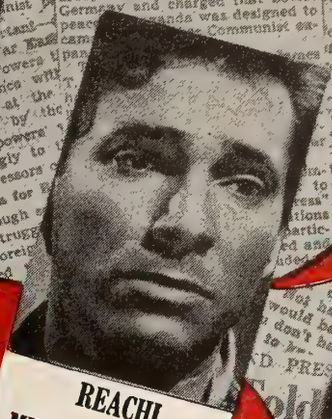
FATHER LEARY

The fearless, fighting priest who conquered evil with faith!



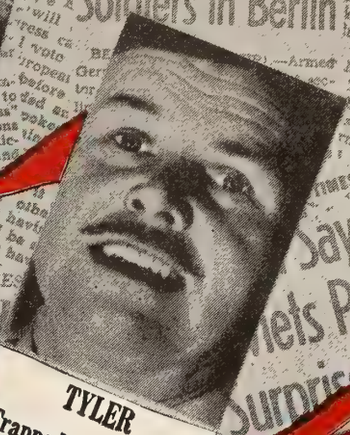
YVONNE

A power-hungry, psychopathic, love-starved woman of destruction!



REACHI

MURDERED . . . because he defied the terroristic underground!



TYLER

Trapped in the web of violence he set for unsuspecting victims!

ENACE

tive Producer, HERBERT J. YATES

TURE

FROM COAST TO COAST!

• COLISEUM, SEATTLE, JUNE 23 • LYRIC, SALT LAKE, JUNE 23

NT AND FENWAY, BOSTON, JULY 8 • FULTON, PITTSBURGH, JULY 16

EVERY REPUBLIC BRANCH THROUGHOUT THE COUNTRY!

Today's . . .

News in Brief

MAYFLOWER Picture Corp., London, originally organized by Charles Laughton, Eric Pommer and John Maxwell, has been reorganized in England by Maxwell Setton and Aubrey Baring and they have already started production on their first, "The Spider and the Fly," to star Eric Portman and Guy Rolfe, at the J. Arthur Rank-Pinewood Studios.

Three Percentage Suits Filed in Portland, Ore.

PORTLAND, Ore., June 14.—Three percentage actions were filed here today in the U. S. District Court against Jesse E. Jones, alleging false returns on percentage exhibitions at the Roseway and St. Johns Theatres in Portland and the Majestic and Rio in Dalles, Oregon. Separate actions were brought by Paramount, RKO and Loew's.

Screen Publicists (CIO) Reject Companies' Offer

The Screen Publicists Guild, CIO, seeking a new contract in the East, has "categorically rejected" an offer of film companies to renew terms of the contract which expired last September "and voted to continue and heighten picketing" of local theatres for at least six months, or until "a new and better contract is signed," a statement from SPG issued here yesterday disclosed.

FC to Bernhard

(*Continued from page* 1)

the transfer by which Cinecolor's primary liability on bank loans it made to FC, amounting to $1,300,000, becomes secondary to FC's liability, and Cinecolor shall not be liable for additional loans which banks may make to FC.

Film Classics president Joseph Bernhard and other company officials could not be reached here yesterday for comment on action that Cinecolor stockholders had voted transfer of FC to Bernhard.

Ascap Video Rates

(*Continued from page* 1)

posed pact which would mean payments of about 10 per cent over the amount they pay for standard radio licensing of the Ascap repertoire. If individual telecasters are agreeable to the proposals, the Ascap board would ask its members to give their approval.



"House of Strangers"

(*Continued from page* 1)

and toughest. What Robinson has done, probably without realizing it, is to raise a family that is held together by domination and domineering which engender hate—hate of the father by all of the boys, except Conte, and hate and distrust among the sons.

When the new banking act becomes law, Robinson is in trouble. In this crisis only Conte stands by his side and finally takes the prison rap for jury-tampering on information provided the police by Adler. With Conte removed from the scene, the remaining sons, under Adler's persuasion, throw out Robinson, reorganize and rebuild the bank as Robinson fans Conte into a promise of revenge. Conte emerges from prison committed to such a promise, then begins to understand what his now dead father had sought to do to him and to the other brothers. He recants, leaves the brothers who try to kill him to their ill-gotten bank and sets out anew with Susan Hayward, girl friend whose penetrating insight into the true state of affairs Conte finally is willing to recognize.

This story outline, at best touching the essentials, perhaps conveys the inherent strength of the drama and its pivotal situations. Philip Yordan's screenplay catches these essentials which thereafter build steadily and engrossingly under Joseph L. Mankiewicz's penetrating direction.

In the vanguard of superior performances by an unusually strong cast are Robinson, Adler and Conte. For Robinson and Conte, their roles in "House of Strangers" approximate a high point and may establish a new one in their careers. Adler, long experienced legitimate stage actor, adds lustre to a fine professional reputation; there should be many more parts for him in Hollywood after this one. Miss Hayward deserves particular mention for incisive acting. Sol C. Siegel produced.

Running time, 101 minutes. General audience classification. For July release, 1949.

RED KANN

TOA on Grosses

(*Continued from page* 1)

1, was due primarily to the fact that a considerable number of the 400 theatres which had been selected to report grosses turned out to be subsequent runs and others found they were unable to report systematically on pictures before 60 days of exhibition.

Other TOA member exhibitors have been selected to replace those which could not qualify under the program, Sullivan said, and the number of participating theatres remains at approximately 400.

Attending the executive committee meeting in addition to Sullivan were: Arthur H. Lockwood, Ted R. Gamble, Si H. Fabian, Robert W. Coyne, Walter Reade, Jr., Harry Loewenstein and Stanley W. Prenosil.

Skouras, French

(*Continued from page* 1)

Century-Fox has entered into an agreement with a French producer, to produce two French pictures. We also attempted to obtain a permit from the French government to produce another picture, a story written by Ernest Hemingway, in English. But we were not granted a permit. I understand that many other companies wanted to produce pictures here in English, and they too were denied this privilege."

McCarthy Elected

(*Continued from page* 1)

proval of "The Great Dame" for a Warner film title. The word "dame" in the Warner film refers to a boat, thus exception to the rule against its use was made, it was said.

Johnston Outlines America's Role

"America can have a glorious role in helping this century to redeem itself," Eric A. Johnston, president of Motion Picture Association of America, said here last night over a radio and television broadcast. The program was "America's Town Meeting of the Air"; the subject: "How Can the Free Peoples of the World Best Share Peace and Well Being?"

MPA-TOA Meet

(*Continued from page* 1)

ment other than to indicate that in his capacity as MPAA exhibitor and community relations director he would be conducting such meetings from time to time. It was learned from another source, however, that the following questions relating to the industry's public relations program would be discussed: How will it be handled? What kind shall it be? How long should it last?

It was learned also that for the second time no invitations were sent to representatives of other exhibitor organizations, national or local, such as Allied States Association, Metropolitan Motion Picture Theatres Association, New York Independent Theatre Owners Association, New Jersey Allied, and others. This caused some comment in trade circles.

UA's Finances

(*Continued from page* 1)

to release Edward A. Golden's "Guilty of Treason," which is slated for immediate production, and Seymour Nebenzal's "M," which is to go before the cameras in late summer or early fall.

United Artists Has Video Sports Reel for Stations

Television's "first major sports newsreel TV program," titled "Top Views in Sports," starring Jimmy Evans, sports writer and commentator, has been lined up by United Artists Television, UA said yesterday. Starting July 15, it will be available on a weekly-every-Friday basis to stations and advertisers, John Mitchell, director of sales for UA-TV, disclosed.

E-L, Small Deal

(*Continued from page* 1)

complete arrangements for Small's share of the new financing for E-L, estimated to be between $1,000,000 and $2,000,000. If and when those arrangements are completed, there is every indication that the deal will be closed at once.

Joint Protest

(*Continued from page* 1)

MPAA, while SIMPP was represented by James A. Mulvey, chairman of the distribution committee, and general counsel Robert J. Rubin.

Both MPAA and SIMPP statements made substantially the same observations as to why the British government's reasons for rejecting the previous State Department protest don't hold water. They said that the Anglo-American Film Council was powerless to act because the quota was the root of the Anglo-American difficulties and the quota was a government matter.

They denied that the quota can be filled by British producers; they insisted that the remittance agreement adequately solved the British government's dollar problems; that as a protective device a 40 per cent or 45 per cent quota was excessive; and, finally they argued that the quota does violate the general agreement on trade and tariffs despite British assertions to the contrary.

The SIMPP statement said that any demand by the British that the Americans should make some concession in return for a drop in the quota was "unrealistic." The British have imposed a series of four restrictions on American films, SIMPP argued, but the American government has imposed no such restrictions.

The MPAA statement pointed out that the June meeting of the Anglo-American Film Council has been postponed "at least until August and perhaps even later" at the request of the British representatives. Moreover, it said, "There is nothing the Council can do about the quota. The British government imposed the quota and only the British government can change it."

The statement took strong issue with the British stand that the quota increase does not violate the general agreement on tariffs and trade, saying that the British quota "has skyrocketed even during the early life of the agreement. Such a policy on the part of the British government can, if continued, only make the agreement's provisions empty and meaningless phrases. An excessive and non-attainable screen quota obviously runs counter to the spirit and objectives of the general trade agreement."

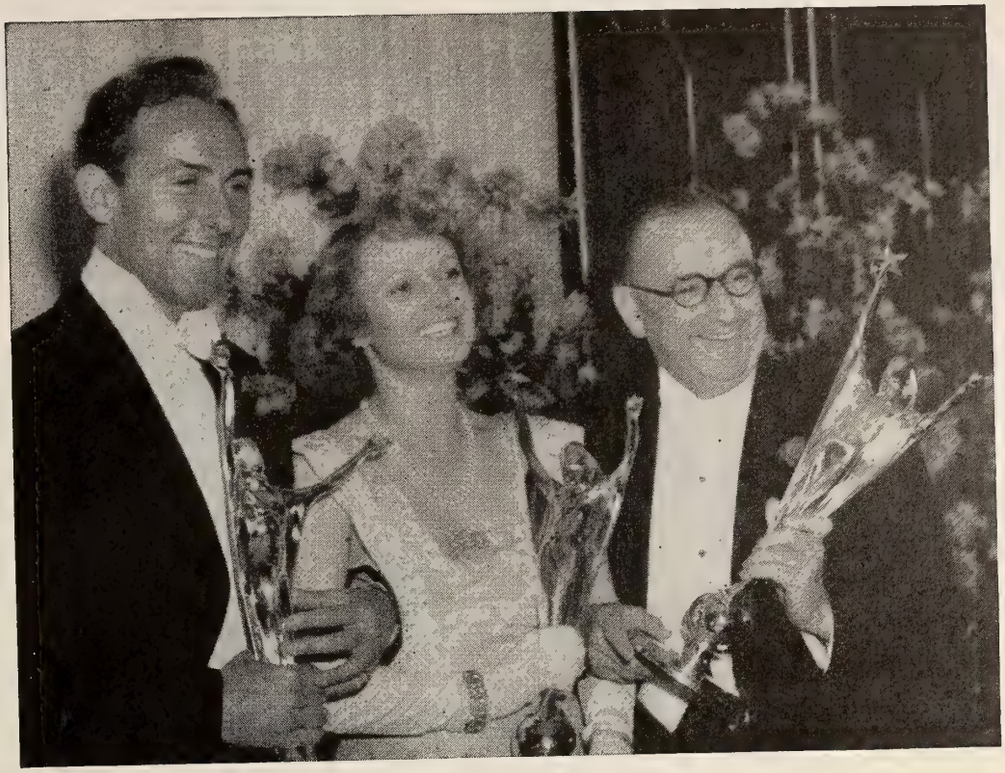
MPAA Sees 47 U.K. Features Due; British Exhibitors Want 100

WASHINGTON, June 14.—The Motion Picture Association estimated today that a maximum of 47 new British films of intended first-feature quality will be available during the forthcoming 40 per cent quota year—16 less than the Board of Trade's minimum estimate of requirements, and less than half the Cinematograph Exhibitors Association estimate of the number made necessary by the quota.

The figures were contained in the memo submitted by MPAA to the State Department. It said the Board of Trade estimated that 72 new feature are enough for the 45 per cent quota and 63 for the 40 per cent quota, while the CEA believes either quota requires about 100 British features.

British producers promised at the beginning of the 45 per cent quota year to deliver 90 first features, MPAA said, and "according to our records they actually delivered 66, of which only 15 qualified as first features while 51, although shown as first features, failed to qualify at the boxoffice."

BRITAIN'S NATIONAL FILM AWARD 1949



★ ★ ★ THE TRIPLE CROWN

Goes to the "Team" of Herbert Wilcox's

"SPRING IN PARK LANE"

★ BEST BRITISH ACTRESS . . . **ANNA NEAGLE**

★ BEST BRITISH ACTOR . . . **MICHAEL WILDING**

★ BEST BRITISH FILM . . . . . HERBERT WILCOX'S

"SPRING IN PARK LANE"

FOR U. S. RELEASE **SOON!**

ONE OF THE BEST GEORGE RAFT PICTURES IN YEARS!



COLUMBIA PICTURES presents

GEORGE RAFT

as

Johnny Allegro

with

NINA FOCH · GEORGE MACREADY

Screen Play by KAREN DeWOLF and GUY ENDORE

Directed by TED TETZLAFF • Produced by IRVING STARR



Support the United States Savings Bond Drive—May 16-June 30

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 117 NEW YORK, U.S.A., THURSDAY, JUNE 16, 1949 TEN CENTS

Strikes Face Newsreels In Labor Crisis

Report Companies Ready To Let Walkouts Occur

The five major newsreel companies are gripped by a labor crisis that could force them to cease operations in the very near future and throw out of work over a thousand studio mechanics, cameramen, film editors, cutters, electricians, office workers.

The IATSE locals representing the newsreel workers in those various categories have been without contracts for long periods, in some instances for as long as a year, and now they reportedly are preparing to take strike action. The Federal Mediation and Conciliation Service and IATSE international president Richard F.

(*Continued on page 3*)

52 Shorts from U-I In '49-50: O'Keefe

Universal-International's 1949-50 program of shorts will consist of 52 subjects and 104 issues of Universal Newsreel, it was announced yesterday by A. J. O'Keefe, U-I assistant general sales manager. The total is the same as this year's, and will include eight three-reel musical Westerns featuring Tex Williams, and two two-reel specials, the first, "Thundering Rails," being produced by Tom Mead with the cooperation of the American Railroad Association and the second, also produced by Mead, entitled "The Tiny Terrors Make Trouble."

The remainder will include 13 two-reel "Name Band Musicals," eight each of the one-reel "Sing and Be Happy" and "Variety Views" series, and 13 "Technicolor Cartunes" reissues.

French Still Hopes For Accord with U. S.

LONDON, June 15.—Sir Henry French, director general of the British Film Producers Association and member of the Anglo-American Film Council, expressed the hope today that the Council will meet here in August as planned despite opposition to the program developed at its Washington meeting in April.

Sir Henry said that he had dis-

(*Continued on page 3*)

Schine Decree May Be Ready Today

Washington, June 15.—Counsel for the Schine circuit and Justice Department officials, concluding two days of meetings here today, said prospects of an agreement tomorrow or Friday on a consent decree ending the anti-trust suit against the circuit are "good."

Schine counsel returned to New York presumably to obtain formal approval of the decree provisions agreed upon here, with announcement of the decree terms expected to be made thereafter.

UA and Odeon Reach Accord on Bookings

Gates to playing time in the J. Arthur Rank-controlled Odeon Theatres in England have been opened to United Artists after many months of disagreement on terms, it was disclosed here yesterday by Arthur W. Kelly, executive vice-president of UA.

Kelly said that booking deals have been made for the Stanley Kramer production, "Champion," along with "several others" which he declined to identify. Specific dates were not mentioned by Kelly, although playing of the product apparently is not likely to come immediately since Odeon books six months in advance. However, the circuit sometimes spots a few earlier open dates.

In past years, UA has been intermit-

(*Continued on page 3*)

Arnall Sees Industry At 'Crossroads;' Urges Quota Action

HOLLYWOOD, June 15.—"In spite of the optimistic views expressed by some within our industry, the motion picture industry is today at the crossroads, and events during the next few months may well determine whether conditions will grow worse or our industry will surge forward to greater success, prosperity and well being," Ellis Arnall, president of the Society of Independent Motion Picture Producers, declared in an address to the Motion Picture Industry Council at the Beverly Hills Hotel, tonight as SIMPP was inducted into the Council.

Arnall divided his address into two major sections, with the first devoted to efforts, in which he urged all to join, being made to bring State Department influence to bear on foreign barriers, restrictions and quotas. He said, "Everybody recognizes that private industry has no bargaining pow-

(*Continued on page 3*)

Griffith Windup Is Delayed to June 27

WASHINGTON, June 15.—Wind-up proceedings in the Griffith anti-trust case have been postponed from June 20 to June 27 by the Oklahoma City District Court, Justice Department officials said here today. They declared that no reason was given, but assumed the court has a crowded docket for the week of the 20th.

Justice hopes that the proceedings can be finished in four or five days.

Rep. King Continuing Fight Against Quota

WASHINGTON, June 15.—Rep. Cecil King, California Democrat and head of a committee appointed by California House members to fight the British quota, indicated today he might seek a new interview with Acting Secretary of State Webb to voice the delegation's concern over the British position.

King has protested the quota in letters to Webb, in speeches on the House floor, and in a previous interview with Webb.

Meanwhile, legislative representative Jack Bryson of the Motion Picture Association of America, is distributing among congressmen copies of the MPAA memo on the British situation which was submitted yesterday to the State Department.

Bernhard Will Take Over F.C. Shortly

Finalization of arrangements under which Film Classics president Joseph Bernhard and associates will take over control of the company from Cinecolor is expected in about 10 days, a spokesman for Bernhard indicated here yesterday.

At a meeting in Hollywood on Tuesday Cinecolor stockholders voted approval of their board of directors' proposal to transfer control.

MPAA to Set Meetings with Trade Groups

Program, Organization To Be Drawn Thereafter

Producers, distributors and all exhibitor organizations would share equal importance in the community and intra-industry relations program which has been proposed by the Motion Picture Association of America, Ned E. Depinet, RKO president and chairman of the MPAA committee on exhibitor and community relations, declared here yesterday.

No specific program has been mapped nor will any be considered until Allied States and other groups have been consulted, he said, adding that among those with whom he or his MPAA associates intend to confer are Pacific Coast Conference of Independent Theatre Owners, Theatre Owners of America, Metropolitan Motion Picture Theatres Association, Independent Theatre Owners of New York, the industry press and Hollywood guilds and crafts.

For the benefit of any skeptics within earshot of his press conference, Depinet said he had nothing up his sleeve except to investigate what can be done

(*Continued on page 3*)

MPA Video Group's Report in 2 Months

Special television committee of the Motion Picture Association of America now is not expected to report the results of its findings on the adaptability of video for theatres for at least two more months, according to one of the members of the group.

The numerous ramifications of the new medium and a feasible use of it in film houses have made it apparent to the committee that more time will be required to complete the report. It

(*Continued on page 3*)

Ansco Expanding Its Color Capacity

BINGHAMTON, N. Y., June 15.—Completion of Ansco's new color coating facilities within the next few months will make available to the industry 100,000,000 feet of Ansco color film annually, James Forrestal, general manager of Ansco, disclosed here.

"That quantity," Forrestal said, "is

(*Continued on page 3*)

Personal Mention

TED R. GAMBLE left here last night for Milwaukee.

•

OSCAR HAMMERSTEIN II will go to Hollywood from New York to make the presentations at the Screen Writers Guild Awards dinner there on June 23.

•

SAM ORLEANS, former Universal Newsreel cameraman now filming government projects, and MRS. ORLEANS are parents of a girl, ANNE JULIA, born at Knoxville.

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the convention of the Associated Theatre Owners of Indiana at French Lick Springs on June 21-23.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, has delayed his departure for the Coast and now plans to leave here on June 24.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here tomorrow by plane for London, Paris and Rome.

•

EDWARD REED, manager of the Strand Theatre, Providence is recovering at the Jane Brown Hospital there from an operation.

Lightstone Opens Canadian Meeting

TORONTO, June 15.—The three-day Paramount Canadian divisional sales meeting got under way at the Royal York Hotel here today, with Gordon Lightstone, Canadian sales manager, opening the meeting by introducing Paramount New York executives Adolph Zukor, A. W. Schwalberg, E. K. (Ted) O'Shea, Max Youngstein, Oscar Morgan and Fred Leroy.

Lightstone discussed the economic state of the industry in Canada and the day-long discussions were then continued by Schwalberg, O'Shea and Youngstein.

Artkino Man Found Dead

MEXICO CITY, June 15.—Political murder is suspected by the police in the supposed shooting suicide of Joseph Ambinder Epstein, operator of Artkino Pictures, a local importer and distributor of Russian films. Epstein's body was found on a boulevard bench near his home office. Two bullet wounds were in the head, but only one bullet had been fired from the revolver found nearby. A farewell note, scribbled in pencil, found in his clothes, is said not to be in Epstein's handwriting.

New W. B. First Run

CHICAGO, June 15.—The Stratford Theatre, operated by the Warner Circuit, starts a first-run policy tomorrow, playing day-and-date with the circuit's Avalon and Capitol. The policy change will make the Stratford a major competitor of the Balaban and Katz Southtown, located across the street.

Give a Hudson Car And $1,000 Weekly

DENVER, June 15.—Give aways in Denver are again headed for a new high this summer. The 10 Ford theatres are giving away a Hudson a week, and the three Wolfberg theatres and four drive-ins are starting cash nights with $1,000 given weekly. If not claimed, $500 will be added the following week.

Winners of the Hudsons will be flown to Detroit, entertained there by the Hudson company, and receive delivery of their car at the factory.

Petigor Sees Film Changes from Quota

As a result of the present quota, future British films will be made on a more economical scale and in shorter shooting time, Louis Petigor, general sales manager of Renown Pictures Corp., Ltd., observed here before returning to London yesterday. Asserting that production changes will be motivated by the need to meet the quota, Petigor saw no necessary decline in quality.

Renown, which for 10 years had been distributing reissues, started its own production two years ago. The company, Petigor said, now averages about six features a year. He said James G. Minter, Renown executive, will come here in the fall to arrange for a talent exchange.

F&M Enters Drive-In Field in St. Louis

ST. LOUIS, June 15.—Entry of St. Louis Amusement (Fanchon and Marco) into the drive-in field here with the planned construction of a 1,000-car installation, forecasts sharp competition with Mid-West Drive-In Theatres, whose new Airway is only a mile away.

Mid-West at present operates two drive-ins in this area; the Wehrenberg-Kaimann interests operate three, and Fanchon and Marco is expected to expand.

Jersey House Destroyed

PHILADELPHIA, June 15.—The Criterion Theatre in Bridgeton, N. J., was completely destroyed by fire early yesterday, with damage estimated at $500,000 by manager Milton Marien. The Criterion was leased by Atlantic Theatres, Inc., of Philadelphia; owner of the property is David Barrist of the same city.

Another Skouras House

Opening of the $2,000,000 Skouras Calderone Theatre, Hempstead, L. I., next Tuesday, is being tied in with the Hempstead Community Chest's "Pageantry Week," with all proceeds going to the charity organization, according to Nick John Matsoukas, Skouras community service director.

35mm. Film Exports Off in 1st Quarter

WASHINGTON, June 15.—U. S. exports of developed 35mm. feature films during the first quarter of 1949 were slightly below the same 1948 period, according to Commerce Department film chief Nathan Golden, who reported that exports of developed 16mm. features were up considerably, rawstock shipments were off sharply, and exports of equipment were down almost fifty per cent.

Negative and positive 35mm. film shipments were nominally valued at $1,983,954, compared with $1,968,222 in 1948's first quarter; 16mm. film exports were up from $171,614 in 1948 to $256,404, and rawstock shipments of all types dropped from a value of $1,893,631 in 1948 to $1,236,419 in the first three months of 1949. All equipment exports, with the exception of 16mm. cameras, dropped substantially in the period reported.

Eight More Go Before Cameras; 34 Shooting

HOLLYWOOD, June 15.—The production tally spurted forward last week to a total of 34, a gain of six over the previous week. Eight new pictures were started, and two were completed.

Starting were: "West of Devil's Hole," Eagle-Lion; "Ambush," M-G-M; "Boomtown Badmen," Monogram; Terror," RKO-Radio; "High School Daughters," Republic; "Whirlpool," "Arrow," "The Fighting Plainsman," 20th-Fox.

Completed: "Battleground," M-G-M; "Gun Crazy," U. A.

Horowitz Is Named Fox Phila. Manager

Siegfried Horowitz, sales manager of 20th Century-Fox's Philadelphia exchange, has been appointed branch manager for that territory, by A. W. Smith, Jr., sales vice-president. He succeeds Sam Diamond who has been named New York branch manager. Horowitz has been with the company since 1934, starting in the home office.

KATO To Elect July 8

LOUISVILLE, June 15.—A nominating committee of the Kentucky Association of Theatre Owners is now canvassing for nominees to a new directorate which will elect officers on July 8.

4th in Industry Series

Motion Picture Association of America urges exhibitors to book "Heart to Heart," fourth short in the association's public affairs series. The M-G-M subject is a treatise on heart disease.

Cleveland Tournament

CLEVELAND, June 15.—Local Variety Club has set Monday for its annual golf tournament, to be held at the Beechmont Country Club. Bert Lefkowich and Harold Greenberger are co-chairmen and Nat Wolf is advisor.

NEWS in Brief

Fox Intermountain Changes

SALT LAKE CITY, June 15.—Hall Baetz, Montana district manager of Fox Intermountain Theatres with headquarters in Salt Lake is being transferred to Denver as district manager. Si Sanders, booker here, will become booker for the Northern territory out of Denver. Gene Manzanares, Fox Intermountain booker with Sanders under Baetz, is to manage a theatre in Denver. Jack McGee, Cheyenne city mannager, will replace Baetz in Salt Lake. William A. Dellison, Jr., now booker in the Northern territory out of Denver, will become booker in Salt Lake.

Hartford Gets 4 Drive-Ins

HARTFORD, June 15.—Armand Bourque has completed construction and opened a 425-car capacity drive-in theatre, called the Sky-Ray Drive-In, Hookset, N. H. A 535-car drive-in is being erected at Medway, Mass., by Charles Cifre. Jack Zemp of Gill, Mass., has started construction of a drive-in in that town. Nat Tager of Brockton, Mass., has announced plans for a 400-car capacity drive-in theatre.

Build Drive-In at Tampa

ATLANTA, June 15.—Mr. and Mrs. E. E. Britton, owners of the Auto-Park-Drive-In at Tampa, Fla., announce that they will start work on a new $250,000 drive-in in Tampa. Plans call for the accommodation of 900-cars plus a grandstand for 600 walk in patrons.

See Probe of TV Ownership

OTTAWA, June 15.—Question of public ownership of Canada's television facilities will likely be probed by the Royal Commission on Arts, Letters and Sciences, it is understood here. The Commission is scheduled to begin public hearings in Ottawa Aug. 3.

Lloyd at Press Reception

CHICAGO, June 15.—Harold Lloyd, here for sales talks on the re-release of "Movie Crazy," was tendered a press and cocktail party yesterday at the Imperial House by Motion Picture Sales Corp., which is handling Midwest distribution of the film.

Plan Shopping Center House

NASHVILLE, June 15.—In addition to a new million-dollar 2,200-seat theatre to be built in the Warner building here, Crescent Amusement has announced plans to build a combined shopping center and theatre on Gallatin Road, at an estimated cost of $300,000.

Drops Station Sales Rule

WASHINGTON, June 15.—The Federal Communications Commission has adopted new rules permitting the sale of radio or television stations without public advertising or competitive bidding.

Vote for Sunday Shows

ATLANTA, June 15.—The Georgia town of Metter has voted for Sunday films by a vote of 269-to-124. Another Georgia town, Toccoa, has also voted for Sunday shows.

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Adaptability Key to Production: Cooper

Production in Hollywood remains difficult because of costs, but the answer to continuing production is adaptability, according to Merian C. Cooper, co-producer with John Ford in Argosy Pictures, here from the Coast. Cooper is here for RKO Radio home office talks and the premiere of "Mighty Joe Young," which he made with Ford for RKO release. The film is set for a July 14 premiere embracing 350 theatres in New England and Northern New York. It will open at the Criterion here on July 21.

Always wanting to make another "King Kong," Cooper said "Mighty Joe Young" was partly the answer to the wish, combining the drama inherent in his former pictures such as "King Kong," "Chang," and "Grass," with hokum comedy. "It is openly tongue-in-cheek showmanship," he said, "and so far the reception is good."

Cooper is to make two more for RKO, apart from "She Wore a Yellow Ribbon," and he also has a one picture deal with United Artists. In consideration for future production, he and Ford have scripts for the following: "The Rose of Tralee," "Mission Without Record," "Uncle Mike Meets Murder," "Wagon Master" and "The Family."

New Glass Screen From Gluckman Firm

A new screen woven entirely of glass filaments adapted to regular (flat) frames has been announced by Herman Gluckman, president of Nu-Screen Corp., following completion of installations in 80 Loew theatres under the direction of Lester Isaac, director of Loew's visual and sound projection department. The installations began after tests conducted by Isaac's department, and according to Gluckman, these showed greatly improved screen brightness with the same projection lamps, and also more uniform transmission of sound. The screen is woven to produce a fabric that is "porous" to sound.

116 'Saturation' Dates for 'Spring'

In line with the company's announced policy advocating "saturation" releases in order to concentrate advertising and exploitation in a given territory, 20th Century-Fox will open "It Happens Every Spring" in 116 Georgia theatres starting today. Atlanta will be the first city to play the picture, with others joining the day-and-date showing on their normal change over at the weekend.

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Review

"The Big Steal"

(*RKO Radio*)

A WILD and tortuous chase is set in motion in "The Big Steal," a standard melodrama whose scene of action is Mexico. The cast is an appealing one, headed by Robert Mitchum and including Jane Greer and William Bendix. No time is wasted in getting down to action and building up suspense, with a romantic angle added. Generally, these ingredients are mixed in routine, but pleasing manner.

Mitchum portrays an Army financial officer, who, implicated in the theft of an Army payroll, sets out to clear himself. In pursuit of Patric Knowles, the real culprit, Mitchum goes off to Mexico where he meets Miss Greer. It evolves that Miss Greer is also after Knowles, since he is also a scoundrel romantically. After some initial disagreements, Mitchum and Miss Greer join forces in tracking down the elusive Knowles. In the meantime, Bendix, an Army captain, is hot on the trail of Mitchum, thus causing a two-way chase.

The screenplay by Geoffrey Homes and Gerald Drayson Adams leads up to its climax by way of an automobile chase down a treacherous mountainside, whereupon the principals converge in a hideout. It develops surprisingly that Bendix too belongs to the guilty circle. It takes considerable gunplay, plus some fisticuffs that are on the brutal side, before Mitchum finally vindicates himself and walks off with Miss Greer. Sid Rogell was executive producer, Jack J. Gross produced and Don Siegel directed, from an original by Richard Wormser.

Running time, 71 minutes. Adult audience classification. For June release.

MANDEL HERBSTMAN

Arnall Speech

(*Continued from page* 1)

er when it is arrayed against a foreign government."

He described a visit to President Truman in which Arnall presented the film industry's problem and said the President had requested Secretary of State Acheson to "take such steps as feasible to the end that foreign countries would not discriminate against American-produced pictures."

The second section of Arnall's address was concentrated on the "monopolistic" control of theatre circuits, both distributor-owned and independent, which he said "has now reached such proportions that the whole economic structure of our industry here in Hollywood is threatened. "I am sure you are all aware of the shocking fact that motion picture exhibitors, as a whole, in 1948 made net profits, after taxes, of $200,000,000, while motion picture producers, as a whole, lost money on their operations."

"It is of vital importance to the health of our industry that these exhibition monopolies and buying combines be broken up," Arnall said.

French Still Hopes

(*Continued from page* 1)

cussed the matter with J. Arthur Rank, BFPA president and also a member of the Council, and that Rank is in complete agreement with him.

He said the Washington meeting proved, if nothing else, the sincere desire of members of the British and American film industries to reach some mutual accommodation.

Ansco Expanding

(*Continued from page* 1)

more than adequate for 25 full-length pictures a year.

"Moreover, new techniques developed at Ansco permit batch uniformity in quantities of 3,000,000 feet, whereas previously it was possible to coat only 75,000 feet per emulsion blend. Heretofore, the problem in film manufacture has been to obtain the same uniformity with color that is comparatively simple with black and white. Our newly-developed methods insure the desired uniformity.

Newsreel Crisis

(*Continued from page* 1)

Walsh have failed to break the deadlocked negotiations, it was said.

It is reported that the managements of the reels are unconcerned over strike threats, their stand being that the companies have been operating in the "red" and hence they would not be reluctant to shut down in the face of labor walkouts. Meanwhile, Movietone News is said to have laid off about a dozen cameramen as part of an economy move.

IATSE headquarters here is understood to be drafting plans for bringing the managements and the locals together shortly in a final attempt to avoid a strike. Sal Scoppa, former head of studio mechanics Local No. 52 here, who has been working on special assignments out of "IA" headquarters, may be appointed by Walsh to initiate such a parley.

The locals are said to be determined not to retreat in their demands for wage increases. The companies have refused flatly to agree on raises. Scoppa's task would be to persuade one or the other, or both, to give ground.

UA, Odeon Bookings

(*Continued from page* 1)

tently at odds with Rank on Odeon bookings, despite the fact that UA has substantial stock interests in the circuit. Both Kelly and UA president Gradwell Sears recently were in London for talks with Rank on new deals.

MPAA to Set Meets

(*Continued from page* 1)

about problems in general, intra-industry affairs and public relations. When the question was asked whether the MPAA had in mind the soothing of exhibitors as one means of averting more court actions, he said that any subject of conflict between exhibition and distribution would be avoided.

Would there be any MPAA domination? None, said Depinet.

That last question was directed to Si Fabian, chairman of the TOA executive committee, which met with an MPAA group earlier in the day. Fabian said that it was his understanding that the MPAA had no such aim, and with that Depinet agreed.

Sitting in for the MPAA at the meeting with the TOA yesterday were Depinet, Eric A. Johnston, William F. Rodgers, Austin Keough, Maurice Bergman, Francis S. Harmon, Sidney Schreiber, Robert W. Chambers and Kenneth Clark. For the TOA with Fabian were Ted R. Gamble, Robert W. Coyne, Harry Lowenstein, Walter Reade, Jr., Gael Sullivan, Herman M. Levy and Stanley W. Prenosil. The two groups made no decision other than to take the subject up with others in the industry and invite their participation.

Depinet undertook to put at rest rumors that MPAA created some discord in the trade by meeting with the TOA for the second time without inviting Allied or other groups to participate. He said that Allied was consulted before the first meeting with the TOA, which was held in Washington two weeks ago, and general counsel Abram Myers and other Allied officials were pre-occupied with a Dallas meeting. At that time, Depinet said, MPAA was referred to William Ainsworth, Allied president.

Harmon figures in the program as a contact with the MPAA and will "help with paper work," Depinet said.

MPAA Video Report

(*Continued from page* 1)

may be ready for the MPAA board of directors by the latter part of the summer.

Additionally, the MPAA video committee apparently is having some difficulty finding a suitable person with an appropriate background to serve as its full-time assistant. The committee has met three times so far acquainting itself with present television systems and apparatus. On Wednesday it visited the Paramount Theatre where a special demonstration of the Paramount intermediate method of large-screen television was staged in cooperation with Station WPIX.



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LEGION STAFF GROUPS PREVIEWED PICTURE RED MENACE ON TUESDAY AFTERNOON AND AGAIN LAST NIGHT WE ARE CONVINCED THAT IT IS AN UNUSUAL FILM TO WHICH WE CAN GIVE OUR WHOLEHEARTED ENDORSEMENT. THE FILM SHOWS METHOD OF RECRUITMENT OF COMMUNIST PARTY. HOW IT CAPITALIZES ON RACIAL OR GROUP DISSATISFACTIONS, HOW LITTLE COMMUNISTS ACTUALLY CARE ABOUT CORRECTING INJUSTICE AND UNEQUALITIES, HOW RUTHLESS AND BRUTAL COMMUNISTS ARE IN ACHIEVING ULTIMATE GOALS, HOW STRICT PARTY DISCIPLINE IS, HOW COMPLETELY A MEMBER BECOMES PART OF A FANTASTIC WORLD OF FEAR. A DIFFICULT SUBJECT HANDLED WELL WITH HIGH ENTERTAINMENT VALUE. WE SHALL URGE STRONG LEGION SUPPORT-

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HERBERT J YATES=PRESIDENT REPUBLIC PICTURES CORP=

THE EXECUTIVE COMMITTEE OF THE MOTION PICTURE ALLIANCE FOR THE PRESERVATION OF AMERICAN IDEALS AT ITS MEETING OF JUNE 8TH DIRECTED US TO SEND YOU A TELEGRAM OF CONGRATULATIONS ON YOUR PATRIOTISM AND COURAGE IN PRODUCING YOUR PICTURE "THE RED MENACE". WE FEEL THAT YOU ARE MAKING A REAL CONTRIBUTION TO THE SECURITY OF OUR COUNTRY BY ACQUAINTING THE AMERICAN PEOPLE, THROUGH THE MEDIUM OF THIS PICTURE, WITH THE TERRORS OF COMMUNISM. WE ARE PROUD OF THE FACT THAT YOU HAVE BEEN A MEMBER OF OUR ORGANIZATION SINCE 1944, WHEN IT WAS FOUNDED.

AGAIN, OUR CONGRATULATIONS=

JOHN WAYNE, PRESIDENT
ROY M BREWER, CHAIRMAN EXECUTIVE
COMMITTEE MOTION PICTURE ALLIANCE
FOR THE PRESERVATION OF AMERICAN IDEALS=

Los Angeles Examiner

Fri., June 10, 1949

'Red Menace' Daring Expose

"THE RED MENACE", a Republic picture. Executive producer, Herbert J. Yates. Directed by R. G. Springsteen. Screenplay by Albert DeMond and Gerald Geraghty. From a story by Albert DeMond. Now playing Paramount Hollywood and Downtown Theaters.

THE CAST

Robert Rockwell — Hanne Axman
Betty Lou Gerson — Barbra Fuller

By Lynn Bowers

"THE RED MENACE," which opened yesterday at the Paramount Hollywood and Downtow Theaters, is a hard-hitting, al out, anti-Communist film.

It fires a direct broadside in Joe Stalin's dedicated worke who preach democracy's ov throw while enjoying its benef

The story, based on act cases, illustrates graphically Communism preys upon Am cans made vulnerable thro race prejudice, class distin or misfortune.

For dramatic emphasis, story selects a cross-secti the American scene: the lectual Jewish poet; an e young Negro; a rebellious Catholic girl; a resentful v the not untypical Americ Jones.

EASY MARK—

He is an easy mark fo recruiter who picks him side a veteran servic after overhearing Jone arguing over the cente ity to help him get ba lost in a crooked real e

In a near-by saloon, position on the loc front, Bill is exposed male comrades—Irish has left home for a f life; Nina, born an Communist in Eur the fanatic.

Shortly after Bi member, the hamm boys lose their t sympathetic affab playing rough.

He sees them h boy to death f Commie teaching mon, the poet, hounded to suici

DISILLUSIO

Disillusionmen Wright, the N

Every American will wan

MENACE is THE MOST TALKED ABOUT DRAMA OF OUR TIME!

Angeles Times*
DAY, JUNE 10, 1949

RED MENACE' DEALS STRONG BLOW TO COMMUNISTIC IDEA

BY EDWIN SCHALLERT

"The Red Menace" will do more to arouse the public to the dangers of Communism than any other picture ever made.

It is more pertinent, for instance, than "The Iron Curtain," which 20th Century-Fox exhibited a year and a half ago. It deals with an American situation.

Its personnel is unknown and consequently not associated with previous acting performances. It catches that spirit of fear which infects those who fall under the Stalin orbit. It shows the insidi... forces at work, and demon... w they may be defeated. ... is currently show... ... theaters in

rected at everything. Her sick mind may be regarded as typical of disturbing forces at work in this country. She shines as a thorough misfit, who camouflages her deep personal animosities under her fierce devotion to a political creed.

The other people who appear are mostly the pawns of this woman and of the party leader Partridge who has turned to Communism as a good racket. He is ruthless in his dealings. Lester Luther effectively plays this brutish role.

In and out of the sinister web move such characters as Nina Petrovka (Hanne Axman), a foreigner misled; Bill Jones (Robert Rockwell), who might be designated as ...verage American; Mollie ... Fuller), used ... Solo-

picture, that will make audiences think, even while it generates melodramatic excitement. It sinks into brief stretches of corny action and dialogue, but its unique realism and the documentary quality in important scenes should create a stir. It also reflects courage in its direct attack on a deeply menacing situation.

A novelty is the appearance of Lloyd G. Davies, member of the City Council, who narrates the picture, besides playing the role of an immigration inspector.

Casual Trickery

Plotwise the picture shows the casual manner in which members are inveigled into the party. Wiles of women and persuasions of men are used to make converts. Once they are in, and the possessor of a party card, they find this is ...ble-edged sword. Not only do... make them Communists, but used to prevent their leavin... ubversive group they ... joined.

Should they seek employ... a photostat copy of the ca... easily and quickly be disp...

...plicant the ... of demoralizati... plished. In th... young Jewish ... leads to his ... Foreigners ... turned into ... partment to ... desirable a... The pic... with the ... toward re... the unr... Marxian ... party l... impres... it is ... En... is h... with ... doe... ace... for... N... I...

Los Angeles Evening Herald & Express
Friday, June 10, 1949

'Red Menace' Slugs Hard

Documentary Type Film Is Indictment

By HARRISON CARROLL

Compared to "The Red Menace," other anti-Communistic pictures have been slaps on the wrist.

The Republic film, which opened yesterday at the Paramount Hollywood and Downtown theaters, hauls off and slugs the Reds with both fists.

Told in documentary style and played by a cast of screen unknowns, it lowers the boom on the Commies who bore from within.

The scene is an American city and the special target is a local branch of the party which is conducting a membership drive with emphasis upon returned G. I.'s who feel they have had a bad post-war deal from the government and the country...

...e Red ... for ... ov... ad ... g...

...get wise ... free of the ... "The Red ... R. G. ... enplay ... ld Gera...

ADD ... acting ... unfa... ument ... Robert ... O. K. ... bet, ... rman ... er L... she ... rma... w ... we... e ... as ... a ... o ... p...

CITIZEN-NEWS Hollywood, Friday, June 10, 1949

'THE RED MENACE'

New Republic Film Opens

By LOWELL E. REDELINGS

The moviemakers have tackled the subject of com...unism once again. In "The Iron Curtain" the story thesis ...entered largely on gangster techniques generally iden...fied with the Party; in "The Red Menace," new Republic ...cture screening at the Paramount Hollywood and Down...wn theaters, the emphasis is on Party doctrines and ...actices.

...he film is a searing indictment ... subversive groups, principally ... Communist Party, and it ham...s hard at the camouflage tac...

...y, co... ...ll go to any... ...eir foreign masters.

The large cast of unkn... ...ors, some recruited fro... ...elps give the picture ...mentary feeling in tha... ...are new and the actin... ...enced.

Director R. G. ... punches a little too ... melodramatic asp... ...f story when a strai... ...tack would have ... The pic...

tics of Party members, principally their pretense of championing minority groups while actually exploiting them.

The story line follows the adventures of a former G.I.—a young man with the simple name of Bill Jones. It shows his first contact with a Party member when the latter sympathizes over his raw deal in seeking a veteran's loan. It follows his introduction to an Irish-bred Party girl of questionable morals who lives in a swank apartment, to another—a German —who conducts classes in Party doctrines, and to a third, a pretty Russian girl of rebellious tendencies with whom he eventually falls in love.

The climax inv...

VALLEY TIMES Friday, June 10, 1949

'Red Menace' Cinema A-Bomb To Communism

By FRED BROOMFIELD

Herbert J. Yates, president of Republic Pictures, has fired a double-barreled blast right into the heart of America with his production of "The Red Menace," now showing at the Paramount Theaters. When its intent is fully realized by citizens all over the country and the rumblings of dissention are clarified, Yates will be long remembered, maybe fully rewarded, for his forthright demonstration of fearlessness.

He fired one barrel to effectively prove that America constitutes a good old fashioned plot with a multitude of sound ideals not developed from sensations, but built by the honest sweat and clear thinking of capital and labor into an imposing edifice. The picture doesn't preach this, but after seeing it you will have the satisfaction of knowing that ours is a solid nation, the envy of the rest of the world.

Launches New Talent

...d barrel launched a ...ns on an

lie mixes liberal portions of romance and drinks with the course of study. When Bill has completed the course he soon realizes his folly. He learns that a young poet's work is given a peculiar interpretation by party bosses that it is simple for the poet to be charged with falsification of party ideals. The poet leaves the party, is fired from several jobs because of his former affiliation, and he finally ends his complexity by jumping out of a window.

Negro Disillusioned

Duke Williams, a Negro worker of the party newspaper, is forced to write articles against his better ...dgment. With the help of his ... Simpson, he de... of the new

...o see "THE RED MENACE"!



HE'S BOOKED SOLID

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"'IT HAPPENS EVERY SPRING' RAISES THE ROXY ROOF!" N. Y. World-Telegram

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IT HAPPENS EVERY SPRING · HOUSE OF STRANGERS
WILL JAMES' SAND · YOU'RE MY EVERYTHING
MR. BELVEDERE GOES TO COLLEGE · THE BEAUTIFUL
BLONDE FROM BASHFUL BEND · CANADIAN PACIFIC
A LETTER TO THREE WIVES
THE SNAKE PIT

FLASH
Old-Timers Hollywood Preview Celebration launches "You're My Everything" in Big Style for Big Business!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 118 NEW YORK, U.S.A., FRIDAY, JUNE 17, 1949 TEN CENTS

U. S. Will Not Seek Taxes on Frozen Funds

Treasury May Issue a Formal Ruling in Month

WASHINGTON, June 16. — The U. S. Bureau of Internal Revenue is not pressing tax deficiencies against firms that announce they are deferring tax payments on funds frozen overseas, it is understood.

A top Bureau official indicated that if a company reports all of its earnings in a foreign country and says that it is not paying a tax on a certain portion which is frozen but will pay it at a later date when the exchange picture is clarified, the Bureau is not making any effort to collect the tax on the frozen balance.

Meanwhile, Treasury officials will decide within the next month whether to make a formal ruling deferring tax liability on frozen funds. Chances are the Treasury will approve such a ruling. The Bureau of Internal Revenue, acting on the prodding of several industries, including the film industry, has recommended the change, and it would be in keeping with President Truman's "point four" to encourage development of overseas areas. Under the ruling, taxes would be due only when funds are unfrozen and converted into dollars.

4-Day U-I Sales Meet Starts Here Tuesday

Universal-International will hold a four-day meeting of its home office sales cabinet, district managers and advertising, publicity and exploitation staffs at the Hotel Waldorf-Astoria, New York, starting Tuesday, William A. Scully, sales vice-president, announced yesterday.

N. J. Blumberg, president, will address the opening session, which will

(*Continued on page 8*)

Columbia SPG Unit Calls for Strike

A demand for an immediate strike vote was endorsed at a meeting called by the Columbia home office unit of the Screen Publicists Guild. The action followed a membership meeting of the union at which an offer by film companies to renew a contract was unconditionally rejected. At the same

(*Continued on page 8*)

Industry Unity Plan Endorsed by ITOA

The New York Independent Theatre Owners Association, at a meeting at the Hotel Astor here yesterday endorsed the idea of an industry unity program and expressed its willingness to participate with all segments of the industry to arrive at a public relations program, the organization announced.

At a meeting here Wednesday between representatives of the Motion Picture Association of America and the Theatre Owners of America it was agreed that all exhibitor organizations would be asked to share equal importance in the community and intra-industry relations program proposed by the MPAA.

Harry Brandt, who was elected president of the association for the 16th year, declared: "The interests of

(*Continued on page 8*)

Harvey Speaks at Salt Lake Today

SALT LAKE CITY, June 16.—Rotus Harvey, board chairman of the Pacific Coast Conference of Independent Theatre Owners, arrived here today from San Francisco to address an exhibitor-distributor luncheon tomorrow, a feature of the Motion Picture Roundup attended by exhibitors from the intermountain area.

Republic stars Roy Rogers and Dale

(*Continued on page 8*)

Schine Decree May Be Delayed Briefly

Washington, June 16.—Hearing in the government suit against Schine Theatres, which is scheduled for Monday in U. S. District Court, Buffalo, is expected to be postponed for a few days, probably until Friday, to work out final details of a consent decree, Justice Department officials said today.

Schine and the government are understood to be agreed in principle on the decree but need additional time to work out phraseology.

Schine Gets Milford Suit Venue Change

Motion for a change of venue, from the Washington, D. C., District Court to the Albany, N. Y., District Court, has been granted in the anti-trust suit filed by Shore Theatre, Milford, Del., against nine distributors and Schine Theatres. However, in granting the motion the Washington court gave the plaintiff an option to transfer the case to Wilmington, but in this event Schine's motion for dismissal from the action would be continued. If Milford elects to go to Albany, the Schine dismissal bid will be withdrawn.

Willard S. McKay, Schine counsel,

(*Continued on page 8*)

IATSE to Seek Raises For 1,100 'Collarites'

Two Years to Make a 3-Minute Display

A stage display of Fourth of July fireworks involving an electrical effect costing more than $50,000, will be produced at Radio City Music Hall by Leon Leonidoff to welcome the holiday on the theatre's stage beginning June 23.

Designed by Eugene Braun, lighting director, he asserts that no stage effect has called for such an amount of detail and comparable outlay of time. The display, to climax the holiday stage show, will last but three minutes. It took the lighting director and the staff of the theatre's electrical department two years to complete.

With several film company home offices and CIO's Screen Office and Professional Employes Guild deadlocked for several months over new contract terms, the "white collarite" labor scene here is due for additional activity shortly when AFL's IATSE Motion Picture Home Office Employes Local No. H-63 places demands for salary increases before Warners, Universal, United World, Ace Laboratories, Castle Films and Loew's Robbins Music Co. The "IA" bid will involve some 1,100 office workers.

H-63 executive vice-president Russell Moss reported yesterday that he has asked the companies to begin new contract talks. The local's present pacts expire on August 31. Moss said raises will be sought for all.

The executive board of the local, Moss reported, has appointed a coordination and policy committee. It will meet Monday to prepare new demands, which will be alike for each of the six companies involved.

Order B. & K.'s Books Opened In Ridge Suit

Motion to Inspect Rental Records to '42 Granted

CHICAGO, June 16.—The Ridge Theatre won a major preliminary round in its anti-trust suit against major distributors today when Judge John Barnes of U. S. District Court issued an order granting the plaintiff's motion to completely audit the books of 25 Balaban and Katz theatres from Feb. 1, 1942, to the present.

Judge Barnes also granted the plaintiff the right to inspect books showing admission receipts and film rentals paid to distributors on B and K houses also from Feb. 1, 1942. The 1,400-seat Ridge, operated by Bartelstein Brothers, could possibly turn out to be the guinea pig" in establishing for Northside theatres what the Jackson Park decree did for the Southside. Inability to compete for first-run product with opposition houses, B and K's Granada and Uptown, is charged. Since the suit was instituted, however, the Ridge has been bidding for and playing product from 20th-Fox, United Artists, M-G-M and, most recently, Universal.

Oral arguments presented by plain-

(*Continued on page 8*)

Clark a Witness at Trust Law Hearing

WASHINGTON, June 16.—U. S. Attorney General Tom Clark is to be the lead-off witness on July 11 at hearings before a special House Judiciary subcommittee on the need for tighter anti-trust laws.

Rep. Celler, New York Democrat and chairman of both the sub-committee and the full Judiciary Committee, has indicated that the investigation

(*Continued on page 8*)

Loans for Films Near A Peak: Giannini

Despite the impression held by many that bank loans to producers are almost non-existent at this time, loans to producers by the Bank of America are now near an all-time high in aggregate amount, and are at the highest peak in the bank's history numerically, Bernard Giannini, Bank of America vice-

(*Continued on page 8*)

Warner Holds Three District Sales Meets

District sales meetings, following Warner's recent international meeting at New York, will be held in Kansas City and Atlanta today, with a Chicago conference scheduled for Sunday and Monday.

Presiding at the Kansas City and Chicago meetings will be Roy Haines, Warners' Western division sales manager. Among those attending the first session will be Hall Walsh, Prairie district manager, and branch managers R. H. Dunbar, R. C. Borg, F. J. Hannon and Lester Bona.

At the Chicago meeting will be Harry Seed, district manager, and branch managers A. J. Shumov, W. D. Woods, Nat Marcus and Art Anderson. Mike Dolid, assistant to Ben Kalmenson, Warner sales head, will attend both.

Southern division sales manager Norman Ayers will preside at the Atlanta meeting, with branch managers O. W. Williamson and R. J. Iannuzzi attending. Salesmen from all branches will also be present at their respective meetings.

Labor Cooperative to Stimulate Production

AFL and CIO unions have established a cooperative film project to stimulate production of documentary films and to increase the use of current public service and labor films, Robert Delson, acting chairman of the new National Film Cooperative, announced here yesterday.

With operation of the cooperative scheduled to begin within six months, it has already received financial support from 10 groups and pledges from more, said a statement from the organization, which explained that it will act as a distributing agency and film library, will purchase projectors and screens, and will stimulate production of films on labor and current social problems.

Schwalberg Names Pennington Manager

A. W. Schwalberg, Paramount sales vice-president, has promoted Ward Pennington from sales manager in San Francisco to branch manager in Denver, succeeding Cornell J. Duer, who has been transferred to Los Angeles as salesman. Robert Clark has been promoted from salesman in Los Angeles to sales manager in San Francisco.

UA Appoints Weller

Samuel MacLeary Weller, has been appointed special representative travelling in advance of "Black Magic", the Edward Small film which will be released by United Artists in 400 cities coast-to-coast on Aug. 19.

Wasserman in New Post

Phil Wasserman, film publicist formerly with Astor Pictures here, joined General Promotions Co., public relations organization here, as general manager.

Personal Mention

ROBERT WEAIT, J. Arthur Rank Organization treasurer and director of Latin American activities, will return here today from a two-months survey of that territory.

•

J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, announces the ordination to the Holy Priesthood of his son, REV. LAWRENCE SCHANBERGER, at Maryknoll Mission, New York. He will offer his first Solemn Mass in Baltimore Sunday, to be followed by a reception at his home.

•

HAROLD L. GROVES, national field director for Confidential Reports, is visiting branches in Pittsburgh, Washington and Philadelphia, while JULES Z. WILLING, manager of branch operations, is touring branches from Chicago to the Coast.

•

RICHARD DIX and MRS. DIX, WALT DISNEY and MRS. DISNEY, MRS. HENRY FONDA, SAM ECKMAN, M-G-M managing director in England, and MRS. ECKMAN and ELLA RAINES are en route to Europe on the *S. S. Queen Elizabeth.*

•

J. T. HYLAND, formerly with J. Arthur Rank's Pinewood Studios, London, has been appointed secretary of the United Kingdom information office at Ottawa.

•

DAVID MILLER, Universal-International district manager, was in Albany yesterday from New York and will visit New Haven and Boston.

•

ARTHUR S. FORD, president of Formont Corp., and MISS BERTHE KOOPMAN, will leave here Sunday for a month's stay in Paris.

•

J. D. TROP, president of Trop Storyland Films, has returned to New York from a four-week production trip through the South.

•

HAROLD WIRTHWEIN, recently appointed Western sales manager for Monogram, has left Hollywood on a tour of key city branches.

•

RICARDO CORTEZ is in New York from Hollywood and plans to go to London in a fortnight.

WILLIAM BARNETT, president of Massce-Barnett, will return here Monday on the *S.S. Queen Mary* from Europe.

•

ABRAHAM SILVERSTEIN and MRS. Silverstein, parents of MAURICE (RED) SILVERSTEIN, Loew's International Latin America director, celebrated their golden wedding anniversary Wednesday night at a dinner and reception at the Sherry-Netherland Hotel here.

•

CHARLES DE CRUZ, secretary of the Argentine Academy of Motion Picture Arts and Sciences, and HUGO FREGONESE, Argentine producer, have left New York for Hollywood.

•

W. C. DEVRY and E. B. DEVRY, brother with the DeVry Corp. at Chicago, jointly celebrated their birthdays this week, though they were born in different years.

•

GERALD ASTOR, son of LOUIS ASTOR, Columbia's circuit sales executive, was graduated this week from Princeton University.

•

JEANNE DUFFY, secretary to ARTHUR SACHSON, Goldwyn Productions sales manager, will be married to ROBERT LAEFFLER Sunday.

•

WILLIAM STEEGE, city manager of Fox Intermountain Theatres at Great Falls, Mont., will retire July 17 after 50 years in show business.

•

SCOTT R. DUNLAP, executive assistant to STEVE BROIDY, president of Monogram and Allied Artists, plans to leave for London on June 30.

•

NAT LEFTON, retired Republic franchise holder at Cleveland, has recovered from an operation and will spend the summer in Michigan.

•

W. STEWART MCDONALD, Warner Theatres vice-president, is in Hollywood from New York.

•

EDWIN BOOTH, M-G-M manager at Cincinnati, is here from that city.

•

JACK LAWRENCE has resigned as United Artists salesman in Toledo.

Southern Date for 'Brave'

Twin Southern premiere of "Home of the Brave" has been announced by Gradwell L. Sears, president of United Artists, which is distributing the Screen Plays film. It will make its first appearance South of the Mason-Dixon line on July 7 in the Majestic Theatre, Dallas, and the Majestic at Houston.

Fabian House To Reopen

ALBANY, June 16.—S. H. Fabian and other Fabian circuit officials expect to attend the reopening on June 24 of the Leland Theatre here, a second-run, whose interior was badly damaged by fire in March. It has been remodelled and redecorated at a cost of $100,000.

'Messenger' to Savini

R. M. 'Bob' Savini, president of Astor Pictures, has consummated a distribution deal with T. G. Eggers, executive secretary of the Lutheran Laymen's League of St. Louis for "Messenger of Peace," a religious feature. Also acquired by Astor are two Three Crown Westerns, "Trouble at Melody Mesa" and "Bad Man from Big Bend."

Charles Zinn Promoted

MINNEAPOLIS, June 16.—Charles Zinn, manager of the State Theatre, has been appointed Twin Cities district manager of Minnesota Amusement Co., succeeding C. B. Stiff, who held the post since 1932, and is now on leave of absence.

Wilcox Flies to UK; Releasing Deal Pends

British producer Herbert Wilcox flew back to London last night from New York, taking with him "a number of offers" for U. S. distribution rights to his "Spring in Park Lane" and "Courtneys of Curzon Street." Wilcox also has pending a joint production deal, under which he would produce a picture in England in collaboration with an American company.

The British producer said he expects to decide shortly after his return to London which distribution offer he will accept and to announce simultaneously the details of the joint production deal.

Canada Dope Picture Causes Strain Here

TORONTO, June 16.—A dope-traffic picture made by the National Film Board, called "Drug Addict," has caused strained relations between officials of the U. S. Treasury Department at Washington and those of the Canadian National Health and Welfare Department who are engaged in combatting the illegal sale and use of narcotics.

Not only is the film banned in the United States because it is considered too revealing in its theme, but there is an admited lack of international enforcement of the anti-narcotic laws under the Geneva convention through the alleged coolness of officials.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE LUCILLE BALL
in Damon Runyon's
"SORROWFUL JONES"
introducing MARY JANE SAUNDERS
in Person LOUIS PRIMA And His Orchestra
KELLY SMITH and JIMMY VINCENT
plus VIC & ADIO
The Amazing MR. BALLANTINE
GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

RAY MILLAND JEAN PETERS PAUL DOUGLAS
"IT HAPPENS EVERY SPRING"
A 20th Century-Fox Picture
On Variety Stage—The ANDREWS SISTERS
On Ice Stage—"FIESTA"
starring Arnold Shoda - Marie McClenahan
ROXY 7th Ave. & 50th St.

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Greene Chairman Of Allied Meeting

MINNEAPOLIS, June 16. — Henry Greene, Jr., Minneapolis exhibitor and lawyer, today was named overall chairman of the national Allied States convention to be held here next October. Martin Lebedoff was named co-chairman, and Stan Kane, North Central Allied executive counsel, will be general chairman. All committee appointments are being made by Ben Berger, NCA president, which is sponsoring this year's annual meet.

Other committee appointments include: Local, Harold Field, George Granstrom, Ted Mann, Paul Mans and E. L. Peaslee, chairman; year book, Ted Bolnick, Al Lee and Bill Volk, chairman; publicity, Al Picault and Sol Fisher, chairman; ladies events, Mrs. Berger, Mrs. Lebedoff, Mrs. Emma Stern and Mrs. Delores Lundquist, chairman. Reservations committee is yet to be named. Berger will appoint one member from each Allied unit to the national committee, and every member of the NCA is an ex-officio member of the national committee.

Says Latin American Business Is Good

Business in Latin America is excellent, with people flocking to theatres, Arthur Pincus, Loew's International assistant director of advertising-publicity, discloses here on his return from a three-and-a-half month visit to M-G-M offices and theatres.

Pincus commented on "the futility" of the quota system in some Latin countries as a means of building up native industry. He said that once a producer knows beforehand that his country's exhibitors must give playing time to his product, it "becomes an invitation to mediocrity." Pincus said that "free competition on a free screen would immediately mean pictures from every part of the world competing on a basis of artistic merit and audience satisfaction and not on a basis of self-defeating protectionism."

M-G-M of Chile Wins Plaque

Metro-Goldwyn-Mayer of Chile has won the bronze plaque for the 1949 "Arthur M. Loew Tribute" sales drive, Morton A. Spring, vice-president of Loew's International, has announced. Jack Tilden is territorial manager.

'Best' to State Here

"Some of the Best," M-G-M's 40-minute subject commemorating its 25th anniversary, has been booked for a New York premiere at Loew's State, with "The Great Sinner," which is tentatively scheduled to open on July 5.

Buffalo Variety Picnic

BUFFALO, June 16.—Variety Club of Buffalo will hold its annual picnic on the Automobile Club of Buffalo Country Club grounds on Monday. Myron Gross is chief barker and Sam Geffen is general chairman.

Another for Lippert

MEDFORD, Ore., June 16.—Robert L. Lippert's Starlight Drive-in Theatre has opened. Manager is Matt Freed.

Review

"Alimony"

(Orbit-Equity—Eagle-Lion)

A LIGHTWEIGHT entertainment entry, Orbit Productions' "Alimony" tells the story of a struggling song-writer's climb up the ladder of success, and indicts divorce racketeering in somewhat melodramatic terms. Starring Martha Vickers, John Beal and Hillary Brooke, and directed by Alfred Zeisler, from a screenplay by Lawrence Lipton, George Bricker and Sherman L. Lowe, the picture employs the flashback technique in formula fashion as Beal's account of the heartaches and financial stress he suffered at the hands of avaricious Miss Vickers is presented to her father. The script, from an original by Royal K. Cole and Lowe, opens with Miss Vickers being hospitalized following an automobile accident. The scene shifts at once to Beal's apartment where the girl's father, played by James Guilfoyle, has called to determine her whereabouts. Beal tells him how, before he became a famous song-writer, Miss Vickers' charm captured his fancy and caused him to break his engagement to Miss Brooke. However, when the greedy young lady sees Beal run into a bit of misfortune she jilts him, and meanwhile becomes associated with a shady lawyer who operates a "badger game" divorce racket. The racket backfires ultimately and all connected with it, including Miss Vickers, go to jail, Hardly had she been released from prison after serving her term when she is struck by an auto. Beal, meanwhile, has been happily married to Miss Brooke.

A few unimpressive tunes are woven into the proceedings. Except for Miss Vickers', who handled her assignment with a measure of zeal, the acting ranges from poor to mediocre. Rounding out the cast are Laurie Lind, Leonid Kinskey, Ralph Graves, Douglass Dumbrille, and Marie Blake. Constantin J. David produced this Equity Pictures presentation.

Running time, 72 minutes. Adult audience classification. For June release.

CHARLES L. FRANKE

Aleman Asked to Cut Mexican Film Taxes

MEXICO CITY, June 16. — Asserting that Mexican pictures are doing well and have good prospects at home and abroad, but admitting that the domestic trade is presently depressed, the National Cinematographic Industry Commission has asked President Miguel Aleman to order more Government aid for the film business, particularly in the form of reduced taxes.

The President was told that foreign trade for Mexican pictures is good, except in England where home production affords keen competition.

Reporting peace in the industry, the commission assured the chief executive that a strike is not expected to result from employes' demands for another pay hike when the two-year agreements made in 1947 expire this month. The commission reported the consensus of opinion in the trade is that this case will be settled amicably.

19 Bills Would Cut Or Eliminate Tax

WASHINGTON, June 16.—The 19th Congressional bill this session to cut or eliminate the 20 per cent Federal admission tax has been introduced by Rep. Bramblett of California. Little or no progress has been made with any of them.

Union Dues Deductible

OTTAWA, June 16.—Union dues may be deducted from income tax, it was ruled here as the Exchequer Court upheld the claim of Joseph Cooper, Winnipeg projectionist, that dues paying is necessary to hold his job.

Johnston Seattle Address

SEATTLE, June 16.—Eric A. Johnston, president of the Motion Picture Association of America, will be the principal speaker at the annual banquet of the National Association of Insurance Commissioners in the Olympic Hotel here on Thursday evening, June 30. While in Seattle he will also attend a board meeting of New World Life Insurance Co., of which he is a director.

American Films Lead In Egypt: El Khadem

American films are by far the most popular in Egypt, according to Hassan El Khadem, Cairo showman who is here to study the American industry methods. While here he is serving as a student manager at the Rivoli Theatre under the tutelage of Montague Salmon, managing director of that house.

Film tastes in Egypt are generally similar to those in this country with dramas popular with the adults while Westerns go over big with youngsters, El Khadem reported.

New Altec Division

CINCINNATI, June 16.—Local Altec branch has been converted into a division office with M. G. Thomas advanced from branch to division manager. F. B. Newborn has been named branch manager. The division will serve Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, the Carolinas, Georgia and Florida.

Paramount Outing Today

Paramount Pictures Club will be host to some 600 employes here at an all-day outing to be held at the Longshore Country Club in Westport, Conn., today. Buses will take the throngs to the club, where a program of athletic events, topped by an outdoor terrace dinner has been planned by club president George Harvey.

Halloway Leases Houses

ST. LOUIS, June 16.—Henry Halloway, president of Mid-Central Allied Independent Theatre Owners, has leased three neighborhood houses and the new Airway Drive-In to Midwest Drive-In Theatres Corp. for a term of 30 years.

AAAA Meets Here Today

President Paul Dullzell and other officers of the Associated Actors and Artistes of America are expected to be candidates for reelection at the annual AAAA meeting to be held here today.

Minimum Wage Bill Up in Massachusetts

Boston, June 16.—Hearings were held here today before the House Committee on Ways and Means, on a bill which would give film industry employes, and those in all other industries in the state, a 65-cent per hour minimum wage. Appearing in opposition were representatives of the amusement industries, counsel of Associated Industries, the Retail Trade Board and other groups. The minimum wage division of the State Department of Labor and Industry appeared in support.

Anti-Trust 'Stigma' Cited by the FCC

WASHINGTON, June 16.—Federal Communications Commission does not think much of Paramount's argument that it has purged itself of any anti-trust stigma by entering a consent decree with the Government in the New York trust case.

This was indicated today by acting FCC chairman Rosel H. Hyde, in testimony before a Senate Interstate Commerce Committee considering changes in the FCC act.

The FCC has been considering whether to let into radio and television firms that have violated the anti-trust laws in other fields, and has indicated this in connection with various applications of Paramount and Paramount subsidiaries for TV licenses. After it signed the consent decree, Paramount filed a brief with the Commission that the Supreme Court's Paramount decision no longer should be held against it.

Legion of Decency Condemns Two Films

Two foreign films, "Dedee," a French picture distributed by Vog, and the Swedish "Incorrigible," distributed by Foreign Service, were placed in Class C this week by the National Legion of Decency, while the Italian picture, "Angelina," distributed by Lux, was rated Class B. RKO's "The Big Steal" received a Class B, Section II rating.

"IA's" Elliott Dead

CINCINNATI, June 16.—Funeral services will be held here tomorrow for W. C. Elliott, 68, business agent of Local No. 5, IATSE for 20 years, who died yesterday from a heart attack. Elliott was "IA" international president five years during the late 1930's.

William A. Cassidy, 61

MIDLAND, Mich., June 16.—William A. Cassidy, 61, owner of theatres in Saginaw, Alma, and this city, died Sunday at the Midland Hospital. The widow, one son, three daughters, two brothers and three sisters survive.

Third Manley Drive-In

CLEVELAND, June 16.—H. R. Manley, with drive-in theatres in Madison and Ashtabula, has started construction of another one just north of Warren.



Shake, brother--*Thanks!*

The countless congratulatory wires continue to po
They're expressive of the tremendous lift that has
history and production-history now being made b
these messages as still another example of the good v
that has always existed and will continue to exist

BACK THE BOND DRIVE NOW!



Warner Bros. Sales Meeting
at the Waldorf-Astoria,
New York



m from exhibitors the world over.
given to theatremen by the star-
arner Bros. Studio. We appreciate
nd high regard of the other fellow
veen our customers and ourselves.

Warner Bros. Pictures



General Sales Manager Ben Kalmenson with some of the hundreds of telegrams from exhibitor friends.

here's.....



Hellfi

in Tri

BACK THE U.S.
SAVINGS BONDS DRIVE
MAY 16 – JUNE 30

A REPUBLIC PRODUCTION

tion!

rB

color

"HELLFIRE"
in TRUCOLOR

AN ELLIOTT-McGOWAN PRODUCTION

starring **WILLIAM ELLIOTT**

with

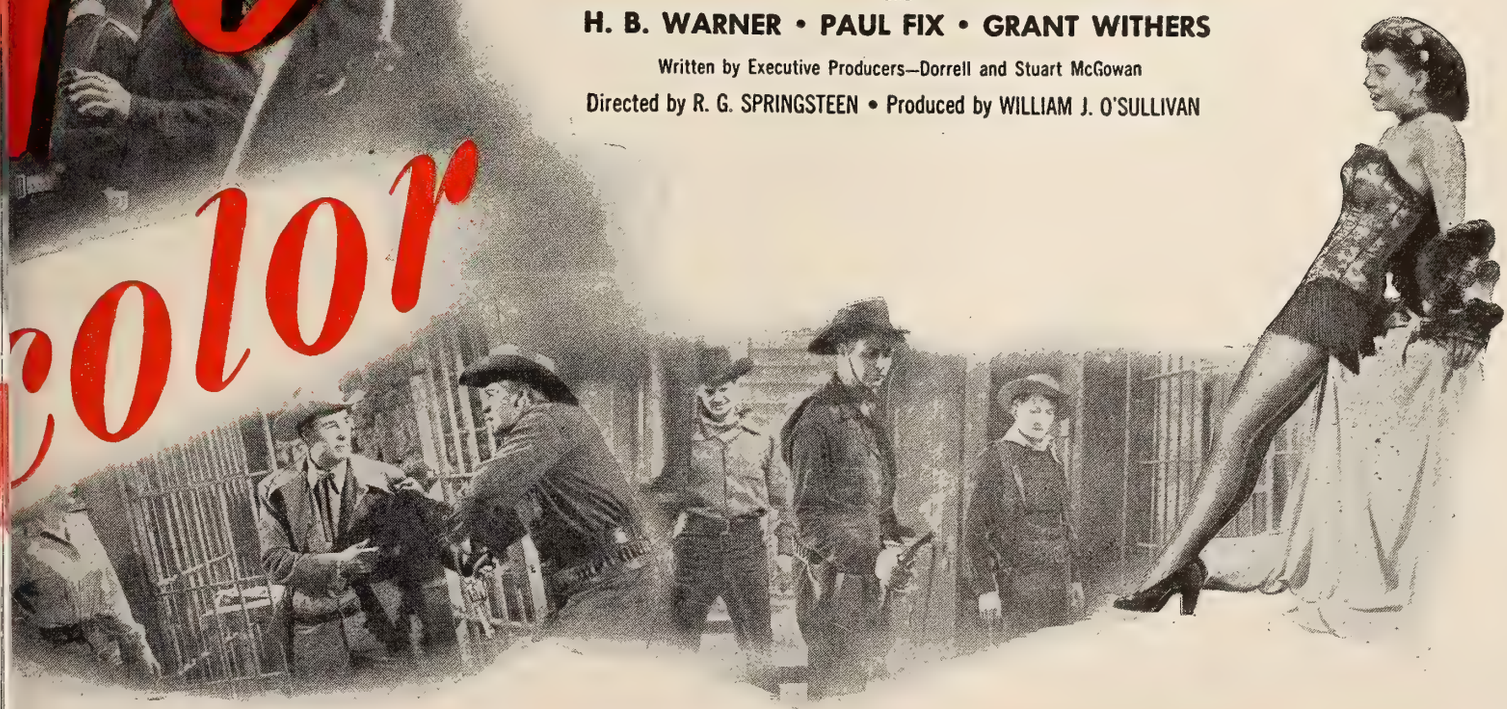
MARIE WINDSOR FORREST TUCKER JIM DAVIS

and

H. B. WARNER • PAUL FIX • GRANT WITHERS

Written by Executive Producers—Dorrell and Stuart McGowan

Directed by R. G. SPRINGSTEEN • Produced by WILLIAM J. O'SULLIVAN



FIRST BIG DATES... Fox West Coast Unit at Culver,

Orpheum, El Rey, Vogue, Belmont Theatres, Los Angeles . . . Gotham, New York

. . . Warner's Metropolitan, Washington . . . Lyric, Salt Lake City!

Industry Unity Plan

(*Continued from page* 1)

the independent exhibitor are identical to those of affiliated theatres and producers and distributors in the matter of good public relations. It is a field in which all representative units of the industry must unite if we are to remedy existing defections."

To implement the ITOA's participation in such a program, Max A. Cohen, William Namenson and Norman Elson were named to a special public relations committee of the ITOA.

Others elected were David A. Weinstock, first vice-president and chairman of the board; Cohen, second vice-president; Leon Rosenblatt, treasurer; J. Joshua Goldberg, secretary; John C. Bolte, Jr., sergeant-at-arms.

Elected to the directorate, were: Maurice Brown, Sam Einhorn, Elson, Lou Feld, Emanuel Hertzig, Ben Knobel, Sam Koenig, Murray LeBoss, Abe Leff, Albert Margulies, Namenson, Irving Renner, Ray Rhonheimer, Rudy Sanders, Abe Shenk, Henry Siegel, Irving Steiner. Associate members of the board include Sam Freedman, Isador Goldmark, Irving Gottlieb, Harry Kridel, Larry Kurtis, Jack Rochelle, Benjamin Rossasy, Murray Schoen and Bernard Zimetbaum.

Brandt will sail on the *Queen Mary* with Mrs. Brandt next Tuesday for a three-week holiday abroad.

4-Day U-I Sales Meet

(*Continued from page* 1)

be presided over by Mr. Scully. A. J. O'Keefe, assistant sales manager, will preside over special sessions. The sales cabinet will meet specially with district managers on territorial problems.

The meetings will help prepare the distribution forces for selling U-I releases during the coming six months and develop special releasing plans for "Sword in the Desert," U-I special.

Attending will be: E. T. Gomersall, assistant to Scully; Fred Meyers, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; C. J. Feldman, Western; district managers Foster M. Blake, P. T. Dana, J. E. Garrison, M. M. Gottlieb, David A. Levy, Dave Miller, Barney Rose, P. F. Rosian, and John J. Scully; also, A. W. Perry, president of Empire-Universal of Canada.

David A. Lipton, director of advertising-publicity, will talk on advertising-publicity plans with a special panel to be held with Henry A. Linet, Phil Gerard, Charles Simonelli and Jeff Livingston participating. Maurice A. Bergman, public relations executive, will discuss both public and exhibitor relations.

Others attending from the home office will be Adolph Schimel, James J. Jordan, F. T. Murray, Morris Alin, Ray Coyle, Sam Friedel, J. B. Huber, E. F. Kingston, Frank Mooney, G. J. Malafronte and L. J. McGinley.

Columbia SPG Vote

(*Continued from page* 1)

time the membership meeting pledged to increase picket lines at theatres here and "continue these lines until we get a new and better contract."

The Columbia unit's action was based on a resolution passed at a joint meeting here of the SPG and the Screen Office and Professional Employees Guild on May 3, which authorized a joint strike strategy committee to call a strike vote when necessary.

Reviews

"Leave It to Henry"

(*Monogram-Mayfair*)

MONOGRAM follows up "Henry the Rain Maker" with another in the family-comedy vein with Raymond Walburn and Walter Catlett again appearing as the principals. The small-town story is done strictly for laughs and with marked success. "Leave It to Henry" looks even better than its predecessor.

In the script, by D. D. Beauchamp, directed with due allowance for laughs by Jean Yarbrough, Walburn induces Mayor Catlett to join him in building a boat to be sailed, afire, down the local river past a park where a local club group, headed by Walburn's wife, is celebrating the town's 100th anniversary. Background circumstances include a quarrel between Walburn and the owner of a toll-bridge which is set afire by the boat and destroyed, landing Walburn in jail and leading to a court hearing which is utilized as a framework for the narrative. A great variety of humorous detail and dialogue surrounds this central story thread. Peter Scully produced and edited this Mayfair poduction. Others in the cast are Gary Gray, Mary Stuart, Barbara Bown, Houseley Stevenson, Ida Moore, Olin Howlin and Pat Phelan.

Running time, 57 minutes. General audience classification. Release date, not set.

"Fighting Fools"

(*Monogram*)

Hollywood, June 16

ANOTHER in the series designed to expose the prizefight game, this moderately budgeted Leo Gorcey-Bowery Boys film emerges as an acceptable picture, at least from the viewpoint of those whose capacity for "Dead End Kids," "Bowery Boys" and several such variations is endless. Gorcey has a field day in this one as the irrepressible "Slip" Mahoney, Bowery prizefight manager. He gets off such nifties as "carbonated copies" (in lieu of carbon) and "conjecture" (in place of gesture). Other pleasantries are of similar nature and come in bunches, along with such standby antics as Gorcey batting the ears and pouring cream soda in the face of Huntz Hall, his No. 1 foil, on the slightest and frequent provocation of asininity by Hall.

Frankie Darro offers a good, straight performance as the washed-up fighter who comes back to the championship by way of avenging his younger brother's death in the ring. Crooked managers play their villainous role in the picture, and the "expose" angle is so developed, or over-developed, as to employ an iron bar in the glove of a dirty fighter. Gorcey's father, Bernard Gorcey, contributes a few excellent scenes as Louie, the boys' benefactor and sweet shop proprietor although some of the dialogue given him borders uncomfortably on the dialect stereotype. Teddy Infuhr shows promise in a "kid brother" role to Darro.

Jan Grippo produced and Reginald Le Borg directed, from the screenplay by Edmond Seward, Gerald Schnitzel and Bert Lawrence.

Running time, 69 minutes. General audience classification.

"Guaglio"

(*Lux Film*)

IN the tradition of such importations as "Open City," "Shoe Shine" and "Paison" this Italian-made film is one of impressive calibre. Basically, it is the story of an Italian priest and his struggles to set up a "Boys' Town" in an effort to rehabilitate the ragged, war-orphaned and homeless children who live by scratching out a miserable existence through devious criminal means. But more importantly it is a film of the highest order for it uses only two professional actors while the rest of the cast is composed chiefly of 20 "street orphans" ranging in age from six to 15. It is these children who turn in acting performances seldom equalled by similar groups. Adolfo Celi heads the cast as the priest and renders a performance which is top-flight. Simplicity, naturalness and warmth have emerged from the expert direction of Luigi Comencini. It was produced by Carlo Ponti and Gigi Martello.

Running time, 88 minutes. General audience classification. May release.

Would Limit Drive-Ins

HARTFORD, June 16.—The Connecticut Legislature's Roads, Rivers and Bridges Committee has given a favorable report on House bill No. 1163, which would block construction of new drive-in theatres on state aid and trunk line highways within Connecticut. The bill was sent to the House and Senate for further action. It was offered by Rep. Cressy as a "safety measure" designed to help prevent accidents and traffic congestion along heavily traveled highways.

$30,000 Theatre Fire

PORTLAND, Ore., June 16.—Caribou Theatre, Brewster, Wash., operated by James Divis, has been destroyed by a fire of undetermined origin. Damage totaled $30,000.

Schine - Milford Suit

(*Continued from page* 1)

argued for the change of venue. Abram F. Myers, of Allied States, is counsel for Milford, whose original complaint asked for treble damages totalling $105,000.

Film Video Unit Sets June 30 Meeting

National Television Film Council's first quarterly open forum will be held June 30 at the Roosevelt Hotel here. Purpose of the forum, according to NTFC president, Melvin L. Gold, is to outline problems confronting film producers, distributors and TV stations, and to find immediate solutions, or place the problems on committee agenda for research.

B. & K.'s Books

(*Continued from page* 1)

tiff attorney Seymour Simon claimed that the reasons for wanting to inspect the books were: to show that theatres and distributors make more money in Chicago when it plays on an early run; when B and K buys a picture, it buys for all theatres at one time; to check the accuracy of certain answers to interrogatories submitted on film rentals paid; when B and K makes a deal with the distributor and allocates film rental to various theatres, it may allocate a higher film rental than is ordinary to the theatres which are in the vicinity of the Ridge, and "we want to find out whether B and K is compensated for that by a lower film rental in another theatre somewhere else where it has no competition—a lower film rental than would ordinarily be expected there."

The motion had been bitterly contested by Paramount attorney Ed Johnston, of which the court took note in its statement. Judge Barnes' statement read in part: "The real question before the court under the rule is, has the moving party made a showing that the facts requested are relevant? The court thinks it has. Many facts are relevant because of the magnitude of the defendants, Balaban and Katz Corp."

Clark a Witness

(*Continued from page* 1)

will concentrate on the advisability of repealing or tightening several laws containing exemptions from the anti-trust laws, including the Webb-Pomerene Act, which concerns export associations.

It will also study such changes as increased penalties, giving the government authority to sue for treble damages, and closing several loop-holes in present trust laws. References to the Paramount case are expected to recur frequently.

Harvey Speaks

(*Continued from page* 1)

Evans also arrived here to appear in a parade and bond rally which are part of the Roundup.

Commenting on the appointment of Francis Harmon as head of the Motion Picture Association of America's new exhibitor relations department, Harvey said he had made his stand clear in a letter to the Association. He said he doesn't believe Harmon has the qualifications for the job.

Saying he could not understand why David Palfreyman left the post, Harvey added, "I know it will be a long time before Harmon will have the confidence of exhibitors to the extent Palfreyman did."

Loans for Films

(*Continued from page* 1)

president in charge of film production loans, will disclose in *Motion Picture Herald* today.

Giannini estimates, offhandedly, that the world's largest banking institution has advanced some $500,000,000 to film producers in the past 20 years for film production alone, exclusive of film company and studio financing, which runs into equally astronomical figures.

Gets Hope TV Account

LOS ANGELES, June 16.—The new Bob Hope television enterprise has appointed Buchanan and Co. its advertising agency.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 119 NEW YORK, U.S.A., MONDAY, JUNE 20, 1949 TEN CENTS

Justice Wants FCC TV Ban On Producers

Warns Against Limiting Powers of Commission

WASHINGTON, June 19.—The Justice Department has warned Congress not to place any restrictions on the Federal Communications Commission's power to keep film producers and exhibitors out of television.

Justice attorney David Hume testified for the Department before a Senate Interstate Commerce Sub-committee in opposition to various sections of a pending bill to overhaul the FCC Act. He especially objected to sections that he claimed would keep the FCC from barring film producers or exhibitors as such from the video field and would scrap the present law's provision that the Commission can deny a license because of the company's anti-trust violations.

Attacking the bill's provision that

(*Continued on page 6*)

Final Two WB Sales Meetings This Week

Windup of regional sales meetings of Warner Brothers will take place this week with two confabs scheduled by Jules Lapidus, Eastern division sales manager. Tomorrow and Wednesday, Lapidus will preside over a gathering of New England sales representatives in Albany. In addition to salesmen, the following will attend: George W. Horan, district manager, and branch managers R. S. Smith, Albany; Al Daytz, Boston; E. A.

(*Continued on page 6*)

RKO to Open 1st New Theatre in 7 Years

The Orpheum, Marshalltown, Iowa, newest RKO theatre, will open on Thurday. Gabby Hayes will lead a group from Hollywood, and Sol A. Schwartz, RKO Theatres vice-president, will head a home-office delegation.

Pre-opening arrangements and the advance campaign are being directed by Harry Weiss, division manager, and Harry Dearmin, the theatre's manager.

The new Orpheum is the first to be built by RKO since the Midway in Forest Hills, New York, in August, 1942. In July RKO will add another when the Missouri opens in Kansas City.

MPAA-Allied Meet Sat. In Indianapolis

WASHINGTON, June 19.—Top officials of Allied States Association and the Motion Picture Association of America will meet in Indianapolis this coming Saturday in another of the MPAA's "exploratory meetings" on intra-industry and public relations problems with leading exhibitor associations, the MPAA announced here at the weekend.

The announcement said that MPAA president Eric Johnston had made the arrangements by phone with national Allied president William T. Ainsworth.

Attending for the MPAA will be Johnston, vice-president Francis Harmon and Ned Depinet, chairman of the MPAA's community-exhibitor relations committee. Ainsworth may call in Allied counsel Abram Myers and Trueman Rembusch for the session.

The MPAA exhibitor relations head will meet Tuesday in New York with the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association.

Harvey Wants More Power for Branches

SALT LAKE CITY, June 19.—The "good old days" when branch managers were more than "just errand boys" and could sign contracts because they knew special local conditions, were recalled by Rotus Harvey in an address to an exhibitor-distributor luncheon held here Friday.

Harvey, board chairman of the Pacific Coast Conference of Independent Theatre Owners, was here from San Francisco to attend the Motion Picture Roundup, held by exhibitors from the intermountain area. Assailing the practice of having contracts made on a local basis over-ruled by the home office, Harvey said he was glad to note that one company was going back to

(*Continued on page 6*)

All Charges Denied In Crouse Trust Suit

Minneapolis, June 19.—All allegations in the $1,500,000 conspiracy suit brought by W. L. Crouse, Eveleth, Minn., against eight distributors and Minnesota Amusement Co., are denied in answers filed by Joseph Finley, representing Paramount and Maco, and David Shearer, representing other distributor defendants. Stanley D. Kane is attorney for Crouse.

Crouse, who operates the Regent and Grant at Eveleth, claims the defendants have conspired since 1932 to run pictures in Eveleth two weeks behind Maco stands at Virginia, less than five miles distant.

Dullzell Reelected AAAA President

President Paul Dullzell and all other officers of the Associated Actors and Artistes of America were re-elected at the organization's annual meeting here on Friday. The others are: George Heller, first vice-president; Reuben Guskin, second vice-president; Ruth Richmond, treasurer, and Florence Marston, executive secretary.

It was reported following the meeting that the AAAA had postponed expected action on its plans for the organization and administration of the television field for all entertainers except musicians. Meanwhile, the television committees of AAAA member organizations—Actors Equity Association, Screen Actors Guild, Screen Extras Guild and the American Federation of Radio Artists—will hold meetings on that matter between now and July 18 when the international board of the AAAA will hold its next meeting.

SAG, SIMPP Are United in Quota Fight

Also Asks Right to Ban Exhibitors From Video

Screen Actors Guild has established a "working arrangement" with Robert J. Rubin, counsel for the Society of Independent Motion Picture Producers, in the former's campaign to secure U. S. State Department participation in any future negotiations with the British on film industry matters such as the quota.

Reporting this here at the weekend, SAG official Ken Thompson said Guild executive secretary John Dales, Jr., who secured Rubin's cooperation, has been informed by the SIMPP counsel that the latter would soon arrange a meeting among himself, the two SAG executives and Motion Picture Association of America president

(*Continued on page 6*)

Republic Sues Red Press on 'Menace'

New York and San Francisco Communist papers are charged with intimidation and violation of the common copyright law in separate $200,000 damage actions filed by Republic and Herbert J. Yates, president and board chairman, Republic's home office confirmed on Friday.

The suits were filed against the Freedom of the Press Co., publishers of the *Daily Worker*, New York, and the Pacific Publishing Foundation,

(*Continued on page 6*)

Negotiate to End Boycott of Para.

MINNEAPOLIS, June 19.—Paramount's Central division sales manager James J. Donohue has joined the company's Minneapolis branch manager, Ben Blotcky, for the first time in six months in direct discussion of a booking deal with Theatre Associates, largest of the Minneapolis buying combines. TA has had a virtual boycott on Paramount for more than two years, although Blotcky has sold pictures from time to time to some combine members, especially in the Twin Cities.

With ticket sales off, TA members are making demands on the combine to book all top product on the market.

TBA Asks End of Video 'Freeze' in Eleven Areas

Immediate action on a partial lifting of the "freeze" on new television station applications now pending has been asked at the weekend in a letter by J. R. Poppele, president of the Television Broadcasters Association, to the Federal Communications Commission.

Poppele said that the "freeze" could be ended in 11 market areas, comprising 22 channels, where questions of interference and station spacing, said to be the prime reasons for the freeze, would not be factors to be considered.

He listed these areas as follows:

Amarillo, Denver, El Paso, Sacramento, Salt Lake City, Corpus Christi, San Diego, San Francisco, Seattle, Tacoma and Stockton, Cal.

Personal Mention

LEOPOLD FRIEDMAN, Loew's Inc. secretary, and ERNEST EMERLING, Loew circuit advertising manager, have returned to New York from European vacations.

•

LEONARD YOUNG, manager of Loew's Poli Palace Theatre, Hartford, was given a farewell party on the theatre's stage Saturday. He is taking a leave of absence to become program director at Grey's Inn, Jackson, N. H., for the summer.

•

SANFORD GREENWALD, head of Paramount News on the Coast, and a newsreel cameraman for 30 years, will make his debut as an actor in Paramount's "Sunset Boulevard."

•

HERB COPELAN, in charge of Latin American theatres for Warner Brothers, left here over the weekend for a month's stay in Cuba.

•

J. EARL LAWSON, president of Odeon Theatres, Canada, is a patient at the Western General Hospital, Toronto.

•

LOUIS K. SIDNEY, M-G-M studio executive, is back in Hollywood after a vacation in the East.

•

JOSEPH GREEN, Globe Film president, will sail from here for Europe Wednesday on the *S. S. Queen Mary.*

•

TOM MILLER, for many years Universal sales representative at Atlanta, has resigned.

•

WILLIAM H. PINE, at present on a South American cruise, plans to return to Hollywood by June 27.

Seadler in Charge In Dietz's Absence

Howard Dietz, M-G-M vice-president and director of advertising, publicity and exploitation, left here yesterday by plane for Europe on company business. He will visit France, England and Italy. He has placed Silas F. Seadler, advertising manager, in charge of the department during his absence. John Joseph, general assistant to Dietz, will cooperate in management with Seadler.

Name Hersholt for Head of Relief Fund

HOLLYWOOD, June 19.—Jean Hersholt has been renominated, without opposition, for election to the presidency of the Motion Picture Relief Fund, a post he has held for the past 12 years. The election, which is expected to return all officers to the present status, will be held on June 28.

Allen Named Agent for 2

Rudolph Allen, film and theatrical attorney here, has been appointed New York representative for George Sandy, Hollywood agent, and General Play Co., Inc.

Tradewise . . .

By SHERWIN KANE

THE predisposition of newspapers to single out Hollywood for special headline attention when the news can be made to appear sensational or damaging is an established symptom of deficient industry public relations.

A recent example was the newspaper handling of the mention of professional names in the Judith Coplon espionage trial in Washington. Stage, radio and concert personalities were mentioned at the same time that Hollywood names were read into the record. But to the headline writers the other names were unimportant. The Page Ones of the nation screamed "Hollywood" and "Film Stars." In many New York newspapers, those who read no farther than page one never learned that stage, radio and concert names were involved, too. Those names were in the "also mentioned" group on the inside pages.

If and when the Motion Picture Association of America's new public relations activities are organized it is to be hoped that this unfair and damaging attitude in metropolitan news rooms will be made a matter of study and determined attention. The industry's viewpoint needs to be presented to every influential copy desk in the country. The job is not to be done by contacting a few amusement page writers and columnists.

• •

Another common manifestation of journalistic ill-will toward Hollywood is frequently to be encountered in published interviews with those who come East in search of stage employment when their value or usefulness to Hollywood has ended, usually because of their own behavior or deficiencies.

Otherwise good reporters will record faithfully for their papers whatever one of these outcast actors or actresses may have to say about the stupidity of Hollywood and its stultifying effect on their art, together with their determination never to return to that poppy-seed land. In any other field of reporting, it would be mere routine for the same newspapermen to ask the obvious question: "Have you had an offer?"

The answer, if it were an honest one, would spoil the story, solely because so many reporters' minds are conditioned to the belief that criticism of Hollywood and belittling it are not only smart but popular.

It is only the exceptional reporter who would get the facts and make of them a different and better story.

• •

The first year of the Anglo-American remittance agreement has expired and, in another six months, the agreement can be reopened for renegotiation, with resultant changes to take effect after June 14, 1950.

The British government has repeatedly voiced its hopes for better relations between the American and home film industries, although it has but recently expressed its determination to maintain its unrealistic film quota, a major source of the ill-feeling existing on this side of the Atlantic.

If the British government is sincere in its wish to help improve relations between the two industries, there is much that it can do within the realm of the remittance agreement when the negotiations get under way next winter. Elimination of the remittance restrictions or their liberalization by the British government could soften the outcries against the quota and would go far toward placating those in a position to extend efforts to assist British product in this market.

If, six months to a year hence, Britain's dollar position does not warrant removal of remittance restrictions, there is still much that the British government could do in the way of liberalizing the permitted uses of industry funds blocked in London. A friendly gesture, after the succession of unfriendly ones, would be the much-needed proof of the British government's good intentions.

• •

In his dissenting opinion in the recent anti-trust case involving Standard Oil of California, Justic William O. Douglas revealed that some justices had favored complete divorcement of production-distribution from exhibition when the industry anti-trust suit was before the U. S. Supreme Court.

Douglas noted that "a *majority* of the court could not be obtained for holding illegal *per se* the vertical integration in the motion picture industry. See *U. S. vs. Paramount Pictures.*"

Newsreel Parade

THE Communists' rejection by the Trieste voters and the arrival here of Hitler's yacht are current newsreel highlights. A KKK induction, personalities in the news, sports and fashions round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 49—Trieste voters prefer Italy over Reds. Hitler's yacht. Stratosphere balloon. Ku Klux Klan on the march. Fashions in fans. Bear wrestling. St. Louis chimps.

NEWS OF THE DAY, No. 283.—Hitler's "dream boat" comes to New York. KKK is in again. Trieste voters reject Reds. A new FDR in Washington. Gov. Dewey home. Fashions on parade. Swim suit queen. Chimp circus.

PARAMOUNT NEWS, No. 86—Ku Klux Klan in the headlines. London children put on a dog show. Mr. Roosevelt goes to Washington. 1950 census preview.

TELENEWS DIGEST, No. 24-B — Ku Klux Klan inducts new members. Red officers threatened in Berlin strike. Railroad strike in Tokyo. Italy: school carries on Fascist tradition. Washington: Oppenheimer testifies. Germany: Ammunition dump destroyed. King Gustaf of Sweden attends flag day ceremonies. FDR, Jr., sworn in. Paul Robeson arrives from Moscow. Bathing beauties.

UNIVERSAL NEWS, No. 257 — Gov. Dewey reports on Europe. Exiled King Humbert of Italy. Ku Klux Klan induction. Skiing. French diving. Chimps cut capers.

WARNER PATHE NEWS, No. 88 — Trieste election. FDR, Jr., in Washington. Frankie Frisch, new Cubs manager. Jap Crown Prince. Manus Island: $1,000,000 junk pile. Children's hats. Swim for health. Bear wrestling. Auto racing. Great American cities: San Francisco.

Production Up 15; 43 Now in Work

HOLLYWOOD, June 19.—The production index continues its upward moves to a total of 43, up 15 from last week.

Started were "Hoedown" and "Sons of New Mexico," Columbia; "Trapped", Eagle-Lion; "Jiggs and Maggie in Jackpot Jitters" and "Black Midnight," Monogram; "Nancy Goes to Rio," M-G-M; "I Married a Dead Man," Paramount; "San Antone Ambush," Republic; "My Foolish Heart" (Goldwyn) and "Arizona Ambush," RKO-Radio; "The Dalton Gang," Screen Guild; "Turned Up Toes," 20th-Fox; "A Kiss for Corliss" and "The Big Wheel," UA; "Java," "Free for All," U-I. Completed were: "Baby Is Here," Columbia; "West of Devil's Hole," Eagle-Lion; "Side Street," M-G-M; "Boomtown Badmen," Monogram; "Copper Canyon," Paramount; "High School Daughters," Republic.

Kramer Forms New Production Company

HOLLYWOOD, June 19.—Stanley Kramer has filed incorporation papers at Sacramento for Kramer Productions, Inc., which will succeed Screen Plays, Inc., under a commitment to deliver three pictures to United Artists. Kramer is president, George Glass vice-president, and Carl Foreman secretary-treasurer. Stock is wholly owned by the officers.

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Two Films at Same Time on One Screen

Cleveland, June 19.—A double drive-in theatre, showing different films on either side of a single screen is planned by John Selby, head of Selby Engineering Co., for construction here, to accommodate 700 cars one side and 550 on the other.

Nine-State Premiere For 20th's 'Sand'

A nine-state premiere promotion will be held by 20th Century-Fox for Will James' "Sand," in the West and Midwest, starting June 28 and continuing through July 4. Company stars will visit each of the cities opening the picture.

First premiere will take place in Denver, at the Denver, Esquire and Webber theatres on June 28, with George Jessel as master-of-ceremonies. Players to attend are Mark Stevens, Coleen Gray, Rory Calhoun, Barbara Lawrence, Nancy Guild, Betty Lynn and William Shirley. Following Denver, one star group will attend openings in Kansas City, Omaha, Minneapolis and Milwaukee, on June 29-30 and July 1-2, respectively. A Western contingent will do shows at openings in Salt Lake City, San Francisco, Seattle, and Portland, on the same dates.

Rank Studio Upheld In Labor Dispute

LONDON, June 19.—Tom O'Brien, secretary of the National Association of Theatrical and Kine Employes, serving as an independent arbitrator, has decided that "Bert Batchelor's employment in the maintenance department of Denham Studios, as now performed, cannot be continued without impairing the department's reasonable efficiency."

Efforts of the J. Arthur Rank studio to transfer Batchelor, a union shop steward, to Shepherd's Bush studio during April resulted in a walk-out of Rank's studio employes and a brief shutdown of production. Because O'Brien is a union officer, his decision in Rank's favor is regarded as a severe rebuke to the Electrical Trades Union, which supported Batchelor.

1st Major Cleveland Run to a Cooperative

CLEVELAND, June 19—Ohio Theatre Service Corp., a buying-booking cooperative headed by Tony Stern and Lou Ratener, has contracted with the Community Circuit to buy and book pictures for its first-run downtown Esquire Theatre. While "co-ops" have been popular with independent theatre owners in this area for the past 10 years, this is the first time that a major independent circuit has ever turned its buying and booking over to an outside organization and it is the first time that a downtown house has been farmed out for this service.

Exhibitors to Meet

BOSTON, June 19.—Last meeting of the summer for the Independent Exhibitors, Inc., will be held here on Tuesday, at a luncheon at Howard Johnson's.

Reviews

"Hellfire"

(Republic)

WITH William Elliott starring in the role of a reformed gambler, this Trucolor production combines outdoor action in the typical Western manner with a story of a man's fight to build a church. Marie Windsor plays a notorious lady bandit, and the supporting players include Forrest Tucker as a marshal and H. B. Warner as the minister who saves Elliott's life but loses his own. Elliott promises the dying minister to build a church according to the precepts of the Bible, not by violent, unlawful means.

Elliott plans to capture the lady bandit and use the reward to build the church. He attempts to convince her that she should give herself up. When Elliott realizes that the girl plans to continue her life of banditry, he becomes a deputy sheriff and arrests her. In the final scene three brothers who are hunting for Miss Windsor because she murdered their brother, break into the jail and shoot her. When Elliott arrives on the scene the wounded lady bandit, now convinced of her misdeeds, repents and dies in his arms.

William J. O'Sullivan produced and R. G. Springsteen directed. Dorrell and Stuart McGowan wrote the screenplay. Miss Windsor, while posing as a saloon entertainer, sings "Bringing in the Sheaves" and "Shoo Fly."

Running time, 90 minutes. General audience classification. Release date, June 26.

"Kazan"

(Columbia)

AS AN action dog story, "Kazan" is in the old tradition of Rin-Tin-Tin, filled with human interest and outdoor drama. The picture again demonstrates the fine companionship that can be achieved by man and his four-footed friend.

While principal credit goes to Zoro, a handsome white shepherd, in the title role of a dog driven to savagery by men and regenerated by a gentler person, Columbia studio and producer Robert Cohn saw to it that the human members in the cast did their work well. Writer Arthur Ross also deserves praise for supplying a credible story, emphasizing the natural effects of the elements, and the people and surroundings of the Canadian North Woods rather than resorting to the stereotype of a "wonder dog."

"Kazan" will appeal particularly to those regular lovers of animal pictures, although photographer Henry Freulich's skilled camera technique utilizes the ruggedly beautiful outdoor scenery, snow-filled trails, timber and majestic mountains, to the point of rendering this little film a delight also to outdoor fans and all admirers of nature's wonders. For action devotees, there is an abundance of exciting battles between Kazan and fierce wolves, wild cats and, for good measure, between the human hero and several villains. There is also the subtler drama of a father, the trading post proprietor, whose selfish love for his daughter and his own self-pity prevent him from allowing her friendship with any other person, dog or man.

Stephen Dunne offers a pleasing performance as the government game conservation agent who undertakes to prove that Kazan is a highly trained pack dog and not a "killer dog" or a wolf. Lois Maxwell is the troubled heroine while the late Roman Bohnen reveals rare dramatic worth as her sadistic father. Joe Sawyer is seen as the rascally promoter of dog fights. Two excellent character roles are contributed by George Cleveland as a bibulous old codger and John Dehner as a French-Canadian trapper. Will Jason directed.

Running time, 65 minutes. General audience classification. Release date, June 11.

Scoppa Enters Labor Row With Newsreels

Sal Scoppa, former head of IATSE studio mechanics Local No. 52 here, who has been working on special assignments out of "IA" headquarters, has been appointed by international president Richard F. Walsh to represent the "IA" in future negotiations between studio-mechanics' and cameramen's locals here and the newsreels. The negotiations, involving wage increase demands, have met with a number of deadlocks during the past several months.

"IA" international representative Joseph Basson, who ordinarily handles assignments such as the newsreel deadlock, has taken a month's leave of absence.

Rogers Safety Award

The Roy Rogers School Safety Award, to be presented to the elementary school winning a contest prepared in cooperation with the National Safety Council, has been donated by the Western star, who will present the silver trophy in person at the end of the contest, in August.

Vaudeville Revived by Reade at Asbury

ASBURY PARK, N. J., June 19.—Seven acts of vaudeville, plus a first-run picture—a policy similar to the New York Palace Theatre programs—will be initiated at the St. James, a Walter Reade Theatre in Asbury Park on July 1. The vaudeville, to be sold like the Palace at popular prices, will play one-week stands, changing on Wednesdays.

This will mark the first return of vaudeville to Asbury Park since the late 1920's when the New Jersey resort area functioned as a leading try-out spot for Broadway-bound shows and variety acts. The screen feature for the opening bill will be "Slightly French."

NSS Moving Not Set

National Screen Service has not yet determined the date of moving from its present home office at 630 Ninth Avenue to 1600 Broadway, the building which was purchased by NSS about a year ago. All tenants above the second floor were ordered out of the building by July 30.

Exhibitors Enthuse Over B & K TV Show

CHICAGO, June 19.—Exhibitors who attended the first Chicago showing of theatre television at the Balaban and Katz Chicago Theatre Thursday night were generally enthusiastic over the system itself, but were luke-warm over the initial presentation which included interviews with celebrities and entertainment by stage, screen and radio personalities. Employing the Paramount tele-transcription system, which records an event within 66 seconds after it emerges from the television tube, and then projects it on the screen through standard 35mm. machines, the event was accepted by the audience with varying degrees of enthusiasm, and, at times, placidity.

One competing circuit exhibitor expressed favor with B. and K. and Paramount for expending both time and money to develop the system which, he believes, will help theatres combat the competition of home television. An audience poll taken after the show drew superlatives over the tele-transcription system.

Station WBKB, which televised the entire program, reported at the weekend that negotiations for televising the June 22 world heavyweight bout from Chicago Stadium have been underway for the next Chicago Theatre event. However, it was said that it may take an 11th hour decision to clear the rights.

Denver Complaint Answered by Smith

Answering a complaint made at the recent meeting of Allied Rocky Mountain Theatres in Denver that a locally-approved 20th Century-Fox deal subsequently was rejected, A. W. Smith, Jr., sales vice-president in charge of sales, on Friday reaffirmed the company's policy of approving all deals in the field. He said that the misunderstanding was the result of "someone getting his signals crossed," adding that a contract for "Mr. Belvedere Goes to College" which had been rejected after it left the exchange, subsequently was approved. Smith said that the deal never went above Herman Wobber's division headquarters where the final action for the Denver area could be taken under the company policy; it did not reach the home office, he said.

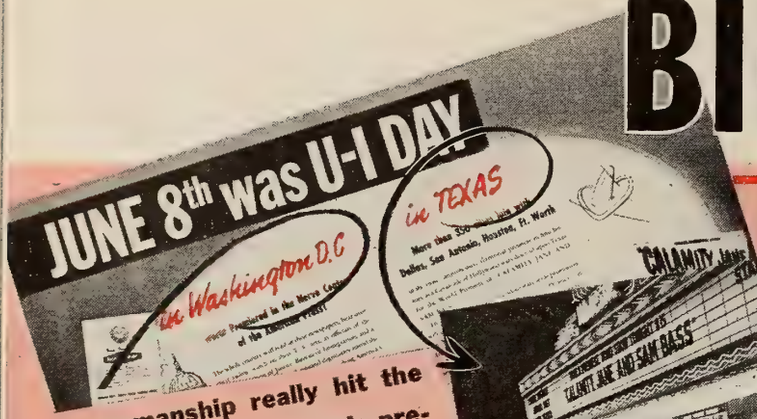
Organizational Meet For TOA Convention

LOS ANGELES, June 19.—Charles Skouras, president of National Theatres, acting in the capacity of general chairman of the Theatre Owners of America annual convention, to be held here in September, has called the first organizational meeting for Tuesday to map plans for the event. Some 24 representatives of exhibition in this area are expected to attend.

Mexicans Get Preference

MEXICO CITY, June 19. — Foreign players, including bit people and extras, must not be excluded from Mexican pictures, Andres Serra Rojas, director general of the film trade's own bank, the Banco Nacional Cinematografico, stressed in clarifying his recent order to producers to give preference to Mexican players. He pointed out that the order does not mean exclusion of foreigners, but merely that Mexicans get first choice.

BIG DOINGS PAY



U-I showmanship really hit the jackpot with the full week premiere celebration on "CALAMITY JANE and SAM BASS." In Dallas, San Antonio, Houston, Ft. Worth, Oklahoma City, Tulsa and 400 southwest theatres playing day-and-date, box-office records told the story of the tremendous success of this promotion. Terrific crowds in the streets and SRO business in the theatres. BIG DOINGS every minute of the day, every day of the week, paying off with BIG BUSINESS.



Movie Celebrities To Appear Here With Action Film

Miss De Carlo and Duff por... Calamity and Sam in the



...Yvonne De Carlo, star of n... numerous Universal-Internatior... movie productions and stepp... from the roll of film star to t... of saleswoman, wasted little t... in selling her first Opportu... Savings Bond in Dallas.

Moments after her arriva... Dallas Sunday, the lovely ... cious young actress from ... wood turned to W. B. Cl... Dallas County chairman ... current bond drive, for he... sale.

...long wit...

...11 a.m. ...Yvonne De Carlo a... ard Duff, stars of Universal-In-...

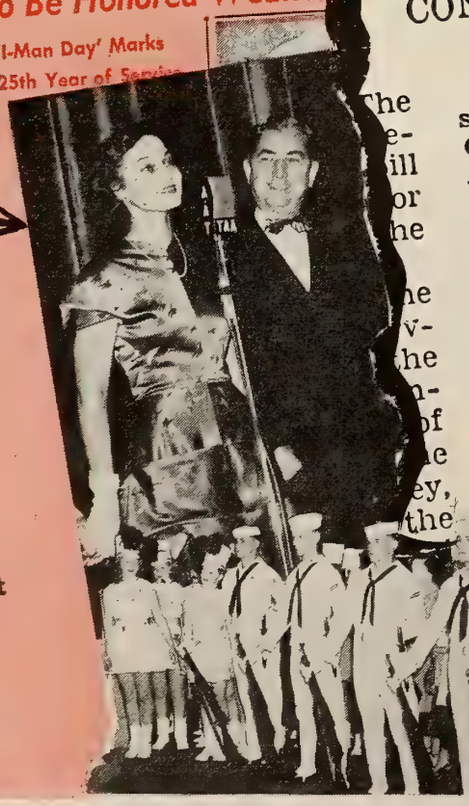
...Established ... the ...



This nation's press, radio and newsreels told the story of the "ILLEGAL ENTRY" premiere in Washington, D. C., to the whole country. It was the BIG EVENT of the season, with the capital's society and the nation's leading legislators, jurists and governmental heads showing the way to just plain folks who paid their admissions to give RKO Keith's Theatre one of the BIGGEST OPENING DAY grosses it has had in a year!

Border Patrolmen of Nation To Be Honored Wednes...

'1-Man Day' Marks 25th Year of Servi...



CONGRESSIONAL RECORD—SENATE

THE MOTION PICTURE, ILLEGAL ENTRY

STATEMENT BY SENATOR WILEY

I have commented on this matter in a statement placed on Monday, June 6, in the CONGRESSIONAL RECORD, on pages 7367–7368. At that time, I was glad to invite attention to an excellent motion picture, the Universal International semidocumentary film, Illegal Entry, whose world premiere will be held tonight in Washington. From all reports which I have received, this picture should be seen by every American not only as:

(a) An exciting film in its own right, but

(b) As a patriotic inspiration on the work of border patrol officers; and

(c) As an education in this vital problem, illegal entries.



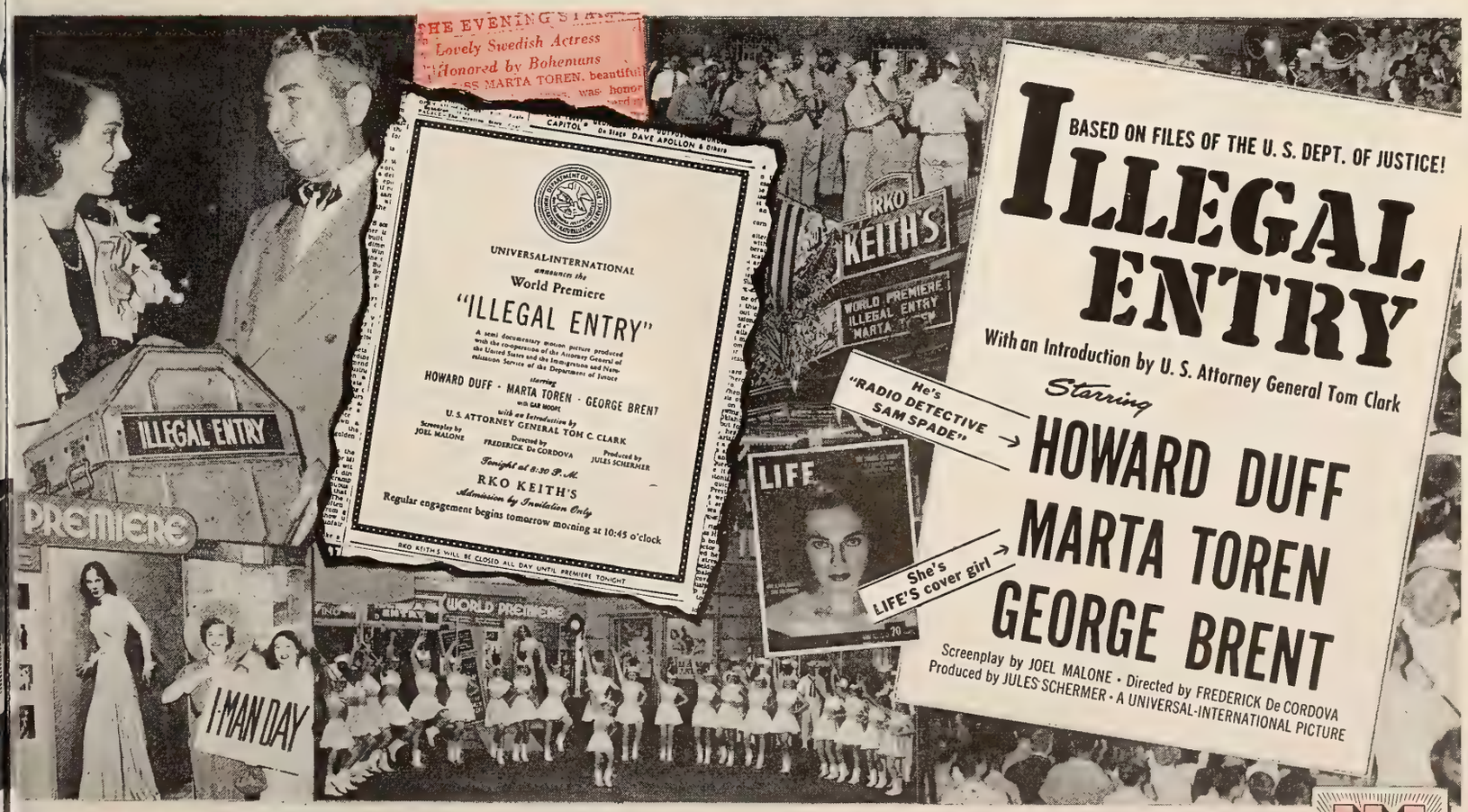
THIS COMPANY MAINTAINS THE PAYROLL SAVINGS PLAN FOR REGULAR PURCHASE OF U. S. SAVINGS BONDS

U.S. TREASURY AWARD FOR PUBLIC SERVICE

Two more great showmanship hits to join "THE LIFE OF RILEY," "MA AND PA KETTLE,"

OFF with BIG BUSINESS!





the U-I showmanship parade

"THE LADY GAMBLES" and "CITY ACROSS THE RIVER."

U-I
THE INDUSTRY'S SHOWMANSHIP LEADER

New Theatres Flood Bavaria, AMG Says

Cancellation of a Bavarian law requiring new enterprises, including theatres, to get a business license from the local government has started a rush into film exhibition, and the trend will probably be reversed only after motion picture theatres begin to go into bankruptcy, the U. S. Military Government for Bavaria declares in a report reaching here.

"Since the Military Government can only check into the political and professional background of the registrant, but cannot decide the question of necessity for a motion picture theatre in any locality, more theatres than are economically justifiable have been and are being opened throughout Bavaria," the report states.

TV Films Converted For Theatre Use

HOLLYWOOD, June 19.—Four television films produced by the Grant-Realm Company in 27-minute lengths and sponsored for video by American Tobacco have been combined into feature picture form and sent to an unnamed group of Canadian exhibitors reportedly interested in acquiring the subject for theatre exhibition purposes, according to Grant-Realm. Under the deal with American Tobacco, the films could be made available to theatres after six months.

The four are selected from 26 subjects and the remainder could be similarly converted. Grant-Realm indicated that American theatres will be approached on a similar basis if the Canadian deal works out favorably.

Margalo Gillmore in Film

HOLLYWOOD, June 19. — Margalo Gillmore, stage actress, will make her screen debut in Warner Brothers' "Perfect Strangers," with Ginger Rogers and Dennis Morgan, it is understood. Robert Ross, her actor-husband, also has been recruited from Broadway for the film, which Jerry Wald will produce and Bretaigne Windust will direct.

Danzigers Get Another

Edward J. and Harry Lee Danziger of Eastern Sound Studios, whose initial production, "Jigsaw," was released recently, have purchased "St. Benny the Dip," an original story and screen play by George Auerbach, for $100,000, it is understood.

Quash Florida City Tax

ATLANTA, June 19.—The Florida Supreme Court has ruled unanimously that the city of St. Petersburg had no authority to levy a 10 per cent theatre admission tax under an ordinance passed last fall.

Stage Shows for Ansell

First runs of Spanish language films and stage shows featuring Latin American screen, radio and vaudeville stars will be the new policy at Ansell Theatres' Puerto Rico here. Carlos Montalban is managing director.

Wis. Drawings Illegal

MILWAUKEE, June 19.—Drawings for utensils in a Milwaukee theatre were declared illegal in a ruling handed down at Madison, Wis., by Attorney General Thomas E. Fairchild.

Reviews

"Stagecoach Kid"

(RKO Radio)

AS a standard outdoor Western, featuring Tim Holt, the situations run true to the acceptable form, and the whole emerges just a shade better than expected. Directed by Lew Landers and produced by Herman Schlom, the film has touches that set it above the average film of this type. To be sure, the situations and characterizations run true.

Holt is teamed up again with Richard Martin, who plays Holt's buddy, as a Latin American cowpuncher. The boys work for a stagecoach line and when an attempt is made to hold up the coach for the purpose of kidnapping the owner of a ranch, Thurston Hall, the boys foil the holdup and get themselves involved in the usual gunfights, fist fights, hard riding and straight shooting. The crooked foreman of the ranch is killed and the daughter of the owner attempts to impersonate a boy and is soundly spanked for her efforts by Holt.

There are nice little touches of comedy here and there, nothing sensational, but enough to give the picture a certain lift. The photography, too, deserves a special nod with an odd and interesting angle being used to make nice variety. Holt is his usual able self in the lead, with Jeff Donnell registering nicely as the girl. Joe Sawyer is the bad one, working all the way through in a properly menacing fashion.

Running time, 60 minutes. General audience classification. For June release.

"Stallion Canyon"

(Kanab—Astor)

"STALLION CANYON" is the first picture from Kanab Pictures Corp. It has the benefit of Trucolor but there are glaring production weaknesses, such as poor photography and bad sound.

The story is a routine outdoor action melodrama. Ken Curtis fills the lead role of a cowpuncher, and cast opposite him romantically is Carolina Cotton. Plot concerns an attempt by a villainous fellow to deprive Curtis of his ranch through a mortgage foreclosure. The ranch is put up by Curtis as the stake in a horserace, and, although Curtis himself is deprived of victory in the race in consequence of an accident, an Indian friend wins it in Curtis' behalf, the result being that the ranch does not have to be relinquished. Hy Heath wrote the screenplay. Denver Brandon produced and Harry Fraser directed.

Running time, 72 minutes. General audience classification. For June release.

"The Bandit"

(Lux-Times)

AN ITALIAN-made production starring Anna Magnani and Amadeo Nazzari, this Lux film has a compelling and well-acted story and should register well with foreign film patrons here.

As in many other films from overseas, this picture over-emphasizes the love scenes to an unnecessary point, but the over-all theme sublimates and certainly takes attention away from the more sensuous sequences. Laid in chaotic Italy at the end of the war, the story opens with two friends coming back from the front—one going back to his family and the other, Nazzari, hunting fruitlessly for employment but determined not to join a criminal gang led by Anna Magnani. He discovers his sister, whom he had thought dead in a bombing, in the clutches of a white slaver, and in his attempt to free her, the sister is killed by the leader, who is murdered by Nazzari. Now a fugitive, he joins the game, becomes its leader, and is finally tracked down on a mountainside where he allows himself to be shot down. The whole tone of the film is grim with superb acting by the principals adding a great deal of pathos. Director Alberto Lattuada has done a fine job in building the dramatic sequences to the tragic and inexorable climax.

Running time, 77 minutes. Adult audience classification. For June release.

Harvey Wants

(*Continued from page* 1)

the old practice, evidently referring to 20th Century-Fox.

Harvey also hit percentage deals, claiming that under that setup some exhibitors lose money when grosses go above a certain point. He said that much of the industry's best product is being dissipated through lack of exploitation, and called upon both distributors and exhibitors to correct the situation.

Harvey was optimistic about the production problems in Hollywood, and said that teamwork with exhibitors would give the industry "new life." He sees no threat from television to the industry.

New Indiana Drive-In

MADISON, Ind., June 19.—The 400-car Skyline Drive-in theatre, operated by B. C. Kannapel and Elmer Schowe, has opened.

Republic Sues Press

(*Continued from page* 1)

publishers of the *Daily Peoples World*, San Francisco.

The two papers, according to the complaint, "wrongfully copied, used, appropriated and published a material and substantial part of the screenplay of 'The Red Menace,' a copy of which was surreptitiously and wrongfully obtained from Republic Studios."

The film company describes "Menace" as "currently creating a furore in the entertainment world because of its outspoken and documented blast against methods used by Communists to infiltrate and to lure unsuspecting Americans into its party, where they become tools of those who have sworn to destroy our American way of life," it was said.

The actions were started in New York Supreme Court and in the U. S. District Court, Southern District of California.

SAG, SIMPP

(*Continued from page* 1)

Eric A. Johnston, with a view to advancing the SAG's campaign.

Thompson and Dales, who returned to the Coast at the weekend following the annual meeting here of the Associated Actors and Artistes of America, originally were scheduled to go to Washington to act there in behalf of the Guild's position on the British question. In postponing the trip to Washington, they made plans to return here in about two weeks preliminary to going to the Capital at that time.

Thompson said the SAG views negotiations with the British in this light: discussions concerning the quota or film tax heretofore involved in the British industry and British government on one side and the American industry on the other; hence, by the time the film quota comes up for reconsideration in 1950 it is imperative that the U. S. industry have the State Department firmly committed to support actively and cooperatively the interests of the American industry, and thus make it an even fight.

Justice, FCC Bars

(*Continued from page* 1)

the FCC cannot discriminate in its licensing policies against "any kind of lawful occupation," Hume said this might result in newspapers or film companies having local monopolies of news media.

Hume said the Government has been fighting for 10 years to divorce producers from their theatres. "The theatre formerly represented the only means of exhibition," he said. "The television art now represents a second such means. It would be paradoxical if the Government should succeed in this 10-year struggle to prevent producer monopolization of theatre exhibition, only to hand the producers the means of monopolizing the new form of exhibition."

The FCC has indicated it would not disqualify film companies only because they are film companies, but how much of a barrier film connections are to getting a television license has never been stated.

Turning to the provision on granting licenses to anti-trust violators, Hume pointed out that it came at a time when the FCC was considering what to do about the licenses or applications of Paramount trust case defendants. He maintained the bill scrapped the FCC's power to bar such firms from radio and TV, but FCC acting-chairman Rosel Hyde told the Senate group only that the pending bill raised questions about the exact scope of the FCC's power in this field.

The hearings finished Friday, and the sub-committee will spend some time working over the bill.

Final WB Meetings

(*Continued from page* 1)

Catlin, Buffalo; Carl Goe, New Haven.

On Thursday and Friday, Lapidus will meet with Central district representatives, in Cleveland. Present will be Charles Rich, district manager, of Cleveland and branch managers J. S. Abrose, Cincinnati; J. H. Wechsler, Cleveland; C. W. McKean, Indianapolis, and F. D. Moore, Pittsburgh.

Also attending the meetings will be Mike Dolid, assistant to sales head Ben Kalmenson.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 120 NEW YORK, U. S. A., TUESDAY, JUNE 21, 1949 TEN CENTS

Wilson Defies MPAA-SIMPP QuotaTeam-up

Says It Is Needed to Safeguard Dollar Status

LONDON, June 20.—Harold Wilson, president of the Board of Trade, quickly accepted the challenge of a joint onslaught by the Motion Picture Association of America and the Society of Independent Motion Picture Producers against Britain's film quota.

In delivering an address at the summer school of the National Film Association at a Surrey village yesterday, Wilson characterized his new 40 per cent quota as both necessary and proper. The NFA is an organization sponsored by the Trades Union Congress and other Socialist groups.

Despite MPAA President Eric Johnston's protest that the monetary agreement governing American film earnings here effectively protects Britain's dollar position, Wilson claimed it is essential that Britain have a high enough quota "to safeguard the country's overseas payments position."

"We seek no monopoly and seek no

(*Continued on page 3*)

Mercury High, N. Y. 1st-Run Income Low

New York first-run statistics stay about the same: A few showcases are doing good business, but the majority are still drawing only mediocre income; the heat wave continues as an adverse factor.

Among the better drawing cards is 'It Happens Every Spring" with the Andrews Sisters topping a stage bill at the Roxy, where the second week's

(*Continued on page 8*)

MPAA, War Dept. in Japan Dollar Talks

WASHINGTON, June 20.—The War Department promised today it would study the possibility of allowing the film industry to get more dollars out of current operations in Japan and Korea, but indicated there was little chance of Army approval of various industry schemes for liquidating now

(*Continued on page 8*)

Schine Hearing Is Now Set for June 24

Buffalo, June 20.—Hearing in the government suit against Schine Theatres, which was scheduled for today, has been postponed by Judge Knight in U. S. District Court to Friday, at which time a consent decree is expected to be entered.

Ball Takes Decree Intervention Case To Supreme Court

WASHINGTON, June 20. — Harry Norman Ball, owner of the Penn Theatre in Ambridge, Pa., today asked the U. S. Supreme Court to order the New York District Court to permit him to intervene in the Paramount case and to work out provisions in the consent decree with Paramount to give him adequate relief.

Ball, along with the Partmar Corp. of Los Angeles, tried to intervene in the Paramount case the day the Paramount decree was signed, but were denied the right by the three-judge court. Partmar has also filed notice of its appeal, but the full record in the case, has not yet reached the high court.

Ball claims that the State Theatre, in Ambridge, is owned and operated 50 per cent by Paramount and is the fruit of "an illegal conspiracy" and had been used in restraint of trade, and should be divested." Adequate protection in licensing and other trade

(*Continued on page 8*)

U-I Adopts a Bonus Plan

Universal-International has instituted an incentive plan for its field distribution forces with district managers, branch managers, salesmen, office managers and bookers participating, William A. Scully, U-I sales vice-president, announces as the company opens a four-day sales meeting at the Hotel Waldorf-Astoria here today.



W. A. Scully

Under the plan, each branch will receive as a bonus an amount equal to five per cent of the charges on regular U-I releases over and above a base figure representing normal weekly charges, the five per cent being computed on the

(*Continued on page 8*)

MPAA Meeting with 2 N.Y. Groups Today

Continuing its series of meetings with exhibitor organizations to discuss public and industry relations, the special committee of the Motion Picture Association of America will sit in with officials of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York at a lunch-

(*Continued on page 8*)

Para. Agrees On Comerford Circuit Split

Para. Taking 14 of 69 Houses; Finske as Pres.

Completing the dissolution of the second of its major theatre partnerships within a little more than a week, Paramount yesterday concluded negotiations for the separation of its interest in the Comerford Circuit of 69 theatres, mostly in Pennsylvania.

Under the agreement, which will be effective on July 2, Paramount will acquire 14 wholly-owned theatres from the partnership with Comerford, leaving the latter with the remaining 55. The theatres heretofore were owned 50 per cent by Paramount and 50 per cent by Comerford.

A new corporation to be known as Penn Paramount Corp. will be formed by Paramount to operate its 14 theatres. Louis J. Finske, of the Comerford organization, will be named president and general manager of the new company. J. J. O'Leary, John Nolan and others of the Comerford operating organization will continue in their present capacities.

Terms of the deal were not dis-

(*Continued on page 8*)

Agenda All Set for Michigan ITO Meet

DETROIT, June 20.—Annual meeting of the Independent Theatre Owners of Michigan will be held on Thursday at the Variety Club in the Tuller Hotel.

Oscar Gorelick, president, announced the following agenda: nomination and election of all officers; reports about percentage pictures of ma-

(*Continued on page 3*)

New Mexico Owners Will Hear Sullivan

SANTA FE, N. M., June 20.—New Mexico exhibitors will meet in Santa Fe next Tuesday and Wednesday to adopt resolutions which will be taken before the national convention in Los Angeles later this summer.

Gael Sullivan, executive director of the Theatre Owners of America,

(*Continued on page 8*)

Paramount Weighs Group Selling for Two Thousand

Paramount has underway an analysis of market conditions throughout the country to determine the feasibility of a plan for licensing the company's product line-up for the remainder of the current calendar year to smaller accounts, numbering some 2,000.

A. W. Schwalberg, vice-president in charge of sales, said that the group licensing plan is designed in large part to keep the late subsequent and outlying area customers assured of the release on availability without having to wait for a salesman to call. He said that Paramount has received numerous complaints from smaller ac-

(*Continued on page 8*)

ECA Convertibility Meets Set by MPEA

Herbert J. Erlanger, Motion Picture Export Association assistant secretary-treasurer, will leave New York today for Washington with representatives of several MPEA member companies for conference with ECA officials concerning MPEA convertibility contracts for 1949 and 1950, the MPEA reported here yesterday.

Personal Mention

HAL WALLIS of Wallis-Hazen Productions will leave here today aboard the *S. S. Queen Mary* for London and Paris.

•

A. W. SCHWALBERG, Paramount's distribution vice-president; J. J. DONOHUE, central division manager, and G. R. FRANK, Indianapolis branch manager, will attend the meeting of the Associated Theatre Owners of Indiana at French Lick tomorrow and Thursday.

•

CHARLES SIMONELLI, Universal-International Eastern exploitation manager, and JEROME M. EVANS, U-I exploiteer, have returned here from Tulsa.

•

AL CORWIN, MPEA information director here, will leave next Monday for a two-week vacation in Winthrop, Mass.

•

B. R. GOODMAN, superintendent of Warner Brothers exchanges, and R. A. MCGUIRE, exchange auditor, have left here for Charlotte and Atlanta.

•

MURRAY SILVERSTONE, president of 20th-Fox International, will sail from here for Europe next Friday.

•

MILTON PETRIE, 20th Century-Fox executive, will leave New York today for Europe.

•

R. M. SAVINI, president of Astor Pictures, is enroute to St. George, Utah, from New York.

•

LOU COHEN, manager of Loew's Poli, Hartford, and MRS. COHEN, will leave there Aug. 1 for Cuba.

•

A. A. WARD, Altec vice-president, is back in Hollywood from New York.

Wald Set for Six

HOLLYWOOD, June 20.—Jerry Wald, Warner producer, has six productions lined up to go before cameras within the next six weeks, including "Young Man with a Horn," to be directed by Mike Curtiz; "The Victim," directed by Vincent Sherman; Milton Berle's "Always Leave Them Laughing"; "The Perfect Strangers," directed by Bretaine Windust; "The Big Cage," directed by John Cromwell, and "The Breaking Point." In addition, Wald will do at least four others before the year is out, including "The Glass Menagerie," which Irving Rapper will direct, "Serenade," which Curtiz will direct, "The Story of Will Rogers" and "Safe Harbor."

More MOT War Coverage

Deciding to complete the pictorial documentation of World War II, begun with Gen. Dwight D. Eisenhower's "Crusade in Europe," with a series of the Pacific War, March of Time has launched production on film coverage of the Pacific conflict, it is announced by Roy E. Larsen, president of Time, Inc.

M-G-M's U.K. Studio Cost $18,000 Weekly

LONDON, June 20.—Recent closing of M-G-M's British Studios, Ltd., at Boreham Wood, Herts, is costing the company some 4,500 pounds, ($18,000) a week in honoring of contractual agreements as they expire, it is understood here. At present there is no indication of the studio reopening. The company's plans for the production here of the Greer Garson sequel to "Mrs. Minniver" and "Young Bess" are definitely off.

One of the reasons for closing the studio is said to be a desire to test the reactions of American audiences to such British-made pictures as "Edward, My Son" and "The Conspirator." Another reason, less freely admitted, is said to be the reluctance of American talent and technicians to come here because of relatively trying conditions.

Among the personnel recently released from the studio was Hugh Findley, in charge of studio publicity.

Meanwhile, E. J. Mannix, M-G-M Hollywood studio executive, is expected to arrive here shortly to confer with Ben Goetz, in charge of the M-G-M studio here. At present, Mannix is in Rome conferring with Henry Henigson, in charge of production of "Quo Vadis," which was recently postponed because of an eye ailment of its star, Gregory Peck. It is further believed that labor and technical conditions also necessitated the postponement.

Kramer Launches His New Production Unit

HOLLYWOOD, June 20.—Stanley Kramer has filed papers of incorporation for his new company, Kramer Productions, Inc., which will take over from Screen Plays, Inc., his previous organization, three distribution commitments with United Artists. The stock of the new enterprise is wholly owned by Kramer, George Glass and Carl Foreman, its officers, who were associated with Kramer in Screen Plays and in the production of the recent "Champion" and "Home of the Brave" productions.

Niven Leaves Goldwyn

The contract between David Niven and Samuel Goldwyn has been terminated by mutual consent, the separation being described as "amicable," and marking the end of an assocsiation that began 14 years ago, the Goldwyn office in New York reported yesterday. Niven will soon be seen in "The Elusive Pimpernel," produced in England by Powell and Pressburger for Sir Alexander Korda and Goldwyn. It will be presented in this country by Goldwyn through RKO-Radio. His current picture, "A Kiss for Corliss," now shooting for Colin Miller, independent producer, is the English star's last and final picture under his Goldwyn contract.

Football Film Bow Set

World premiere of "Father Was a Fullback," 20th Century-Fox football picture, starring Fred MacMurray and Maureen O'Hara, has been set for October 8 at Madison, Wis.

Tone and Allen Back TOA on TV Trailers

Franchot Tone and his production partner, Irving Allen, "agree entirely" with the views of Theatre Owners of America executive director Gael Sullivan on the utilization of television for the promotion of new pictures, Allen has informed the latter. Sullivan in behalf of TOA, has been urging distributors and producers to use such video trailers. Several distributors have submitted favorable reports to the TOA.

Allen reported to Sullivan that the Tone-Allen production, "The Man on the Eiffel Tower," has been backed up with a 90-foot, one-minute, 16mm. television trailer made by National Screen, together with shorter ones. "The motion picture industry, as you have indicated," Allen told Sullivan, "must certainly recognize television as a medium of sales and exploitation.

Promotion Overseas Excellent: Emerling

Ernest Emerling, advertising-publicity director of Loew's Theatres, yesterday cited the excellent job being done in Italy and Switzerland on the promotion and merchandising of pictures. Emerling returned at the weekend from a three-and-a-half week vacation in Europe.

Emerling said that the Italians with whom he talked generally showed a preference for American films to all others. He also praised the skill with which dubbing is done to American product. Production in Italy is slow, he said.

While in Rome, Emerling had an audience with the Pope. Actor Clifton Webb also had a Papal audience on the same day, Emerling said.

Exhibitors Invited to Paramount Meetings

Several Western exhibitors in a 12-state area, have been invited to six branch centers to join Paramount's distribution forces in celebrating the company's "Gold Rush of '49."

Get-togethers in advance of the celebration, which will start on Labor Day and continue for 13 weeks, were launched in Seattle last Thursday and Friday. Meetings are being held today in Portland; San Francisco, June 22-23; Denver, July 6-7; Salt Lake City, July 8-9; Los Angeles, July 11-12. The meetings are under the direction of George A. Smith, divisional sales manager, and H. Neal East, division sales campaign captain.

Goldburg Acquires Film

Jesse J. Goldburg, operating United Screen Associates, has taken over distribution rights, including television and short-width rights, to the recently-produced feature, "Midnight Frolics," for the entire world outside of the United States. "Midnight Frolics" was produced in a Los Angeles burlesque theatre with the original cast and chorus. There was no motion picture script or screen version prepared.

Louis Krouse, Labor Leader for 40 Years

Louis Krouse, retired general secretary-treasurer of the IATSE, died on Sunday in Philadelphia after a number of years of failing health, "IA" headquarters reported here yesterday.

Krouse began a long career as a labor leader in 1909, when he became the first business agent of IATSE Local No. 307, Philadelphia. Several years later he became president of the local and continued in that capacity for almost three decades. In 1917, Krouse was elected fifth vice-president of the Alliance and in the ensuing years served also as an international representative, as manager of the adjustment and claims department and then as assistant international president. He became general secretary-treasurer in 1937 and held that post until illness forced his retirement in 1945.

Funeral services will be held tomorrow from the Morris Rosenberg Funeral Parlors, Philadelphia. Interment will be in Roosevelt Cemetery there.

J. J. Rhodes Dead at 49

MEMPHIS, June 20.—J. J. Rhodes, West Memphis, Ark., theatre man, died Sunday at the age of 49. He built the Crittenden Theatre in West Memphis 10 years ago and operated it until his recent retirement for reasons of ill health.

J. A. Lautaret, Exhibitor

Joaquin Alberto Lautaret, Argentine exhibitor and owner of a circuit of approximately 140 theatres, died June 12 in Buenos Aires, according to word reaching here from the Argentine capital.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SPENCER TRACY - DEBORAH KERR
"EDWARD, MY SON"
Ian Hunter - Leueen MacGrath - James Donald
Mervyn Johns - Harriette Johns
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents BOB HOPE LUCILLE BALL in Damon Runyon's "SORROWFUL JONES" Introducing MARY JANE SAUNDERS
in Person LOUIS PRIMA And His Orchestra
Kelly Smith and Jeanne Vincent
plus VIC & RADIO The Amazing MR. BALLANTINE
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street West of Broadway
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

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Michigan ITO Meet

(*Continued from page* 1)

jor companies and increased rentals charged for pictures; a plan to help small exhibitors in every type of situation, city or town; reports about violations of film salesmen in forcing pictures on exhibitors because of their refusal to buy "lemons"; preparation to fight the proposed state 10 per cent tax on admissions; unfair clearance on small town theatres.

CosgroveNamesRMA Committee Chairmen

WASHINGTON, June 20.—R. C. Cosgrove, president of the Radio Manufacturers Association, has appointed committee chairmen for 1949-50 and members of a new television committee which will be concerned with growing television problems such as FCC allocations, public information and other matters.

Max F. Balcom was named chairman of the television committee. Other members are: Benjamin Abrams, Dr. W. R. G. Baker, W. J. Barkley, H. C. Bonfig, Dr. Allen B. DuMont, J. B. Elliott, Paul V. Galvin, W. J. Halligan, and L. F. Hardy.

Other committee chairmen are: legislation, John W. Van Allen; advertising, Stanley Mason; cathode ray, R. E. Carlson; credit, William W. Paul; excise tax, S. Insull, Jr.; exports, V. S. Mameyeff; industrial relations, G. W. Thompson; industry statistics, Frank W. Mansfield; membership, J. J. Kahn; school equipment, A. K. Ward; service, A. T. Alexander; town meetings, R. C. Sprague; traffic, Richard C. Colton.

'Dan Patch' Aids Variety

MINNEAPOLIS, June 20.—Minnesota Amusement president Harry French has received home office approval to donate the State, Minneapolis, "and all that goes with it" to the W. R. Frank-Northwest Variety Club premiere of Frank's "The Great Dan Patch" to be held at the theatre on July 20; the entire proceeds from the special showing will be earmarked for Variety's Heart Fund. Tickets are priced at $5 for the one performance.

Managers Go to School

BOSTON, June 20.—A school for theatre managers will be opened here Tuesday by American Theatres, with district manager J. Dempsey in charge.



Louisville Drive-in Opens, Set 2 More

LOUISVILLE, Ky., June 20.—The Kenwood Drive-In, Louisville's sixth, is expected to open within the week. It claims to have the largest screen wall of any drive-in theatre in the South. The estimated cost, including its 36 acres of ground at Third Street Road and National Turnpike, is more than $100,000. It has space for 800 automobiles, with provisions for expanding to a 1,400 car capacity. The screen wall is reported to be 71 feet high and 72 feet wide and able to withstand 100-mile-an-hour winds.

Construction will begin shortly on a new drive-in theatre to be located between Jeffersonville and New Albany, Indiana. When completed it will bring the total to seven such enterprises in operation in the Falls Cities area. Also, an incorporation charter was granted to the B. & W. Amusement Co., Inc., Hopkinsville, Kentucky, for $50,000 for a drive-in. Incorporators were listed as George and Dawson Edwards and Shelby McCallum, all of Benton.

More New England Drive-in Activity

HARTFORD, June 20.—A 200-car drive-in being built at Salem, N. H., by Harold Weinhold, is expected to be ready by July 1.

Nathan A. Trager, manager of the Brockton Airport, Brockton, Mass., has been given a permit to erect a drive-in in the Campello section of that town.

The Town Council at Stratford has rejected the application of Bowl Outdoor Theatre Corp. for authority to construct an open-air theatre opposite the Municipal Airport. The corporation is reported to be comprised of a group of Hartford, New Haven, and Fairfield county residents.

Will Add 2 Drive-Ins

OTTAWA, June 20.—Western Drive-In Theatres has completed plans for construction of two additional outdoor theatres in Alberta.

Music Hall Sets 3 For Summer Schedule

The booking of three new films by Radio City Music Hall to complete its summer and early fall schedule was announced here yesterday.

They are M-G-M's Technicolor musical, "In the Good Old Summertime"; "Madame Bovary," also an M-G-M picture; and Alfred Hitchcock's "Under Capricorn," a Warner Brothers' picture in Technicolor.

Five Out of Six Are Rated A-1 by Legion

Of six additional pictures reviewed by the National Legion of Decency, five were placed in Class A-I: "Come to the Stable," 20th-Fox; "In the Good Old Summer Time," M-G-M; "Laramie" and "Riders of the Whistling Pines," both Columbia, and "The Stagecoach Kid," RKO Radio.

The J. Arthur Rank—Eagle-Lion film, "Broken Journey," was placed in Class A-II.

Sunday Films Legalized

ACWORTH, Ga., June 20.—By a vote of 248 to 151, citizens of this city have voted to legalize Sunday motion pictures.

Greenberg Is Named Studio Art Chief

HOLLYWOOD, June 20.—Norman Siegel, Paramount studio director of publicity and advertising, has appointed Abe Greenberg art director of the department here. Greenberg, who joined the Paramount publicity staff in 1945, formerly was on the *New York Daily News* where he served as night picture editor. Since joining Paramount he has been in charge of special art features. In his new capacity he will coordinate all of the department's art requests.

Haven't Told Myers About MPAA Agenda

WASHINGTON, June 20.—Allied States general counsel Abram F. Myers today refused to comment on next Saturday's Indianapolis meeting between Allied and MPAA leaders, declaring that "I'm completely in the dark as to what they want with us." Myers said arrangements for the meeting had been made between Allied president William Ainsworth and MPAA president Eric A. Johnston.

Allied leaders who will attend the meeting will be Ainsworth, Myers and Trueman Rembusch.

SIMPP, Arnall to Talk Pact Tomorrow

HOLLYWOOD, June 20.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will report on the organization's activities in the East to a full meeting of the membership on Wednesday at Lucey's Restaurant. The membership, which also comprises the board of directors, will hold a business session following the luncheon meeting, at which time it is believed proposals for converting Arnall's present part-time status to a full time presidency on a contract will be dealt with.

2 More Pictures to WPIX

Television rights to "Pygmalion" and "Major Barbara" for the United States have been obtained by station WPIX here, Robert L. Coe, station manager, announces. Negotiations for the films were handled by James S. Pollak, program manager and Ed Evans, film relations director, and Morris Helprin, who represents Gabriel Pascal, producer of the pictures.

Wilson Defies

(*Continued from page* 1)

quota protection beyond that necessary to maintain our film industry at a rate at which it can reasonably be expected to produce," Wilson said. "Equally we have a right to expect free access and a fair showing for British films on the world's screens."

Wilson, perhaps belatedly, revealed himself as now convinced of the folly of making pictures for the home market only.

He said the "export or die" maxim applies as much to Britain's film industry as to the nation generally.

He agreed that the anxiety of producers to cut costs in the recent crisis was a good sign "but the policy contains an element of danger because it might lead to stereotyped, mass-produced films which denied them any chance of earning dollars." He said austerity cannot be allowed to lead to a deterioration in film quality which would be liable to drive people away from theatres or cramp the style of creative artists.

Wilson declared it to be essential that the industry be so organized and financed that its first aim would be the production of top-quality films, many of which would be unable to recoup their costs in the home market, but as a basis therefor there should be maintained a sufficient flow of general production providing a group of technicians and artists necessary to make the prestige films.

Inferring that his Film Finance Corp. played an influential part, Wilson said that three months ago only 10 features were in production, whereas there are now 15, with 17 more ready to start in the next month or two.

AFL Film Council Protests

HOLLYWOOD, June 20.—The Hollywood AFL Film Council has telegraphed Acting Secretary of State James Webb and California's Congressional representatives "strongly supporting" briefs being submitted by producer associations in protests against British restrictions on American films. Telegram read in part: "Britain's actions prove it is not a dollar shortage that motivates her unfair trade restrictions against our pictures, hence we urge reopening by our Government all phases of the Anglo-American film relations."





Matching muscle with 10 men and horses, Joe resists invasion of his native Africa!



Tormented, Joe runs amok, wrecks night club, tosses lions around like kittens!



Braves blistering flames of burning building, climbs dizzy heights to rescue children!

GIANT GORILLA BECOM

In the Show With the Ten Most Terrific Thrills E

1. Baby gorilla reared by girl!
2. Fights capture by men and horses!
3. Tamed as night club star!
4. Out-muscles 10 strong men!
5. Balances girl, piano, over head!
6. Tormented, goes wild!
7. Rips iron door steel bars!
8. Wrecks pale tial night club

John Ford and Merian C. Cooper present

MIGHTY JOE YOUNG

MERIAN COOPER'S AMAZING ADVENTURE IN THE UNUSUAL

starring

TERRY MOORE · BEN JOHNSON

and ROBERT ARMSTRONG with FRANK McHUGH

Directed by ERNEST B. SCHOEDSACK

Technical Creator Willis O'Brien · Screen Play by Ruth Rose

An Arko Production · Distributed by RKO Radio Pictures, Inc.



SOLD LIKE A CIRCUS FOR THE HISTO
THROUGHOUT NEW ENGLAND AND

POWDER-KEG PET OF SOCIETY!

ctured:

efies police
hine guns!

escues chil-
from blaze!



-MAKING 350-THEATRE PREMIERE
I. Y. STATE BEGINNING JULY 13th!

THIS SUMMER'S GIAN



"This super western is superb in its panoramic sweep. Packs rugged outdoor romance, and gorgeous scenics!"
—FILM DAILY

GUY MADISON

ALLIED ARTISTS Proudly Presents

MASSACRE

with CAROLE MATHEWS · CATHY DOWNS · STEVE BRI

Produced by JULIAN LESSER and FRANK MELFORD · Directed by John Ra

UTDOOR SMASH!... *Ready Now!*

CHECK THAT TERRIFIC TITLE!...CHECK THE GREAT YOUNG STARS!
CHECK THE EPIC GRANDEUR!...CHECK THE SPECTACULAR ACTION!
AND YOU'LL KNOW THE KING SIZE OF ALLIED ARTISTS' *BIG* ONE!



RORY

CALHOUN

RIVER

FILMED IN SEPIA TONE

"Tensely dramatic. It imparts bigness to the outdoor scenes!"
—*HARRISON'S REPORTS*

"Lends itself to hefty selling & exploitation!
—*THE EXHIBITOR*

T BAKER and JOHNNY SANDS

eplay by Louis Stevens • A WINDSOR PRODUCTION

N. Y. Income Low

(*Continued from page* 1)

gross is estimated at $75,000; the show concluded its first week with a take of $90,000, which is above earlier estimates. "Sorrowful Jones," with Louis Prima among others on stage, gave the Paramount about $75,000 in a good second week, and on the basis of business on Sunday and yesterday, might wind up a third week with close to $68,000. "Neptune's Daughter," with Alvino Rey's orchestra, and Jerry Lester on stage, probably will draw about $58,000, which is fair enough, in a second week at the Capitol.

"You Were Never Lovelier" and "Cover Girl," Rita Hayworth-starring reissues, probably will give the Criterion about $23,000 in a healthy first week. "Night Unto Night," with Phil Spitalny's orchestra on stage, is down to about $18,000 in an unusually slow second week at the Strand; it will be followed by "Colorado Territory" on Friday. "Barkleys of Broadway" should give the State a modest seventh week's $15,000. "Johnny Allegro" is faltering at the Rivoli, where only $7,000 is apparent for the third and final week; it will be replaced by "Take One False Step" tomorrow.

"Edward, My Son," with the stage show at the Music Hall, is likely to wind up a third and final week tomorrow night with about $106,000, which is very mild busines. The Hall's new show, on Thursday, will comprise "Look for the Silver Lining" and a stage production featuring a spectacular electrical fireworks display.

"Home of the Brave" is holding up fairly well at the Victoria, where the sixth week's take might reach $13,000. "Champion" might hit the $8,000 mark in a so-so 11th week at the Globe. "Red Menace" will bow in at the Mayfair on Saturday, following "Trail of the Lonesome Pine," which might gross about $10,000 in a slow second and final week.

The single week of "The Judge Steps Out" and eight new acts on stage should give about $24,000, which is sturdy business, to the Palace. The Astor will take in about $7,000 with "We Were Strangers" in a minor eighth week.

Still going good are the three Brititsh-made attractions at first runs here with grosses estimated as follows: "Hamlet," Park, 38th week, $8,300; "The Red Shoes," Bijou, 35th week, $8,000; "Quartet," Sutton, 12th week, $8,000.

U-I Bonus Plan

(*Continued from page* 1)

basis of a 26-week total. An additional five per cent incentive is being offered on bookings of certain specified independent productions handled by U-I. The incentive plan, which is currently underway, will terminate on October 29.

Of the five per cent being offered in each branch, the salesmen, office manager and booker will share two and one-half per cent; the branch manager will reecive one and one-half per cent, and the district manager one per cent.

Argentina Raises Tax

WASHINGTON, June 20.—Argentina's theatre tax, previously based on total seating capacity, has been changed to 8.45 per cent of the proceeds from tickets sold for each show; and an additional tax of 10 per cent (instead of a former five per cent) is included in the price of the tickets.

MPAA, War Dept.

(*Continued from page* 1)

some $4,500,000 of already frozen funds.

The Army's stand was taken at a conference of top industry leaders and California Senators and Congressmen. The conference was called by Republican Senator William F. Knowland to study the industry's Japanese problems. Attending were MPAA president Eric Johnston, legislative representative Jack Bryson and Joyce O'Hara. From Congress, in addition to Knowland, there were Senator Sheridan Downey and representatives Cecil King, John Phillips and Gordon McDonough.

Government's Views

Tracy Voorhees, Assistant Secretary of the Army for Occupied Areas, gave the Government's views. He said he planned to go to Japan next month and would discuss with General MacArthur and other top SCAP officials the possibility of the industry getting out more of its current earnings, either through a larger convertibility guarantee by the Government or some other method.

The California-MPAA group will attempt to take up the problem with defense secretary Louis Johnson later this week, possibly Wednesday.

New Mexico Owners

(*Continued from page* 1)

heads the list of speakers for the second convention of the New Mexico Theatres Association at the La Fonda Hotel. He will address a banquet on Wednesday.

Directors of the NMTA will meet in the morning preceding the opening of registration. A closed general business meeting will be held in the afternoon. Officers will be elected at a business meeting Wednesday. Milas Hurley of Tucumcari is president of the association and Russell Hardwick of Clovis is secretary-treasurer.

Ball Decree Case

(*Continued from page* 1)

practices should also be given the Penn, Ball argues.

"The consent decree is wholly inadequate in failing to take into consideration situations in which the Paramount defendants own interests in theatres which they created and maintained and which represent illegal fruits of their monopoly and conspiracy," Ball said. "The decree fails to comply with the mandate of this court, that to the extent acquisitions were the fruit of monopolistic practices or restraints of trade, they should be divested. And no permission to buy out the other owner should be given a defendant," Ball said.

Briefs Are Filed

Both Paramount and the Government have filed briefs asking the high court not to permit Ball's intervention. The Government claims that Ball and Partmar have no standing in the Paramount proceeding, that the consent judgment was designed to help exhibitors as a whole and the industry generally and not to correct every single situation, and that if this intervention is granted, every other independent exhibitor will be coming in with similar claims and the decree will be rendered useless.

Para. Group Selling

(*Continued from page* 1)

counts on the infrequent appearances of representatives of the film company.

The company, of course, will abide by the court order which requires a 20 per cent cancellation privilege in all cases where groups of films are sold before tradeshown. Additionally, the licensing of one film will not be conditioned on the licensing of others.

The accounts likely to be serviced under the plan are those which generally pay a maximum of $75 for a top film from the company. Having licensed for a group of new films to January 1, the theatremen could play the product at whatever playing time they desired.

MPAA, Exhibitors

(*Continued from page* 1)

eon session today at the Hotel Astor.

The MPAA committee on community and exhibitor relations consists of Ned E. Depinet, chairman, and Austin Keough, Maurice Bergman and William F. Rodgers. Representing the ITOA will be a committee comprising Max A. Cohen, chairman, and Norman Elson and William Namenson. MMPTA officers had not decided who would attend as of yesterday.

'Stable' Opens July 27

World premiere of 20th Century-Fox's "Come to the Stable" will take place on Wednesday night, July 27, at the Rivoli Theatre here, it was announced yesterday by A. W. Smith, Jr., sales vice-president. The theatre will be closed that morning and afternoon to prepare for the formal dress, reserved seat invitational showing.

Para. Split-Up

(*Continued from page* 1)

closed, but, according to trade reports, very little cash changed hands, the exchange of stock for theatres having been balanced fairly evenly on the basis of agreed upon valuations for the properties changing hands.

Under its consent decree entered into with the government ending the anti-trust suit against the company, Paramount is authorized to retain a maximum of 14 of the 69 Comerford partnership theatres. The decree specifies that Paramount may keep one theatre in each of the following towns in Pennsylvania: Bloomsburg, Carlisle, Hazelton, Lebanon, Pittston, Pottsville, Shenandoah, Sunbury, Wilkes-Barre and Williamsport. Paramount also may keep two theatres in Scranton and two outside Pennsylvania.

14 Unidentified

The 14 theatres it will retain were not identified by the company.

Paramount's first partnership dissolution agreement was rechead with E. V. Richards, Jr., in New Orleans on June 10. In that instance Paramount agreed to acquire during the first quarter of 1950 Richards' entire 50 per cent interest in Paramount-Richards Theatres. Under its consent decree, Paramount will have to dispose of approximately 35 of those theatres within six months after the deal becomes effective.

Paramount is pressing negotiations with other theatre partners currently to meet the requirement of dissolution of one-third of its partnerships by next March 30. Consequently additional agreements with partners are expected in the near future.

WATCH FOR

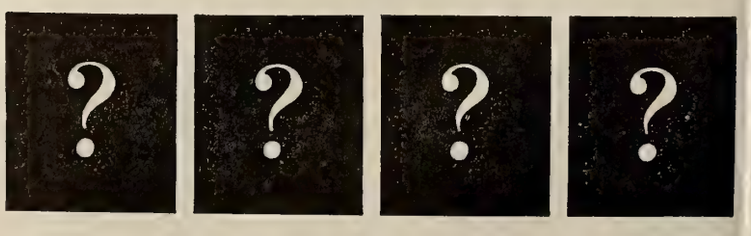
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PARAMOUNT PROOF

that

"*THE Heiress*"

WILL BRING A FORTUNE TO YOUR BOXOFFICE...



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 121 NEW YORK, U. S. A., WEDNESDAY, JUNE 22, 1949 TEN CENTS

Revive Market Principles, Scully Advises

Suggests Keen Analysis Of All Firms' Product

A revival of four basic principles in the marketing of motion pictures was emphasized by W. S. Scully, sales vice-president, in an address given here yesterday at Universal-International's district sales managers meeting at the Hotel Waldorf-Astoria. The meetings will continue until Friday.

Scully cited these principles as follows, according to a U-I statement:

"More conversation about how pictures can be put over and less conversation about terms. The original success of this business was created by an enthusiasm to get people into

(*Continued on page 6*)

20th-Fox Canadian Meeting Tomorrow

Twentieth Century-Fox will hold its annual Canadian sales meeting at the Royal York Hotel in Toronto beginning tomorrow. Highlights of the two-day session will be the announcement of the company's product for the coming year, and a luncheon-meeting tomorrow to be attended by leading exhibitors.

Leaving today for Toronto from the home office are Andy W. Smtih, Jr., sales vice-president; Charles Einfeld, vice-president in charge of advertising-publicity; Peter Levathes, short subject sales manager, and Roger

(*Continued on page 6*)

Waller and Beller to Leave MPAA July 1

Tom Waller, director of information in the New York office of the Motion Picture Association of America, announced that he and his assistant, Larry Beller, are leaving on July 1 as the result of the economy program recently announced by the association.

Waller joined the MPAA in 1947 and for two years prior to that he was publicity manager at United Artists' home office, a post he assumed after 11 years handling syndicates and features at Paramount here, following five years on the New York staff of *Variety*. Beller was on UA's publicity staff before he joined the MPAA.

Nine to Para., 43 to Malco In Split Deal

MEMPHIS, June 21.—A final deal between Paramount and Malco Theatres, Inc., was taking shape tonight in the division of theatres owned jointly by the two companies under terms of the U. S. Supreme Court "divorce decree."

Paramount will become sole owner of nine theatres in six cities — Memphis, Fort Smith, Ark., Hot Springs, Ark., Fulton, Ky., Jackson, Tenn. and Owensboro, Ky.—and Malco will keep 43 theatres under the plan proposed and now being considered.

M. A. Lightman, Sr., president of Malco Theatres, spent most of today in conference with his partners, M. J. Pruniski of Memphis and M. S. Mc-

(*Continued on page 7*)

2 Large-screen TV Tests Here Tonight

Two experiments in large-screen theatre television which are expected to figure largely in determining its actual box-office value will take place tonight when both Fabian's Fox Theatre, Brooklyn first-run, and Paramount's Paramount Theatre on Broadway will show video pictures of the Walcott-Charles heavyweight bout as relayed from Chicago. Paramount will use the intermediate system which

(*Continued on page 6*)

MPA, Secy. Johnson To Talk Jap Funds

Washington, June 21.—Top Motion Picture Association of America officials and a delegation of California Congressmen cooperating with them in an effort to get blocked film-funds out of Japan will meet here on Thursday with Secretary of Defense Louis Johnson. The group met yesterday with Army Assistant Secretary Tracy Voorhees.

MPAA says it will spend $2,180,000 during the coming year to distribute films in Japan, Korea and the Ryukyus and should be guaranteed convertibility of at least this amount.

Rank Films Rise in Latin America: Weait

Both Universal-International and Eagle-Lion have made wide strides with Rank films in Latin America, Robert Weait, treasurer of the U. S. J. Arthur Rank Organization, and in charge of its Latin Ameircan activities, asserted here yesterday. Weait has just returned from a 10-week tour, inspecting Latin American distribution results and conferring with exhibitors.

Weait said that 24 Rank pictures will be distributed in Latin America this year (12 each for U-I and E-L), compared to 17 in 1948. Asked how much money the Rank organization has taken out of Latin America, he declared that the figure was "very satisfactory," but declined to state any

(*Continued on page 6*)

"Come to the Stable"

[*20th Century-Fox*] — For the Whole Family

THOROUGHLY enjoyable entertainment has been made of this Clare Booth Luce story of two nuns who come from France to a New England town to establish a children's hospital, their total capital on arrival being $14.60.

Loretta Young and Celeste Holm, as the nuns, give to their characters a beguiling innocence that makes credible their victories over the obstacles in their path. What they accomplish would not even be attempted by the worldly-wise. Their success in their endeavor is not achieved by a script resort to miracles but rather by their implicit and child-like faith in the inherent goodness of everyone. Rather than destroy that faith or, perhaps, because some would like to believe themselves as good as the nuns believe them to be, amazing gifts and help come from the most unlikely sources.

The script, and Henry Koster's knowing direction, as well as the Misses Young's and Holm's performances, keep the story on a warm, human level. There is a good measure of humorous incident, as when the nuns demonstrate how they learned to drive a jeep in France during

(*Continued on page 6*)

Independents Indorse MPAA Goodwill Idea

ITOA In; Brecher Gives Assurances for MMPTA

The principle of an all-industry endeavor to improve intra-trade and public relations was endorsed by the Independent Theatre Owners Association of New York at a meeting here yesetrday with an executive group representing the Motion Picture Association of America.

Support on an individual basis was given by Leo Brecher, president of the Metropolitan Motion Picture Theatres Association, who told the conferees that he could not commit his organization for the reason that it has not met since the MPAA invitation to participate in the exploratory conference on public relations was extended. According to an MPAA statement subsequently issued, Brecher added: "Nevertheless, we are concerned regarding public relations activity. If a proper program can be developed, I am sure the good sense of our members will lead us to participate."

The two exhibitor groups and the

(*Continued on page 6*)

Newsreel Economies Bring More Layoffs

The labor and economic crises through which the five major newsreels are passing have produced further evidence of austerity with the disclosure yesterday that Universal Newsreel has followed Movietone News in discharging cameramen.

Six were dismissed by Universal in the last few days in Los Angeles, Philadelphia, Boston and New York. It was reported last week that Movietone News had dispensed with about a

(*Continued on page 7*)

Says Financing for Independents Scarce

CHICAGO, June 21.—W. R. Frank, independent producer and Minneapolis exhibitor, told exhibitors at a luncheon today at the Blackstone Hotel that most independent producers now are forced to finance their pictures in their entirety. The producer of "The Great Dan Patch," which United Artists is distributing, stated that there are no sources of second money available in Hollywood at all any more,

(*Continued on page 7*)

Personal Mention

HARRY M. KALMINE, president of Warner Theatres, is in Chicago from New York.

•

MAYOR HUGH J. STRONG of Kinnelson, N. J., president of Strong Celulose Corp., 20th-Fox subsidiary, has been appointed a member of the New Jersey State Racing Commission.

•

DR. VLADIMIR K. ZWORYKIN, RCA Laboratories vice-president, will receive today the Lamme Medal for scientific and technical achievement in television.

•

RICHARD CONDON, Paramount publicity-exploitation coordinator, is in Hollywood from New York conferring with CECIL B. DEMILLE.

•

HUGH OWEN, Paramount Eastern and Southern division sales manager, is in Charlotte from New York on a business trip.

•

MAURICE N. WOLF, M-G-M assistant exhibitor relations head, will be in Augusta, Me., today, from New York.

•

W. STEWART McDONALD, Warner Theatres vice-president, is back here from the West.

•

MARC SPIEGEL of the RKO foreign department is in Washington today from New York.

•

SAM SHAIN, 20th-Fox exhibitor relations director, is in Indianapolis from New York.

•

BEN KATZ, Universal-International Midwest advertising-publicity representative, is here from Chicago.

•

DORE SCHARY, M-G-M production executive, is here from Hollywood.

'Roseanna' Square Dance

The square dance group from Samuel Goldwyn's "Roseanna McCoy" will participate in the official opening of the Park Department's square dance season at Central Park Mall next Tuesday. Alberta Hannum, author of the novel from which the picture is adapted, and Tom Scott, Kentucky balladeer, will be present, as well as press representatives, fortified by dinner at the Tavern-on-the-Green, courtesy of Goldwyn's Lynn Farnol.

Goldwyn Saves on Tax

SAN FRANCISCO, June 21.—Samuel Goldwyn was saved $117,088 on his 1943 income tax today, the Ninth Circuit Court of Appeals upholding an earlier tax court decision which held the $800,000 he received in 1942 from Samuel Goldwyn, Inc., was not taxable.

Cohn Hosts Wounded

Some 125 wounded soldiers and sailors will be guests of the "52 Club" and host Jack Cohn, Columbia executive vice-president, at his Katonah, N. Y., estate today. A highlight event will be a screening of "Movie Crazy."

Competitive Runs To Aid 'Red Menace'

READING, Pa., June 21. — Jay Emanuel's Rajah Theatre here will start playing "Red Menace," Republic's expose of home-grown Communism, on August 8, and because of the nature of the picture four Reading theatres have arranged to run a "Red Menace" trailer advertising the Rajah booking," to insure the widest possible audience for the production."

Emanuel Theatres worked out the goodwill venture with the cooperation of Joseph Vogel of Loew's, for the Colonial; Lou Golding of the Fabian organization, for the Ritz and Embassy, and Harry Kalmine and Ted Schlanger of Warner's, for the Warner Theatre.

"The Red Menace" was personally produced by Herbert J. Yates, president of Republic.

SOPEG, Wm. Morris Case to Mediation

A meeting between the William Morris Agency and the Eastern Screen Office and Professional Employes Guild, Local No. 109, CIO, will be held here before M. Pitzely of the New York State Mediation Board today.

Meeting has been called as a result of the talent agency's rejection of the union's proposals for a new contract, says SOPEG. The old contract expired May 1. Demands, affecting approximately 60 employes, include salary increases, improved hiring rates, a union shop, job security and arbitration, the union added.

Polk and Luber Form Producing Company

HOLLYWOOD, June 21. — Rudolph Polk, former music director at Enterprise, and Bernard Luber, formerly of Paramount and now an executive of Nassour Studios, announce the formation of a production company to make a series of 26 minute films for television transmission and theatrical and 16-mm. distribution, starring musical and ballet figures.

The films are not committed to any television sponsor or network, but it is said financing has been obtained and some of the artists will participate in both investments and profits.

To Handle Astor Ads

Maurice Maurer, vice-president of City Entertainment Corp., which operates the Astor Theatre here, reports that effective with the engagement of "Lost Boundaries," Donahue and Coe will handle the Astor theatre's advertising.

'Outcry' Takes $20,000

The Italian film "Outcry" has grossed in excess of $20,000 in two weeks at the Apollo here, according to Jack Ellis of Crest Films, releasing the picture in this country.

Cooper to DuMont

Jeraldine Cooper, recently with Paramount, has joined DuMont to direct specialized merchandise promotion.

Pine-ThomasProgram Is Set for the Year

HOLLYWOOD, June 21.—William H. Pine and William C. Thomas have added two more productions to complete their Paramount contract for 1949. "Viva Mexico!", Western to be produced in Technicolor, is slated to go before the cameras on August 1, on location at Sedona, Arizona, with Lewis R. Foster directing. "Not for Publication" will start on November 3, based on a script by Geoffrey Homes.

The two films, added to "Captin China," which will be completed on June 30, complete the Paramount pact for production of three "A" pictures a year by Pine and Thomas.

Harvey Day, Sr., to Represent Cowan

Harvey Day, Sr., has been retained by Lester Cowan, producer of "Love Happy," Marx Brothers film, as his personal representative on that forthcoming United Artists release. Day will accompany Cowan on a nationwide tour of key cities, the producer's fifth Coast-to-Coast swing, in advance of the release of "Love Happy."

Day was for many years sales representative for Terry-Toon and more recently held a similar position with Jules Levey Productions.

Friedman and Scher Join Schlaifer Firm

Charles Schlaifer, president, has added Lou Friedman and Betty Scher to the staff of Charles Schlaifer and Co., Inc.

Friedman, a veteran of the advertising field, will assume charge of the agency's production department, while Miss Scher joins Schlaifer's personal staff assigned to the 20th Century-Fox advertising account.

TBA Group to Study Video Operations

The engineering committee of the Television Broadcasters Association has appointed a sub-committee to study operating practices at TV stations, specifications of apparatus manufactured by various companies, and other pertinent data which will be submitted to the standards committee of the Radio Manufacturers Association. Copies of the finding will also be submitted to the Society of Motion Picture Engineers.

SMPE Video Show

A special closed-circuit television demonstration, outlining lighting methods and techniques suitable for commercial film telecasting, will be sponsored by the Atlantic Coast section of the Society of Motion Picture Engineers on June 28 at DuMont's Adelphia Playhouse here, it was announced by E. I. Sponable, SMPE president.

Editorial Post Abolished

Samuel Goldwyn has discontinued his New York editorial office, relieving Mrs. Carolyn Willyoung Stagg of her duties as Eastern editorial representative.

Newsreel Parade

A GEN. DeGaulle address from Paris and Gordon Gray sworn in as new Secretary of War are current newsreel highlights. Other items include cycling, fashions and the Hiss-Chambers trial. Complete contents follow:

MOVIETONE NEWS, No. 50—Chambers-Hiss spy trial. Gen. DeGaulle attends ceremonies honoring Gen. LeClerc. South Africa: Gold mine on small farm. London: Ascot racing. Sixteen-year-old Massachusetts girl swims English Channel. Capt. Leo (Suicide) Simon thrills by blowing himself up.

NEWS OF THE DAY, No. 284—Gen. DeGaulle vs. Reds. Ghandi School opens in India. New Secretary of War. Santa Cruz: Marathon begins in summer's heat. Ascot race in England. Patton stars at track meet. Motorcycle thriller.

PARAMOUNT NEWS, No. 87—New Hampshire daredevil cyclist. Wheat crisis averted. Paris: Red rallies bring police. It's not the heat, it's the humidity.

TELENEWS DIGEST, No. 25-A—Marshall plan, second round. England: *USS Missouri* on midshipmen's training cruise. California: First flight of Air Force's newest fighter. Germany: Workers strike in Ruhr. Fashions. Delaware: New Castle handicap.

UNIVERSAL NEWS, No. 258—Secretary of Army takes oath. Los Angeles: Beachcomber screens wealth from sand. Waiters' race in England. Holland: Firemen play water ball. Police riders in England. Ascot race. Virginia Air show.

WARNER PATHE NEWS, No. 89—Paris hears DeGaulle. Washington: Gordon Gray sworn in as Army Secretary. Detroit: World's largest flag unfurled. Australia: happily married for 72 years. Kid artists show stuff in London.. Massachusetts: New England's tallest chimney blasted. France: Chantilly Castle backdrop for fashions. Los Angeles: Machine age catches up with beachcomber. West Virginia: Air devil defies death.

Elmwood Award Set By AAA Appeal Unit

The arbitration award in the case involving Elmwood Amusement and all five major distributors has been affirmed by the Appeals Board of the American Arbitration Association, it was reported here yesterday by the AAA.

The award provided the Palace theatre, Cranston, R. I., with 14 days clearance over Elmwood's Liberty, in Providence, but the Liberty in any event is to play 55 days after the first-run downtown Providence. Elmwood had sought to have the 14-day clearance reduced to one day.

UnfairLaborChargeFiled

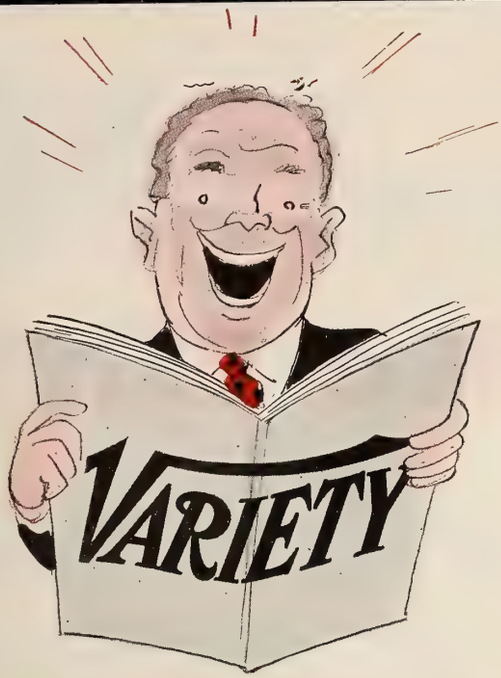
Charges of violation of the National Labor Relations Act have been filed against Columbia by the Screen Publicists Guild, the latter announced here yesterday. SPG has asked the NLRB Board to order the reinstatement of Louis Myers, an artist and SPG grievance committee chairman at Columbia. SPG accused Columbia of firing Myers for union activity.

Columbia officials declined to comment on the matter.

$40,000 for Lloyd Ads

A $40,000 advance and first week advertising budget has been set for Harold Lloyd's reissued "Movie Crazy," which will open July 2 at the Globe Theatre here, it is announced by Motion Picture Sales Corp., the film's distributors.

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WHEN YOU READ THE "BIBLE OF SHOW BIZ"—

it's like a HYMN to Metro-Goldwyn-Mayer



VARIETY HEADLINES ON M-G-M's

"BARKLEYS OF BROADWAY" (Technicolor)



"Boston Big!"
"Cheers Buffalo!"
"Cincinnati Terrif!"
"Minneapolis Oke!"
"Chicago Hefty! Tops!"
"Providence Bright!"
"Paces St. Loo!"
"Cincinnati 3rd Week Good After Solid 2nd!"
"Pittsburgh Best Bet!"
"Washington Great!"
"Boston 2nd Week Nice!"
"Kansas City Brisk!"
"'BARKLEYS' Big in Dull Philly!"
"Frisco 3rd Week Nice!"
"New York Record Heat on Broadway but 'BARKLEYS' Bright!"

VARIETY HEADLINES ON M-G-M's

"STRATTON STORY"



"Cleveland Snags Record!"
"Washington Socko. Tops!"
"Philly Leader!"
"Pittsburgh Wham!"
"New York Solid!"
"Indianapolis Socko!"
"Philly 3rd Week Neat!"

VARIETY HEADLINES ON M-G-M's

"LITTLE WOMEN" (Technicolor)



"Detroit Big!"
"Indianapolis Big!"
"Louisville Lusty!"
"Minneapolis Stout!"
"Cincinnati Big!"
"St. Louis Fat!"
"Toronto Good!"
"Philly Giant! Topper!"
"Los Angeles Large!"
"Broadway Spotty but 'LITTLE WOMEN' Big!"

VARIETY HEADLINES ON M-G-M's

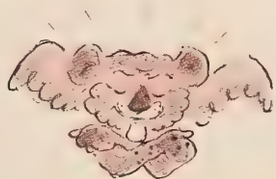
"TAKE ME OUT TO THE BALL GAME" (Technicolor)



"Louisville Slugger!"
"Wows Slow Frisco!"
"St. Louis Wham!"
"Kansas City Bang-up!"
"Boston Hotsy!"
"Philly Hot!"
"Louisville Tops!"
"Chicago Sockeroo!"
"Omaha Socko!"
"Los Angeles Sockeroo!"
"Portland Hot!"
"Cops Denver!"
"Cincinnati Smash Despite Heat!"

HEADLINES SOON ON M-G-M's

"NEPTUNE'S DAUGHTER" (*Technicolor*) "EDWARD, MY SON" • "ANY NUMBER CAN PLAY" • "THE GREAT SINNER" "IN THE GOOD OLD SUMMERTIME" (*Technicolor*) • "MADAME BOVARY" "BATTLEGROUND" and plenty more!



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2nd WEEK AT THE PARA

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BUFFALO, 20th CENTURY · BOSTON, PARAMOUNT
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NEW HAVEN, PARAMOUNT · CHARLOTTE, WILBY-K
LIBERTY · SEATTLE, COLISEUM · SALT LAKE, LYR
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PORTLAND, MAYFAIR · SAN FRANCISCO, WARFIELD
, CAPITOL · VALLEJO, SENATOR · SAN JOSE, PADRE

MENACE

LIC PICTURE

Theatre Video Tests

(*Continued from page* 1)

it has developed and demonstrated on numerous occasions, while the Fox will have direct projection.

Tonight's showings, it is anticipated, will be more of a box-office barometer than any in the past for the reason that permission to advertise in advance has been cleared for the first time. Admission prices will not be increased at either of the two theatres, Paramount holding to $1.20, and the Fox charging 85 cents. The actual distance covered, about 1,000 miles, means another "first."

It will be the longest distance telecast to a theatre screen to date.

It is understood that Paramount and Fabian each paid about $4,000 for the rights to pick-up the video images, which, in addition to promotion expenses, will exceed the amounts either house could take in for the evening performance.

In cooperation with RCA, which apparently is anxious to demonstrate its newly-developed theatre video apparatus, the Fox will have the equipment on a loan basis. The fight pictures will be transmitted from Chicago through coaxial cable to downtown Manhattan and will be relayed to Brooklyn over a special electronic hook-up. The projection equipment, said to represent a considerable reduction in size and weight as compared to earlier units, will be mounted on a platform extending from the front of the balcony and operated from a remote position.

U. K. Showmen Hit Loan to Video Firm

LONDON, June 21.—Action of the government's Film Finance Corp. in making a loan to a production concern for the making of short films for use on American television stations has been made the top item on the agenda of the Cinematograph Exhibitor Association's summer convention, opening this weekend at Gleneagles in the Scottish Highlands.

Showmen here say they are anxious to learn American reactions to the circumstance that Britain's government is now taking a hand in the provision of shows on United States television networks.

Protests from British exhibitors are growing in force. They point out that Film Finance Corp. was intended to support the country's film industry. They claim that James H. Lawrie, managing director of the FCC, in making the advance, is countering that objective. British exhibitors have banned the showing in their theatres of any film used on BBC television programs.

"Come to the Stable"

(*Continued from page* 1)

the war, and numerous other items of sound audience appeal which give the picture a kinship with such distinguished predecessors in the field of characterizations of persons in religious life as "Going My Way" and "The Bells of St. Mary's."

The matter-of-factness with which they settle in the small abode of artist Elsa Lanchester, and later move in with them a dozen more French nuns and an abbey to help with the work of raising money for the hosptial, will strike a reminiscent note with everyone who has ever had unexpected guests, or those who stretched an invitation to dinner into semi-permanent residence.

AND any home-owner who moved to the country for peace and seclusion will understand song-writer Hugh Marlowe's antagonism to the money-raising activities on his doorstep and the prospect of a hospital on the site across the road, where now spreads a verdant hillside. They will understand the misgivings, too, of the bishop, Basil Ruysdael, when he discovers the penniless nuns have obtained an option on a temporary building innocent of the knowledge that its cost is $30,000, not, as they believed, merely the option money.

Their faith and labor pay off eventually, with an assist from the music of their Gregorian chant, which Marlowe unconsciously borrows for the refrain of his hit song, "Through a Long and Sleepless Night," for which Alfred Newman wrote the music and Mack Gordon the lyrics.

It is fine, family entertainment, the kind that leaves the customers with a pleasant afterglow. It has a high box-office potential.

Samuel G. Engel produced. The screen play is by Oscar Millard and Sally Benson. The cast is a large and happy one, offering pleasant performances from top to bottom.

Running time, 94 minutes. General audience classification. For September release.

SHERWIN KANE

Scully Advises

(*Continued from page* 1)

the theatres rather than by emphasizing how much the exhibitor has to pay for the picture.

"A keen analysis of all companies' product in relation to community entertainment pattern which would bring back the good old-time idea of discovering naturals for particular communities.

"Rejuvenation of the traditional point of view that there is something more to our business than cold economics and that a picture can only be made attractive to the public if opinions about its box-office are reserved until after the picture has a chance to play.

"A realization that the continued good health of this business depends on all branches again uniting in the common cause of talking the business up rather than talking it down," U-I's statement concluded.

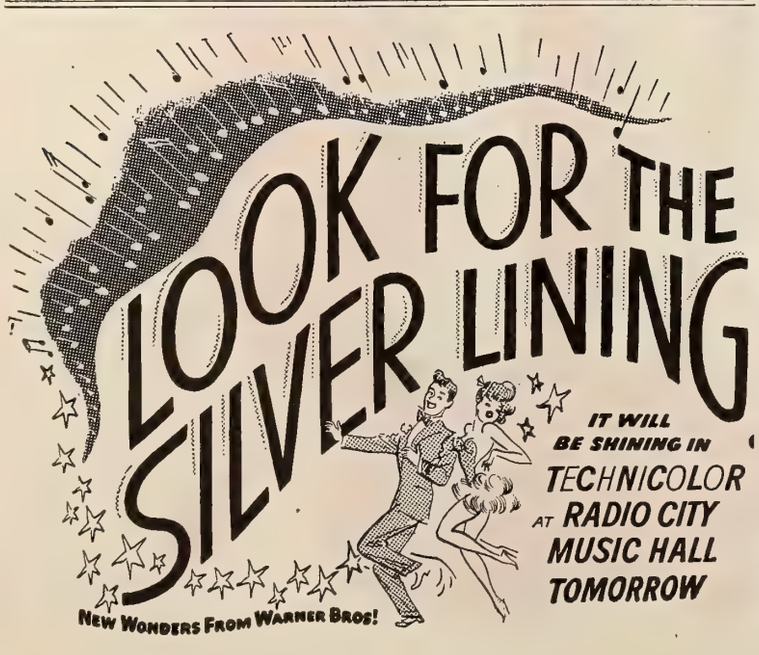
Rank Films Rise

(*Continued from page* 1)

specific amount. He said that Rank pictures have a "full share of the screen time on a level with the best American product."

Weait observed that business in general has dropped as much as 30 per cent from the wartime peak, with the exception of Venezuela. He believes Venezuela has maintained its peak because that country has no "dollar problem." In Mexico City, Weait observed, there has been an "over-building" of large theatres.

"New houses with 3,500 seating capacities have been erected without regard to audience potential, and this may create a serious situation there," he said. Weait cited one instance in which there are three second-run houses on one block with a total seating capacity of 10,000.



Two More Drive-ins

CINCINNATI, June 21.—Mrs. Bessie Dean and B. A. Sherlock, of Bellaire, O., and G. P. Smith of Steubenville, are the incorporators of a new company which will build and operate a drive-in at Glen Dale, W. Va.

At Keyser, W. Va., the new Lewis drive-in has been opened by Robert E. Lewis and William A. Carrier, and will cater exclusively to colored patronage.

KATO Committee Named

LOUISVILLE, June 21.—The Kentucky Association of Theatre Owners announces the appointment of the following committee for the convention to be held in October: W. E. Carrell, Sr., Nell Borden, E. L. Ornsetin, Gene Lutes and Buddy Arnold.

MPAA Goodwill Plan

(*Continued from page* 1)

MPAA met at the Hotel Astor for a luncheon-conference, which was presided over by Ned E. Depinet, president of RKO and chairman of the MPAA exhibitor-community relations committee.

The complete cooperation of ITOA was pledged by Harry Brandt, president. Max A. Cohen, chairman of a special ITOA committee, joined in the indorsement. An official stand by the MMPTA will be taken at the next meeting of that organization.

Depinet spoke for the MPAA, stating that the gathering was another in a series of meetings with various groups in the industry for the purpose of ultimately devising a specific program. He asked each organization to appoint a small committee to represent it at future discussions and presumably will do the same when he or others of the MPAA take up the subject with Allied States officials in Indianapolis on Saturday and subsequently with the Pacific Coast Conference of Independent Theatre Owners and other Hollywood groups.

Asks Special Committees

Depinet's suggestion that each group name special committees for further talks was taken to indicate that formation of an industry council representing all segments of the business might be one of the more definitive steps taken toward setting a program.

No dissenting voices were heard at the session yesterday. Sam Rinzler and Sam Rosen, for the MMPTA; William Namenson, of the ITOA, and all those previously mentioned were in agreement on the idea of unity within the industry.

Others present were William F. Rogers, Austin Keough and Maurice Bergman, all as members of the Depinet committee; Francis Harmon, MPAA vice-president; Norman Elson, ITOA, and Oscar Doob and D. John Phillips of the MMPTA.

20th-Fox Meeting

(*Continued from page* 1)

Ferri, editor of the *Dynamo*, distribution department publication. Also attending will be Harry Ballance, Southern division sales manager, while Arthur Silverstone of Toronto, Dominion sales manager, will preside.

Other Canadian personnel will include branch managers V. M. Skorey, Edward English, Reginald March, Peter Myers, James Patterson, Joe Huber, and branch office personnel Emily Barrett, James Pearson, Arthur Quintel, R. Cringan, Elroy O'Loghlan, Victor Beatty, Arthur Hirsch, James Powis, Sam Glasier and Bill Reid.

Exhibitors invited to the luncheon include: John J. Fitzgibbons, Rube Goldstad, Ben Geldsaler, Morris Stein, Al Bearg, A. Troyer, Jack Arthur, Bob Eves, Bob Myers, Sam Fine, Sam Bloom, Bill Sommerville, Nat Taylor, Raoul Auerbach, Harry Mandell, Jule Allen, Herb Allen, Durston Allen, Raymond Allen, Dave Axler, George Peters, Harvey Hunt, Clare Appel, Guy Upjohn, Larry Graburn, Sam Fingold, Ralph Dale, Lionel Lester, Ben Freedman, Arch Jolley, Ben Oken, Bill Redpath, Jack Hunter, Bruce, McLeon, Mrs. Florence Sutherland and Lew Davidson.

Jaffe to M.P. Sales

Herbert Jaffe has been added to the publicity-exploitation department of Motion Picture Sales Corp. As his first assignment he will handle field campaigns on Harold Lloyd's "Movie Crazy." Jaffe was formerly with the publicity firm of Friedberg and Katz, and before that was with Paramount Newsreel.

Newsreel Economies

(*Continued from page* 1)

dozen cameramen in almost that many cities.

News of the Day and Paramount News each have dispensed with a number of camermen during the past year. Warner Pathe News is said to be the only newsreel not to have instituted layoffs in the current economy moves.

Meanwhile, studio mechanics, cameramen, and other Eastern IATSE locals whose members have been discussing a strike against the reels because of a prolonged deadlock in new contract negotiations have yet to be called by "IA" special negotiator Sal Scoppa to a "showdown" meeting with the companies, as was planned.

Para. Malco

(*Continued from page* 1)

Cord, secretary-treasurer of Malco.

Final details of the settlement were discussed and later Lightman said he would leave for New York shortly to meet with Paramount officials there.

There are 74 theatres owned by Malco and its affiliated organizations but there are only 52 of them in which Paramount has an interest.

Following the U. S. Supreme Court's divorce decree, theatres jointly owned by Paramount and Malco in the Memphis territory were inspected and surveyed by representatives of the two companies.

Harris Bros. To Reopen

HARTFORD, June 21.—Harris Brothers, owners of the State, downtown 4,000-seat house, will reopen that film-vaudeville theatre August 20.

Review

"The Girl from Jones Beach"

(Warner Brothers)

A MIRTHFUL succession of events and complications flows through Warner Brothers' "The Girl from Jones Beach." The story is featherweight in theme but is as refreshing as a midsummer ice cream soda. The cast is headed by Ronald Reagan, Virginia Mayo, Eddie Bracken and Dona Drake. They comprise a fresh fun-rousing quartet even though much of the material is of standard nature.

Reagan plays a glamour-girl illustrator who, instead of using one model for his magazine cover creations, combines the best features of a dozen. When promoter Bracken tries to sign up the cover girl for a television show he learns to his remorse that it can't be done since the model is actually 12 girls. Between comic all-is-lost threats to commit suicide, he spots a gorgeous bathing beauty on Jones Beach who combines all the separate charms of the dozen models. This wonderful one turns out to be Miss Mayo, who happens to be a school teacher and the intellectual type. It takes a long time for Reagan, with Bracken's aid, to pursue and win Miss Mayo. It even necessitates his going back to school, but all ends happily, even for Bracken and his energetic sweetheart, Miss Drake.

There are some extremely imaginative touches and crisp dialogue studded throughout I. A. L. Diamond's screenplay. The climax finds Miss Mayo defending her right as a school teacher to wear pretty bathing suits without encroachment upon her civil liberties by old-fashioned school authorities. Bracken is as funny to watch as Miss Mayo is pleasing to behold. The performances of Reagan and Miss Drake do much to lend buoyancy to the picture. Alex Gottlieb produced and Peter Godfrey directed. The screenplay was based on a story by Allen Boretz.

Running time, 78 minutes. General audience classification. Release date, July 16.

MANDEL HERBSTMAN

Financing Scarce

(*Continued from page* 1)

and the banks demand an unlimited guarantee of completion, which means that a producer must have cash or collateral to equal $1,500,000 to make a $1,000,000 film.

"If independent producers are forced out of business, the business will fall into the hands of a few monopolistic companies which most certainly will lead to an unhealthy condition for all exhibitors," he said.

Consolidate Loew Unit

Executive offices of Loew's International are being further consolidated under one roof in the Loew Building here. Final step will be taken in the next few weeks when the 16mm. department will move from the Mayfair Building to the Loew Building. Consolidation was started when station WMGM moved from the Loew Bldg.

Late News Flashes

HOLLYWOOD, June 21. — Republic president Herbert J. Yates will be honor guest of the California American Legion at its state convention at Long Beach, August 14, and will receive at that time the organization's citation for having produced "The Red Menace."

•

Hollywood, June 21.—Paramount announced today the successful conclusion of negotiations for use of the Ringling Brothers-Barnum and Bailey Circus for the making of "The Greatest Show on Earth," which Cecil B. DeMille will produce next year. Scenes will be filmed on the road with the circus, in its Florida winter quarters, and at the studio here.

•

Hollywood, June 21. — Theatre Owners of America convention chairman Charles P. Skouras met here today with 30 exhibitor leaders for preliminary conferences on plans for the September conclave. Fifteen committees were named to work on various aspects of the convention, and were instructed to report back at a July 1 meeting here. Named to the entertainment committee were: Skouras (chairman), Mike Rosenberg, Harry Vinnicof, Dave Bershon, Gus Metzger, Oscar Oldknow.

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A knockout prize-fight story packed with savage ring action and a warm human interest story with music and comedy!

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and introducing JOEY ADAMS · TONY CANZONERI · MARK PLANT

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with ROBERT LOWERY · ANNE GWYNNE · EDWARD BROPHY · DOUGLAS FOWLEY · MARCIA MAE JONES · MAUDE EBURNE

A fast moving suspenseful and gripping mystery above the clouds!

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with RICHARD TRAVIS · PAMELA BLAKE · ROCHELLE HUDSON · STEVEN GERAY · MICHAEL WHALEN · GREG McCLURE

Grand family entertainment, filmed against the exciting background, grandeur, color and mystic spectacle of one of the seven wonders of the world!

"GRAND CANYON"

with RICHARD ARLEN · MARY BETH HUGHES

JAMES MILLICAN · REED HADLEY · JOYCE COMPTON · OLIN HOWLIN · GRADY SUTTON

An Exciting South Sea Adventure-Romance by Herman Melville, author of "MOBY DICK"

"OMOO OMOO" (THE SHARK GOD)

with RON RANDELL · DEVERA BURTON · PEDRO DE CORDOBA · GEORGE MEEKER · RICHARD BENEDICT · MICHAEL WHALEN

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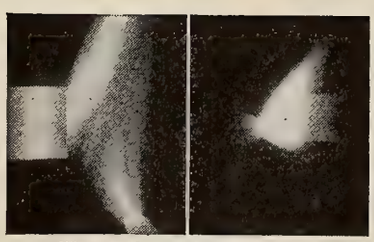
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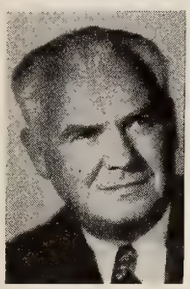
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VOL. 65. NO. 122 NEW YORK, U. S. A., THURSDAY, JUNE 23, 1949 TEN CENTS

Blumberg Bids All to Work For Goodwill

'U' Will Alert All of Its Workers on 'P.R.' Plans

"Before any public relations program can be successfully launched in the motion picture business, every person who makes a living from this industry should appoint himself a committee of one to become an advocate of the business."



Nate J. Blumberg

This statement was emphasized by N. J. Blumberg, president of Universal Pictures, in an address yesterday at the company's sales meeting currently being held at the Hotel Waldof-Astoria in New York. The meetings will continue today and tomorrow.

Blumberg pointed out that in the

(*Continued on page* 4)

'As You Like It' to Be a U. A. 'Special'

BOSTON, June 22.—Spurred by the box-office success resulting from special handling of "Henry V" and other Shakespearian films, United Artists has acquired "As You Like It" from 20th Century-Fox and will re-present the 1937 release starring Laurence Olivier and Elisabeth Bergner, with a two-a-day, advanced admission price policy.

First engagement for the picture will be at the new Beacon Hill Theatre

(*Continued on page* 4)

Brooklyn-Fox's Video Screen Features Bout

Brooklyn got its first look at theatre television last night, and, from an audience viewpoint, the showing was a walloping success.

By eight o'clock an overflow crowd was on hand at Fabian's 4,060-seat Brooklyn-Fox Theatre to witness the Izzard Charles-Joe Walcott world's heavyweight championship bout which was brought to the 15-by-20 ft. screen direct from Chicago's Comiskey Park

(*Continued on page* 5)

Censorship Measure Reappears in N.Y.C.

The Cunningham censorship bill, which was introduced in the New York City Council a year ago and was buried in committee, has been re-introduced.

The amusement industry is planning to continue opposition to it. A large delegation from the stage and motion picture fields will call on vice-chairman and majority leader Joseph T. Sharkey of the City Council next Tuesday to protest passage of the bill.

Some Still Forcing Percentages: NCA

MINNEAPOLIS, June 22.—"In spite of the promises which general sales managers made to national Allied's committee on forced percentages early this year, the obnoxious compulsory percentage policy is still with us," declared North Central Allied general counsel Stanley D. Kane in a bulletin sent to members yesterday.

"In this matter of compulsory percentages, promises are broken on the local as well as the national level," Kane charged. He urged "all exhibitors to stay away from percentage pictures, particularly in view of the expressed willingness of almost all top sales managers to sell flat any time, anywhere. Above all, don't be hooked on the promise of a salesman that you will not be checked. And remember that paying a guarantee and a percentage over a certain figure is still buying pictures on percentage. Buy pic-

(*Continued on page* 4)

Life's Film Round Table Gets 100,000 Words in Two Days

The current issue of *Life* magazine presents its second and concluding article on motion pictures, entitled "A Round Table on the Movies," consisting mainly of a two-day exchange of views by its guests at Arrowhead Springs, Cal., in mid-May.

Life records that more than 100,000 words were spoken and recorded at the round table and, choosing from among them, the article by Eric Hodgins, former managing editor of *Fortune*, creator of "Mr. Blandings," and conductor of the round table, spreads over 14 pages of the magazine. *Life's* conclusions, however, occupy a mere half-column of the whole.

Participating in the round table were: John E. Burchard, M.I.T. dean; Dore Schary, Robert Young, Robert Rossen, N. Peter Rathvon, Claire Trevor, William Cameron Menzies, Alistair Cooke of the Manchester *Guardian;* Joseph L. Mankiewicz, Mrs. Meredith Nicholson, Jr., an Indianapolis "consumer"; Jerry Wald, Fred Zinneman, Prof. Charles A.

(*Continued on page* 4)

Arnall is Reelected President of SIMPP

HOLLYWOOD, June 22.—Ellis Arnall was reelected president of the Society of Independent Motion Picture Producers for a one-year term at the organization's annual meeting here today.

Upward adjustment in expense allowance for presidential activities was

(*Continued on page* 4)

"Look for the Silver Lining"

[*Warner Brothers*]—Handsome and Tuneful

THE life of Marilyn Miller, musical comedy star of the Ziegfeld era, provides the story fabric for this beautifully mounted Technicolor production which brings back many of the outstanding tunes of the period under circumstances certain to revive their popularity.

Dance enthusiasts, too, are generously provided for in this William Jacobs production, directed by David Butler, and starring June Haver, Ray Bolger and Gordon MacRae. The story is light on the comedy side and the tragic ending of Miss Miller's first marriage and her untimely death, vital to the telling, accentuate that lack. The emphasis is on song and dance, presented most attractively, and theatre patrons enjoying those quotients, will be eminently pleased with the proceedings.

The story opens with Miss Haver as Marilyn Miller in rehearsal for a revival of "Sally" in the mid-1930's. Failing health has begun to take its toll and during an enforced rest she reviews her stage career, brought to mind by an old poster advertising the family vaudeville act with which she started.

When other members of her family, played by Charles Ruggles and

(*Continued on page* 5)

Drive-in Fees For Parking Taxable: U. S.

Reverse Rule Which Held Such Charges Tax-Free

The full admission price at drive-in theatres is subject to the Federal 20 per cent tax, regardless of whether part of the admission price segregated as a "parking charge," it was disclosed by George J. Schoeneman, U. S. Commissioner of Internal Revenue, in a letter to Gael Sullivan, executive director of the Theatre Owners of America.

This, in effect, reverses an earlier ruling which held that the tax did not apply to the charge made for parking if there were an additional bona fide charge for a single admission which must be paid by anyone admitted to the drive-in.

Drive-ins, Schoeneman stated, "are designed to serve patrons who will arrive in a car and witness a movie while remaining in a car. The term 'parking charge' ordinarily implies a charge made for parking a car while the passengers are elsewhere than where the car is parked."

Linn Gets Finske's Post at Comerford

SCRANTON, June 22.—Byron R. Linn has been placed in charge of operations for theatres by the Comerford Circuit, effective July 1. He will replace Louis J. Finske, who becomes president and general manager of the new Penn Paramount Corp., which will operate the 14 theatres being taken over by Paramount in the dissolution of its Comerford partnership.

The theatres which will go to

(*Continued on page* 4)

Semenenko, Small Renew E-L Sale Talks

HOLLYWOOD, June 22.—Boston banker Serge Semenenko is due to arrive here momentarily for resumption of conferences with independent producer Edward Small concerning the latter's possible purchase of Eagle-Lion's control from Robert R. Young, negotiations concerning which broke down in the East following earlier meetings here.

Sources close to Small minimize the likelihood of a deal's being closed, but Small's original offer still stands.

Anniversary Film Accessories Gratis

Accessories for M-G-M's anniversary subject, "Some of the Best," epitomizing the company's past, present and future, will be distributed gratis to all theatres booking the 40-minute featurette, according to William F. Rodgers, sales vice-president. Rodgers had previously announced that the subject itself would be available without cost to all exhibitors, whether they are M-G-M customers or not.

1st-Runs of 'Menace' Will Start Today

First-runs on "The Red Menace," Republic film treating with Communism in the United States, will start rolling today when the film opens at the Paramount, Atlanta; Malco, Memphis; Coliseum, Seattle; Lyric, Salt Lake City, and Warfield, San Francisco. The New York engagement will get under way at the Mayfair on Saturday.

General Federation Cites 'Fountainhead'

The General Federation of Women's Clubs has cited Warner Brothers' "The Fountainhead," as a "must for thinking, discriminating audiences," in a letter from Mrs. Dean Gray Edwards, chairman of the Federation's Eastern preview division, to motion picture chairmen throughout the country.

St. Cloud Acquires Sussman's Circuit

St. Cloud Amusement Co., operating theatres in New Jersey and Washington, has taken over operation of the William Sussman circuit of five houses in New York State, and which Brandt Theatres had booked.

The five are the Academy at Wappinger Falls; Amenia at Amenia; Cameo, Brewster; Kisco, Mt. Kisco, and the Rome at Pleasantville.

Eight Charities to Benefit

OMAHA, June 22.—Eight charities here will share in the "Bad Boy" premiere, Heart Committee chairman Eddie Shafton of the local Variety Club announces. They include: Children's Memorial Hospital, Masonic Home for Boys, St. James Orphanage, Dr. Lord's School for Handicapped Children, St. Benedict's Catholic Church, Gene Eppley Salvation Army Camp, Jewish Home for the Aged, and the Jewish Community Center Summer Camp.

George Ramsdell

BROOKLINE, Mass., June 22.—Funeral services will be held at the First Universalist Church in Malden tomorrow for George Ramsdell, treasurer of Middlesex Amusement Co. of that city, who died last night at Melrose Nursing Home, Melrose.

Personal Mention

JOHN BALABAN, Balaban & Katz executive, returned to Chicago yesterday by plane from New York.

•

WILLIAM F. BROOKER of Paramount has been elected Commander of American Legion Variety Post No. 713, Philadelphia.

•

MAX B. BLACKMAN, Warner Thetres executive, and MRS. BLACKMAN, will celebrate their 25th wedding anniversaty July 4.

•

BETTY BLUFFSTONE, Film Classics booker at Cleveland, has resigned to take over the booking department for Realart.

•

ORVILLE CROUCH, Loew theatre division manager at Cleveland, and MRS. CROUCH are vacationing in Florida.

•

DOUGLAS AMOS has been named Connecticut district manager for Lockwood & Gordon Theatres.

•

WALTER B. LLOYD, manager of the Allyn, Hartford, will leave there Friday for Jacksonville, Fla.

•

GEORGE BROOKS has been appointed assistant manager of the Crown, Hartford.

•

GEORGE JAEGGERS, manager of the Elks Theatre, New Albany, Ind., is on a Mid-West tour.

•

CARL FISHMAN, Loew's Theatres publicist, is celebrating a birthday today.

•

JAMES HOBBS, Monogram's Atlanta branch manager, is en route to Nassau B.W.I.

•

HARRY BERINSTEIN, operator of drive-ins near Ithaca and Elmira, was a recent visitor to Buffalo.

•

MERVYN LEROY, M-G-M director, is due here Sunday from the Coast.

•

A. H. BLANK, circuit operator, is here from Des Moines.

WILLIAM F. RODGERS, M-G-M distribution vice-president, will leave here tomorrow for Hollywood.

•

ARTHUR F. LUTHI, of Luthi Sign and Display Co., Cleveland, and MRS. LUTHI will leave here by plane on July 1, for England to attend the graduation of their son, ARTHUR F. LUTHI, JR., from St. Catherine College, Oxford.

•

HARVEY KELLY has been named city manager for Paramount at Falls City, Neb., succeeding JAMES REDMOND, who has become Tri-States Theatres publicity head.

•

MANNY DREISIGER of Eagle-Lion's home office legal department, and MRS. DREISIGER, are parents of a second child, a daughter born at Lenox Hill Hospital last Sunday.

•

JOHN MATTHEWS, formerly manager of the Warner Theatre, Worcester, Mass., has been appointed purchasing agent of the Warner circuit New England office at New Haven.

•

LOUIS PETIGOR, chairman of Renown Pictures, has returned to London from here.

•

JEANNETTE WITTLER, former Republic attorney, has joined Monogram's Coast legal staff.

•

JOHN MURPHY, Loew's out-of-town theatres manager, has been visiting Kansas City from New York.

•

OSCAR F. NEU, president of Neumade Products, New York, is vacationing at Lake George.

•

EDDIE CANTOR is here from Hollywood.

•

WILLIAM PIZOR returned here yesterday after three months in Europe.

•

JOHN PADDY CARSTAIRS, British director, is here from London.

•

MERIAN C. COOPER left here yesterday for Chicago.

Grandi Gets Rights To 22 Productions

Grandi Films, New York, has acquired 16 films previously distributed by Variety Films, plus six new films from Film Rights International, it was announced here by Salvatore Casoloro of Grandi.

RKO Gets 'Arctic Fury'

RKO Radio has signed with producer Boris Petroff for the distribution of "Arctic Fury," based on the adventures of Dr. Thomas Barlow in the Far North. Cast and crew spent seven months north of the Arctic Circle filming the picture.

To Import Six Films

Six French and Italian films have been secured by Distinguished Films for American release.

Boston Area Now Has 95,735 Video Sets

BOSTON, June 22.—There are 95,735 television sets now installed in the Greater Boston area, it was disclosed in a joint survey of TV set distributors conducted by WBZ-TV and WNAC-TV.

The survey showed that of this number 91,065 sets are in homes while 4,670 are in public places. The figure represents an increase of more than 14,000 over May.

400 'Black Magic' Dates

United Artists' "Black Magic" has been booked into 400 keys for in mid-August. Yesterday, a circuit-wide Loew's theatre booking was day-and-dated for August 18. Twenty-four cities in the Loew circuit are included. "Black Magic" was made for Edward Small in Rome by Gregory Ratoff.

Lapidus Presides at Warner Sales Meet

ALBANY, N. Y., June 22.—Warner prospects for the coming year are bright, Jules Lapidus, Eastern division manager, and Mike Dolid, assistant to sales manager Ben Kalmenson, said today at a district sales meeting which opened at the Ten Eyck Hotel here yesterday. The first day was devoted to product, and the second to setting up quotas for an "all-star" drive to run 52 weeks, beginning August 28.

Attending were District manager G. W. Horan, Boston; branch managers Ray Smith, Albany; Ed Catlan, Buffalo; Mike Baytz, Boston; Carl Coe, New Haven, and their salesmen. Also Charles A. Smackwitz, James Faughman, Max Friedman, Joseph Weinstein and Gerald Atkin of Warners' upstate theatres.

Pressburger, Powell Confer with Breen

HOLLYWOOD, June 22.—Eric Pressburger and Michael Powell, coproducers of "Elusive Pimpernel" in association with Samuel Goldwyn, told a press conference they will confer with Production Code Administration head Joseph Breen on the script of "Gone to Earth," which they are to produce with David Selznick, with Jennifer Jones starred, before leaving later this week for New York and London.

Primary purpose of their present visit here is to consult with Goldwyn on editing "Elusive Pimpernel" for American exhibition. They said Breen had turned back the first "Gone to Earth" script submitted and that a re-written version would be offered.

Johnston To Address Kiwanis Meet Today

Motion Picture Association of America president Eric A. Johnston will submit today to the convention of Kiwanis International at Atlantic City "a bill of duties for free men."

In his address, based on the Kiwanis convention theme of "aggressive citizenship—our individual responsibility," Johnston will recommend as duties the guarding of the freedoms of democracy, refraining from asking the government to do "anything you can do for yourself," respecting opinions of others, remembering that the "bargain counter" days for democracy are over and that our democracy is on display before a questioning world.

Writer Sues U-I

Authoress Emily Kimbrough Wrench yesterday filed a breach-of-contract action against Universal-International in U. S. District Court here. Asking $50,000 damages, the writer charges the company rescinded a contract involving two of her stories. U-I has claimed the copyright on the stories is not authentic.

Oregon House Destroyed

PORTLAND, Ore., June 22.—Multomah Theatre at Multnomah, owned by Mr. and Mrs. George Dickinson and operated on a lease by Charles X. Slaney, was destroyed by fire of undetermined origin. Loss was $75,000.

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LOOK



LOOK FOR THE SILVER LINING AT RADIO CITY MUSIC HALL TODAY!

THE MARILYN MILLER STORY IN TECHNICOLOR

"LOOK FOR THE SILVER LINING" STARRING JUNE HAVER · RAY BOLGER · GORDON MacRAE

directed by DAVID BUTLER

Screen play by Phoebe & Henry Ephron and Marian Spitzer • From a story by Bert Kalmer and Harry Ruby
Musical direction by Ray Heindorf

produced by WILLIAM JACOBS

BACK THE BOND DRIVE NOW!

TRADE SHOW JULY 5

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 1:45 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
20th Century-Fox Screening Room
2102 Champa St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 8:00 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

WARNER BROS. ARE GEARED TO GO AS NEVER BEFORE!

Life Roundtable

(*Continued from page* 1)

Siepmann, "film scholar"; Hal Wallis, John Huston, Agnes Moorehead, Martha Scott and Paul MacNamara. MacNamara, David O. Selznick publicity chief, helped make Hodgins' "Blandings" known.

The article answers no questions of import to the industry and says little that has not been said before. A perhaps unintentional commentary on the whole thing is contained in a statement made by Schary:

"If anyone in these meetings has a pattern he could devise for guaranteed successful motion pictures, this whole group would earn millions of dollars."

It seemed the meeting adjourned without discovery of that pattern.

Hollywood members of the group perhaps succeeded in enlightening the company on some subjects. They made able explanations of the why of the "star system," pointing out that it did not originate in Hollywood, that the public makes its own stars and will continue to make them.

They made it clear that they do not consider the Production Code either as a handicap to production or a burdensome, censorious document. The Code, they explained, is self-regulation, voluntarily adopted and compiled with, and not only has kept them out of trouble but also has averted an increase in official censorship bodies elsewhere.

Cooke, British by birth, stuck a pin in the hide of the foreign art film worshippers. Said he: "A mass-produced English film is terrible. As for the French, there is nothing lower in movie-making than ordinary French films."

He pointed out that the "unfair comparison" is made between routine American films and superior foreign ones.

The suggestion was made that those interested in better films might band together to support them, instead of permitting them to die on the vine when they are made.

Exhibitors came in for a rap from Mankiewicz, who felt that the "real estate operators" exercise too much control over what audiences see, and get more of the proceeds than they deserve.

Essence of *Life's* conclusions was not unfriendly so much as lacking in understanding and insight into the industry. A good deal of sense as well as nonsense was expounded and nothing very pratcical emerged except an article on the "movies" for readers of *Life*.

Blumberg

(*Continued from page* 1)

matter of public relations, "we at Universal are now preparing special information for all of our employes, which will enable them to become conveyers of good cheer about our business.

"A cynicism has developed in this business which makes very bad public relations. Many who have prospered and done very well in the business find occasion many times to berate it.

"Unless we can have peace and goodwill in our own family, what can we expect.

"We will indoctrinate our people with accurate information about this business. If every employee in the industry had a keener consciousness of what our business really accomplishes year in and year out we would have a few hundred thousand good publicity agents, which we don't have now.

"These points are particularly true in relation to everyone who sells motion pictures. We expect our sales force to think as much about public relations as they do about the selling of motion pictures," Blumberg concluded.

These comments were made essentially by Blumberg in advocating "full-hearted support" to the Motion Picture Association of America's current efforts to mobilize all branches of the industry in an over-all public relations program.

He stated that the recent promotion of Maurice Bergman to a new executive post in charge of public relations will enable the company to move ahead and augment many of its present plans.

Reviews

"In the Good Old Summertime"

(M-G-M)

UNLESS crystal-gazing has been shorn of all effectiveness, Metro has another successful musical to add to its impressive list. Nostalgic in title and nostalgic as well as pleasing in treatment and values, "In the Good Old Summertime" has what is required for wide appeal and wholesale popularity.

The story structure may be on the frail side and may take constant priming to keep it afloat, but this is no more to the attraction's detriment than to untold numbers of its ilk. The scene—and the scenery—is Chicago in an indeterminate year, but approximately when the 20th century was very new. The romantic principals are Van Johnson, head salesman in S. Z. Sakall's music store, and Judy Garland who reveals sales techniques which press hard on Johnson's record.

Out of business hours, he is developing and maintaining a friendship with an unknown girl via correspondence. It is never a surprise to learn soon enough that the girl is Judy. The romantic idealism dripping in the correspondence is entirely absent from their day-by-day encounters. But in due time and after considerable ribbing, Johnson divulges the truth for the happy ending.

Scattered here and there, as might be expected, are opportunities for Judy to get over several song numbers. She has six, four of them solos, which include old timers like "Meet Me Tonight," "Put Your Arms Around Me, Baby," "Last Night When We Were Young" and "I Don't Care." Long memories will recall this was the number that made Eva Tanguay famous. Judy does an imitation of the renowned vaudevillian in what is one of the best numbers she has ever done and is a highlight of the film. In fact, Miss Garland has not been seen to such overall advantages in quite a spell. She is tops here and outrides all others, including Johnson, whose box-office value should not be minimized, and Sakall, who has a major role in which he does extremely well. Spring Byington, Clinton Sundberg, Marcia Van Dyke, Lillian Bronson and Buster Keaton provide competent support although Keaton is largely wasted.

Production values are superb—and in Technicolor. Art direction by Cedric Gibbons and Randall Duell are not to be divorced from accolades which are proper on this score, nor is Harry Stradling for his photography.

Story origins stem to a play by Miklos Laszlo for which Samson Raphaelson wrote a screenplay, from which Albert Hackett, Frances Goodrich and Ivon Tors wrote the script from which the film was made. Robert Z. (Pop) Leonard, one of Hollywood's veteran directors, deserves bows in his department and so, too, does Joe Pasternak, as producer.

Running time, 102 minutes. General audience classification. For July release.

RED KANN

"The Fountainhead"

(Warner Brothers)

THE story of a modernistic architect's struggle to maintain his artistic integrity in a society of tradition-bound and commercialized values, has been turned into an ambitious and polished production by Warner Brothers. Adapted to the screen from Ayn Rand's best-selling novel of the same name, the picture has Gary Cooper in the lead, with fine support coming from Patricia Neal and Raymond Massey. These are box-office assets that speak for themselves; they are further enhanced by lavish settings. The story is one which reaches moments of high-pitch excitement and tension while at other moments it rambles and remains more promising than fulfilling.

Cooper, as the bright young architect, would have gone far easily and quickly, were he willing to lower his standards to conform to time-honored patterns. However, after a long and difficult struggle he finally climbs to a place of recognition. Along the way he meets Miss Neal and they both fall in love. But somehow Miss Neal, angry and frustrated because Cooper would not conventionalize his standards, marries Massey, her newspaper publisher boss. Thus against the larger focus of the artist's struggle for recognition, the story develops into an adult theme involving a romantic triangle.

The picture reaches its climax when Cooper, after some long smoldering anger, dynamites a housing development because his blueprints for the project were deliberately changed and cheapened. A court case comes up and Cooper is finally acquitted after delivering an eloquent speech on man's right to his own ideals. In the meantime, publisher Massey, once a foe of Cooper, boldly defends him editorially, and brings his paper to the brink of ruin in so doing. Massey's subsequent suicide paves the way for the happy finale in which Cooper and Miss Neal marry.

Other roles in the picture are played by Henry Hull, a broken-down architect, and Jerome Cowan, an old-time newspaper editor. King Vidor directed, with a fine pictorial sense. The screenplay by Miss Rand does not vary much from the basic story of her novel. Henry Blanke produced.

Running time, 114 minutes. Adult audience classification. Release date, July 2.

MANDEL HERBSTMAN

'As You Like It'

(*Continued from page* 1)

here, July 1. "Four-wall" deals for theatres will be made by the company with exhibitors and special handling and exploitation similar to that employed for "Henry V" will be accorded "As You Like It," by Paul Lazarus, Jr., assistant to U. A. president Gradwell Sears, and by Harold Auten of the U. A. home office, who were in charge of the "Henry V" engagements.

Auten previewed the picture here today for Boston critics and, at a luncheon at the Statler Hotel later, told them that Boston had been selected for the opening engagement of "As You Like It" because the warm reception the city accorded "Henry V" influenced the success of the picture elsewhere and encouraged Olivier to make other Shakespearian films, including "Hamlet."

Arnall Reelected

(*Continued from page* 1)

made, but Arnall will continue on the non-contract basis requested by him when he took the post last year. Membership unanimously adopted a resolution endorsing "his work in the foreign situation and in combatting exhibitor monopolies throughout country."

Gunther Lessing was appointed board chairman; a newly created post, and renamed chairman of the executive committee. George Bagnall was elected treasurer and Marin Faris re-elected executive secretary. Added to the executive committee and board were Bagnall, Lessing, Thomas L. Walker, Marvin Ezell and Richard Hungate.

Arnall will leave here Friday for Atlanta en route to New York and Washington.

Linn Gets Post

(*Continued from page* 1)

Paramount are: Capitol, Bloomsburg; Comerford, Carlisle; Capitol, Hazleton; Capitol, Lebanon; American, Pittston; Capitol, Pottsville; Riviera and Strand, Scranton; Strand, Shenandoah; Strand, Sunbury; Comerford, Wilkes-Barre; Keystone, Williamsport; Paramount and Regent, Rochester.

Comerford retains the other 55 theatres in the partnership group. J. J. O'Leary continues in charge of Comerford operations.

Forced Percentages

(*Continued from page* 1)

tures the same way that other merchants buy their merchandise—don't let your wholesaler muscle in as an unwanted, non-investing partner.

"There are enough good pictures around which can be purchased flat without acquiescing in the purchase of percentage pictures. Eventually the general sales managers will learn that this policy of compulsory percentage is detrimental to them, as well as the exhibitor," declared Kane.

Program Is Set for Mid-South Meeting

MEMPHIS, June 22.—The program for the summer convention of Allied Independent Theatre Owners of the Mid-South, Inc., at the Hotel Chisea on Tuesday and Wednesday, was announced here today by Bob Bowers, manager.

Speakers will include: William L. Ainsworth, national Allied president; Trueman T. Rembusch, treasurer of national Allied; Col. H. A. Cole, national director; W. A. Prewitt, Jr., president of Gulf States Allied; Benjamin N. Berger, president of North Central Allied; Charles Niles, national director; Sam Shain, 20th Century-Fox, and M. L. Simons, M-G-M.

Present and future taxes, television and litigation are among topics to be discussed. Luncheons, banquets, an outdoor barbecue, a swimming party and a dance have been arranged.

Schwartz at RKO Theatre Opening

After attending the opening of the new RKO Orpheum in Marshalltown, Iowa, today, Sol A. Schwartz, vice-president and general manager of RKO Theatres, will visit Kansas City, where, with division manager Jerry Shinbach and manager Lawrence Lehman he will set plans and a date for the opening of the new RKO Missouri.

From Kansas City Schwartz will go to Cleveland for the ceremonies that will accompany the first New York Palace vaudeville show tour at the Cleveland Palace.

Brooklyn-Fox TV

(*Continued from page* 1)

by coaxial cable—a distance of 1,000 miles.

The video images on the screen were well-defined and the sound clear—both comparing favorably with regular home television reception.

The event represented the first general public demonstration of RCA's new theatre video equipment. The audience's reaction to the televised fight was pronounced vigorously with frequent applause and cheering just as though those witnessing the exchange of blows were at the actual fight scene.

Si H. Fabian, head of Fabian Theatres, said prior to the opening bell at the theatre that "the house could have been sold twice over." He announced the event from the Brooklyn-Fox's stage just before it went on the screen.

Gillette Razor commercials were flashed on the video screen from Chicago between rounds. M.H.

Ezzard Charles' victory over Joe Walcott last night was brought also to the screen of the New York Paramount theatre via television. A company spokesman said the theatre was filled to capacity and that the video reception for the entire bout was "excellent."

Sopeg Rejects Offer

A membership meeting of the Scren Office and Professional Employees Guild has rejected the companies' offer to extend its last contract for one year without salary increases, SOPEG has announced.

"Look for the Silver Lining"

(*Continued from page* 1)

Rosemary DeCamp, as the parents, and Lee and Lynn Wilde as her sisters, are stricken with mumps and quarantined, Miss Haver is befriended by Bolger, in the role of Jack Donahue, dancer, and wins her spurs in an impromptu performance. After an engagement in London she is offered a part in her first Broadway musical, wherein she meets and falls in love with MacRae. On his return from service in the first World War they are married but in the meantime she has achieved success and he has been forgotten by Broadway.

MacRAE is obliged to go on the road in lesser roles and hurrying back to be with her on one of her opening nights he is killed in an automobile accident. Her star continues in its ascendancy. She marries again but failing health makes it necessary for her to choose between the stage and a prolonged life. Her appearance in the revival of "Sally" provides the answer.

Bert Kalmar and Harry Ruby wrote the story. The screenplay is by Phoebe and Henry Ephron and Marian Spitzer. Featured songs include "Look for the Silver Lining," 'Time on My Hands," "Who," "Sunny" and "A Kiss in the Dark." Miss Haver's and Bolger's dance specialties and theirs and MacRae's song numbers are outstanding items in a rich and rewarding production. LeRoy Prinz staged and directed the musical numbers. Fine color photography realizes the solid values of attractive sets and eye-catching costumes.

"Look for the Silver Lining" is a treat for the eyes and ears of the huge audiences that like their musicals as richly dressed as they are endowed with songs and dances.

Running time, 106 minutes. General classification. For July release.

SHERWIN KANE

"Not Wanted"

(*Emerald Productions—Film Classics*)

A FRANK and forthright appraisal of unwed motherhood and the price in shame, anxiety and insecurity it exacts from young women who permit themselves to be betrayed by infatuation, "Not Wanted" is actress Ida Lupino's first presentation in her new capacity as producer. Miss Lupino does not appear in "Not Wanted," but in addition to having produced, in association with Anson Bond, she shares the screenplay credit with Paul Jarrico who co-authored the original story with Malvin Wald.

As a film that can teach a lesson, this is indeed effective fare, for it is written and acted with deep sincerity. Evaluating the subject matter as entertainment, however, is something else. To be sure, the picture moves along under the able direction of Elmer Clifton at a pace forceful enough to insure unflagging audience attention and with the sort of dramatic intensity that plays upon the heartstrings. But were "Not Wanted" to be represented to potential customers as "entertainment" in the sense that that word has come to be identified with the American motion picture, such selling could be called into question. For example, pregnancy and childbirth are presented in blunt—although by no means lurid or wholly offensive—terms. Not a few people might deem uncalled for the camera's preoccupation with the physical manifestations of the late stages of pregnancy, as is evidenced in a few scenes. But good taste is never really violated, and the producers are to be commended for keeping their picture free of the kind of unwholsome and offensive material that all too frequently is slipped into films of this sort under the guise of serving "realism."

There are no well-known names in the cast of this Emerald Production. The assignments are carried out with verve, and although there is evidence at times of over-acting it would be captious criticism to dwell on that point. Attractive young Sally Forrest acquits herself nicely in the main role of the 'teen-ager who, in consequence of a discordant home life, seeks nighttime excitement, only to get herself "in trouble" following an affair with a young cabaret piano player. Deserted by her lover, she is forced to abandon her home and a clean-cut veteran who loves her, for a distant city where she has her child at a home for unwed mothers. Then, regretful of having put her baby out for adoption, Miss Forrest takes to fondling other women's babies and on one such occasion is mistaken for a kidnapper and arrested. A melodramatic and exciting climax presently gives way to a happy ending wherein the girl and her ex-soldier boyfriend are reunited. Players include Keefe Brasselle, Leo Penn, Dorothy Adams, Wheaton Chambers, Rita Lupino and many others. Collier Young was production supervisor.

Running time, 94 minutes. Adult audience classification. For June release.

CHARLES L. FRANKE

Yearly Popcorn Sale Put at $240,000,000

Americans are devouring about $240,000,000 worth of popcorn yearly and giving owners of poppers, largely theatre operators, a 75 per cent profit, it was reported in a recent issue of *The Saturday Evening Post,* in an article titled "Popcorn Crazy," by Arthur Bartlett.

"The man mainly responsible for increased sale of this snack item was the late Charles T. Manley, founder of the Kansas City firm, Manley, Inc., which is the nation's biggest manufacturer of popcorn machines," it was said.

Its "greatest triumph in giving popcorn a more respectable status, and thereby multiplying sales," Bartlett adds, "was in getting popcorn machines into film theatres all over the country. Today, most of our film houses sell popcorn in their lobbies, but theatre men were almost universally anti-popcorn before the 1930's."

Change in Status

The change in the status of the popcorn popper in the theatre lobby, the author adds, came about after theatre owners began to realize that the machines were a big profit maker.

Late News Flashes

MEMPHIS, June 22.—M. A. Lightman, Sr., left here this evening for New York where he will confer with Paramount officials on the dissolvement of the Paramount-Malco Theatres partnership, whereby Paramount would come into full ownership of nine of the jointly operated houses in this area, and Malco would take over 43. Conferences will determine also exact disposition of the two jointly-owned Memphis houses. "Paramount wishes to retain its interest in Malco as long as possible," Lightman said today, "and we wish to terminate it as soon as possible." The split-up was made mandatory by the Supreme Court decision in the industry anti-trust suit.

Chicago, June 22.—Depositions of exchange managers and B. & K. officials in both the Ridge and South Bend drive-in anti-trust actions pending here in the district courts will start on July 18, and continue for 26 days. This system was granted today by Fededal Judge John Barnes on a motion by plaintiffs' attorney Seymour Simon. During the period, defendants will take depositions of key witnesses.

Hollywood, June 22.—The membership of the Academy of Motion Picture Arts and Sciences will honor past president Jean Hersholt Sunday night at ceremonies in the Academy Awards Theatre here. A special screening of "Country Doctor" in which Hersholt starred in 1936, *will be followed by the presentation of a gift from the governors and officers who served during Hersholt's regime.*

Missouri Houses Get New Building Code

ST. LOUIS, June 22. — Governor Forrest Smith has signed the new state theatre building code which will become law 30 days after adjournment of the legislature. The new law revises regulations with regard to seating arrangements, aisles, exits, lighting and general safety provisions and represents generally a compromise between the legislation sought by theatre owners in 1947 and the so-called "unrealistic" provisions spread on the statute books since the "hoss-opry" days of 50 years ago.

The law also repeals the old informer clause which permitted a private individual to sue a theatre for safety infractions and receive half of the penalties.







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HE'S at his console—the re-recording mixer—weaving skeins of sound into the picture's pattern . . . skillfully matching sound to sight, mood for mood.

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FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 65. NO. 123 NEW YORK, U.S.A., FRIDAY, JUNE 24, 1949 TEN CENTS

30 from 20th In 1949-50; 41 This Year

Canadian Sales Policy Outlined by Lichtman

TORONTO, June 23.—Thirty productions are promised for release in 1949-50 by 20th Century-Fox, A. W. Smith, Jr., sales vice-president, told distribution personnel assembled here today for the company's annual Canadian sales meeting, at the Royal York Hotel.

Elsewhere it was learned that the company has 41 new features and 11 reissues set for 1948-49, the sharp drop to 30 for 1949-50 resulting from the company's elimination of "B" and limited budget pictures. There will be only two outside productions next year and these are described as "top" product. There will be no reissues, it was said.

Twentieth Century-Fox vice-president Al Lichtman outlined before a large gathering of Canadian circuit representatives and independent ex-

(*Continued on page 3*)

LiptonConfirmsNew U-I Staff Lineup

Henry A. (Hank) Linet will continue as Universal-International's Eastern advertising manager. Charles Simonelli has been promoted to the new post of executive in charge of exploitation, and Philip Gerard has been named Eastern publicity manager, it was confirmed here yesterday by David A. Lipton, U-I's national advertising-publicity director, at the third of a four-day sales meeting being conducted at the Waldorf-Astoria Hotel.

Linet has held the advertising post for several years. Simonelli previously was exploitation manager in the East, while Gerard has been acting Eastern publicity manager. Simonelli was also given additional responsibili-

(*Continued on page 3*)

Wilcox Closes E-L Distribution Deal

LONDON, June 23.—An agreement has been closed here whereby Eagle-Lion will distribute the last four Herbert Wilcox films throughout Canada. Dollar exchange technicalities are momentarily holding up a contract for U. S. distribution.

Schine Decree Goes To U.S. Court Today

Buffalo, June 23. — A consent decree ending the 10-year old anti-trust suit against Schine Chain Theatres of Gloversville will be handed up to Federal District Court Judge John Knight here tomorrow.

Department of Justice and Schine attorneys said the decree will be held confidential until it has been approved by the court.

UA Heads Will Assay Finances on Monday

HOLLYWOOD, June 23.—Variously reported proposals looking toward fortifying United Artists with product by assuring financial backing for its producers are to be examined here Monday when company officers and owners meet for an over-all study of the organization's affairs. Mary Pickford, Charles Chaplin, Gradwell Sears, Arthur Kelly and George Bagnall are expected to give consideration to conditions confronting the company's holdings in England, banking stringencies currently imposed on independent producers here, and box-office prospects in the domestic market.

(*Continued on page 3*)

Richards Paid $3½ Millions

Paramount will pay approximately $3,500,000 for the 50 per cent interest of its partner, E. V. Richards, Jr., in Paramount-Richards Theatres and Paramount-Richards Enterprises, the acquisition giving Paramount 100 per cent ownership of the two corporations, president Barney Balaban disclosed in a letter sent to stockholders yesterday.

Balaban also revealed that in the split with Penncom Corp. (Comerford), Paramount is to receive approximately $2,300,000 in cash and notes in addition to 14 wholly-owned

(*Continued on page 3*)

Ascap Extends Its Video Pact 30 Days

Board of directors of the American Society of Composers, Authors and Publishers yesterday voted to extend from July 1 to August 1 its present pact with telecasters for the use of its music to allow further negotiations for a non-gratis license. The discussions will continue with both sides still confident that an agreement will be reached. The new contract, when agreed upon, will be retroactive to Jan. 1, 1949.

Martin Quigley, Jr., Is Named Editor, "Motion Picture Herald"

Announcement has been made of the appointment of Martin Quigley, Jr., as editor of *Motion Picture Herald*, effective July 1, 1949.

Terry Ramsaye, who has been editor since 1931, has relinquished the editorial direction of the *Herald* but will continue his contributions to the editorial and news pages. He will also serve as consulting editor of the *Herald* and other Quigley Publications.



Bachrach

Martin Quigley, Jr.

Martin Quigley, Jr., has been a member of the staff of *Motion Picture Herald* since 1939 and associate editor since 1945. He is a graduate *magna cum laude* of Georgetown University and author of "Magic Shadows, the Story of the Origin of Motion Pictures," "Great Gaels" and "Roman Notes," the latter two subjects being based on wartime observations in Ireland and Italy. He is vice-president of Quigley Publishing Company, publishers of *Motion Picture Herald, Motion Picture Daily, Motion Picture Almanac* and *Fame*.

Allied Favors Industry 'P. R.' Plans: Myers

Thinks 'Finneran Plan' Should Be Included

FRENCH LICK, Ind., June 23.—Stating that industry public relations has been a concern of Allied States for many years, Abram F. Myers, chairman of the board and general counsel, said that naturally any program to improve those relations needed and would have the support of "the largest organization of independent theatre owners in America."

Myers' remarks were interpreted here as presaging Allied's full participation in the contemplated plan for improving intra-industry and public relations. The plan will be discussed with Myers, William Ainsworth, Allied president, and Trueman Rembusch, head of Allied Theatre Owners of Indiana, by Eric Johnston, Motion Picture Association president; Ned E. Depinet, RKO president and chairman of the MPAA exhibitor

(*Continued on page 3*)

Schwalberg Speaker At ATOI Conclave

FRENCH LICK, Ind., June 23.—A down-to-earth plea for better understanding of Hollywood's multiple problems was made by A. W. Schwalberg, Paramount distribution chief, to the convention of Allied Theatre Owners of Indiana, in session here. Schwalberg also outlined his ideas of improved merchandising aids for theatre owners and, expressing confidence in the future, said that current and future problems could be resolved best by all branches of the industry working together.

H. M. Richey, director of exhibitor relations for M-G-M, affectionately introduced as "our Indiana boy," was asked by Trueman Rembusch,

(*Continued on page 3*)

Partos, Brand Win SWG's Top '48 Prize

HOLLYWOOD, June 23.—Two of five awards presented tonight by the Screen Writers Guild in its First Annual Award presentations at the Bel-Air Hotel here went to Frank Partos and Millen Brand for their "Snake Pit" screenplay. The pair took down both the Robert Meltzer plaque,

(*Continued on page 3*)

Personal Mention

HENRY GINSBERG, Paramount production chief, will leave Hollywood by plane for New York on Monday.

•

CLYDE GOODSON, Paramount's Atlanta branch manager, returned yesterday to his headquarters from New York.

•

JOSEPH H. SEIDELMAN, Universal-International president, is scheduled to arrive here early next week from an extended tour of European markets.

•

O. L. PRESCOTT, of M-G-M's Indianapolis office, has been promoted from booker to office manager-head booker.

•

DORE SCHARY, M-G-M production executive, will return to Hollywood from here tomorrow.

•

LEON NETTER, Florida State Theatres' general manager, has returned to Jacksonville from here.

•

GUS SCHAEFER, RKO district manager, has returned to Boston from Gloversville, N. Y.

•

L. J. KAUFMAN, Warner Theatres executive, will return here today from Cleveland.

•

HARRY COHN, Columbia president, has arrived from the Coast and will sail for Europe Monday.

•

TERRY RAMSAYE will leave here this weekend for a Midwest motor tour.

•

PAUL BRODER, president of Realart Pictures, is here from Detroit.

•

JAMES CAGNEY is en route East from Hollywood.

Carver Urges Owners To Buy Reissues

DETROIT, June 23.—Sam Carver, president of Detroit Consolidated Theatres, urges exhibitors to buy reissues. "Don't pay big money to major companies for their so-called big 'A' pictures," he advised.

"Buy reissues at your own price and keep the independent and small film companies in business."

MPAA To Name Corwin

Alfred F. Corwin, director of publicity for the Motion Picture Export Association, is slated to take over the post of public information director at the New York office of the Motion Picture Association of America when Tom Waller and Larry Beller leave on July 2 for reasons of economy.

Technicolor Dividend

Technicolor's board of directors has declared a dividend of 40 cents per share, payable July 20, 1949, to stockholders of record on July 5, 1949, Dr. Herbert T. Kalmus, president of Technicolor, announced here yesterday.

Japs Adopt a Code Similar to PCA's

By J. WEBSTER

TOKYO (By Airmail), June 17.—The Japanese motion picture industry for the first time has a code of its own to regulate titles, advertising and picture contents. The code, which gives the industry autonomous self-regulation, was prepared by Nippon Eiga Rengokai, the Motion Picture Association of Japan, and goes into effect on the approval of the American occupation authorities.

The code is the fifth similar document drawn up since the war. Each of them is based on the American production code originated in 1929 by Martin Quigley. The other new production codes are in Italy, Germany, and in Madras and Bombay, India.

Lapidus Presiding at Cleveland Meeting

CLEVELAND, June 23.—Warner is holding a meeting here at the Statler Hotel today and tomorrow to discuss future productions. Jules Lapidus, division sales manager, and I. F. Dolid, assistant to general sales manager Ben Kalmenson, are presiding. Attending are district manager Charles Rich and branch managers and salesmen of Cleveland, Pittsburgh, Cincinnati and Indianapolis branches, including Jerry Wechsler, Oscar Kantor, Dave Kaufman, Robert Bixler, J. S. Ambrose, Ralph Salyer, Robert Burns, C. A. Schroeder, F. D. Moore, Paul Krumenacker, Jack Kalmenson, Robert Lynch, Saul Perilman, C. W. McKean, Jules Goldman, G. J. Black and R. S. Shrader.

Ad Policy, Runs Hit By Ga.'s Thompson

Producers and distributors are guilty of losing many thousands of dollars a year for themselves and exhibitors through improperly planned advertising and promotion and the extensive "dead" time between first and subsequent run playdates of top product, J. H. Thompson, president of the Motion Picture Theatre Owners and Operators of Georgia, said in a letter sent to major company executives.

The letter was sent to A. W. Smith, Jr., and Al Lichtman, of 20th Century-Fox; William F. Rodgers, Loew's; Jack L. Warner, Warner Brothers; William A. Scully, Universal; Robert Mochrie, RKO Radio; A. Montague, Columbia, and Leonard Goldenson, Paramount.

Reception for Zanuck

A press interview and reception has been arranged for Darryl F. Zanuck at the 21 Club here next Thursday by 20th Century-Fox prior to Zanuck's departure for Europe on a combined production survey and vacation trip.

Thomas Heads Coast SPG

HOLLYWOOD, June 23.—Screen Publicists Guild last night elected Dan Thomas president, George Lait vice-president, Milton Stein treasurer, and Homer Davies financial secretary.

Scoppa Meets Reels On Wage Dispute

A series of conferences looking to a reopening of negotiations on wages and working conditions for newsreel cameramen and studio mechanics has been begun by Sal J. Scoppa, head of Local No. 502, with newsreel editors. Scoppa was named by Richard Walsh, IATSE president, to attempt to resolve existing differences.

Scoppa has consulted the cameramen and studio mechanics and now is conferring with newsreel editors. He has met with A. J. Richard of Paramount and Edward Reek of Movietone News. He will meet today with Walton Ament, Warner Pathe News, and with other newsreel editors later in an endeavor to establish a basis for reopening negotiations. There will be no showdown meeting, as reported earlier, and talk of a strike is flatly dismissed by Scoppa. The newsreels, under pressure to economize, have laid off cameramen in several areas.

Films Can Promote Peace: Benoit-Levy

"The United Nations needs the support of motion pictures, one of the most powerful media of mass information," to "maintain peace and improve the conditions of life," Jean Benoit-Levy, director of the UN film and visual information division, said at the first public forum of the Eastern Screen Directors Guild at the Museum of Modern Art here last night.

Benoit-Levy also announced that Mogens Skot-Hansen has been appointed UN liaison officer with the American film industry in Hollywood. The purposes of the film forums were explained by Jack Glenn, SDG president, who stressed the need for setting directorial standards in the production of commercial, educational, documentary and television films.

MPAA Group Sees Johnson on Japan

WASHINGTON, June 23.—"Some progress" in the fight to get more film company money out of Japan was reported today after a brief Pentagon Building conference between Defense Secretary Louis Johnson, Motion Picture Association officials, and California Congressmen.

MPAA was represented by Joyce O'Hare, executive assistant to MPAA president Eric Johnston, and legislative representatives Jack Bryson. Representatives King and Phillips represented the California Congressional delegation.

'Vaude' to Chicago Palace

CHICAGO, June 23.—The RKO Palace, home of vaudeville here, will return to that policy on July 4, using the RKO circuit's original New York Palace eight-act show, headed by Pat Rooney. A general admission reduction was announced simultaneously with the new policy. "Live shows" are expected to be used only about once every four weeks, but may be used more frequently, depending on the success of the initial show. Feature is "The Judge Steps Out."

N. Y. Film Building Threatened by Fire

All of the several-hundred occupants of the Film Building at Ninth Avenue and 44th Street here were hurriedly evacuated yesterday when a short circuit in the building's wiring system was discovered on the 11th floor, which houses Universal's and some smaller exchanges. It was feared that sparks from the short might cause a fire; large quantities of film are stored in the building, where most major company and many independent exchanges are tenants.

Video Trailers Free For "The Big Steal"

John M. Whitaker, RKO Radio vice-president, has informed Gael Sullivan, Theatre Owners of America executive director, that the company has prepared for television promotion a trailer on "The Big Steal."

In a letter to Sullivan, who has urged distributors to expand their use of television trailers, Whitaker said prints of "The Big Steal" video trailer are available gratis for exhibitors who wish to use them.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE LUCILLE BALL
in Damon Runyon's
"SORROWFUL JONES"
introducing MARY JANE SAUNDERS
in Person LOUIS PRIMA And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE MIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street *West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

RAY MILLAND JEAN PETERS PAUL DOUGLAS
"IT HAPPENS EVERY SPRING"
A 20th Century-Fox Picture
On Variety Stage—The ANDREWS SISTERS
On Ice Stage—"FIESTA"
starring Arnold Shoda - Marie McClenahan
ROXY 7th Ave. & 50th St.

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30 from 20th-Fox

(*Continued from page* 1)

hibitors at a luncheon-meeting in the Royal York Hotel here the company's Canadian sales policy.

The plan, whose details have yet to be worked out, would provide a "flexible" arrangement for bookings to exhibitors who are ready to play percentage on terms guided by conditions in any situation, but it would not apply to flat rental agreements. It was hinted that 20th-Fox would be agreeable to a reduction in clearances for subsequent percentage runs to boost business.

Twentieth will release 161 short subjects during the coming year, Peter Levathes, short subject sales manager, revealed at the sales meeting.

The program for 1949-50 will include subjects in the following classifications:

To be produced by Movietone: 12 sports reels, three name-band musicals, two Lew Lehr comedies, two "Movietone Adventures," and one specialty reel.

There also will be 13 March of Time issues and 24 Terrytoons.

Following announcement of the feature schedule, Charles Einfeld, vice-president in charge of advertising and publicity, discussed its possibilities and presented publicity and advertising plans for the year. The schedule includes:

PINKY, Darryl F. Zanuck production, starring Jeanne Crain, William Lundigan, Ethel Barrymore and Ethel Waters, directed by Elia Kazan; COME TO THE STABLE, by Clare Boothe Luce, starring Loretta Young and Celeste Holm, produced by Sam Engel and directed by Henry Koster; PRINCE OF FOXES, filmed in Italy, starring Tyrone Power, Orson Welles and Wanda Hendrix, produced by Sol Siegel, directed by Henry King; THE BLACK ROSE, now filming in North Africa, starring Tyrone Power, Cecile Aubrey and Orson Welles, produced by Louis Lighton, directed by Henry Hathaway; TWELVE O'CLOCK HIGH, starring Gregory Peck, produced by Louis D. Lighton, directed by King; HOUSE OF STRANGERS, starring Edward G. Robinson, Susan Hayward and Richard Conte, produced by Siegel, directed by Joseph Mankiewicz; WILL JAMES' SAND, in Technicolor, starring Mark Stevens, Coleen Gray and Rory Calhoun, produced by Robert Bassler, directed by Louis King.

Also, YOU'RE MY EVERYTHING, in Technicolor, starring Dan Dailey and Anne Baxter, produced by George Jessel, directed by Walter Lang; SLATTERY'S HURRICANE, starring Richard Widmark, Linda Darnell and Veronica Lake, produced by William Perlberg and Andre de Toth; I WAS A MALE WAR BRIDE, starring Cary Grant and Ann Sheridan, produced by Siegel, directed by Howard Hawks; OH, YOU BEAUTIFUL DOLL, in Technicolor, starring June Haver and Mark Stevens, produced by Jessel and directed by John M. Stahl; DANCING IN THE DARK, starring William Powell, Mark Stevens and Betsy Drake, produced by Jessel and directed by Stahl; WABASH AVENUE, in Technicolor, starring Betty Grable, Victor Mature and Phil Harris, produced by Perlberg and directed by Koster; WHIRLPOOL, starring Gene Tierney, Richard Conte and Jose Ferrer, produced and directed by Otto Preminger.

Also, CHEAPER BY THE DOZEN, starring Clifton Webb, produced by Lamar Trotti and directed by Lang; NIGHT AND THE CITY, starring Gene Tierney and Richard Widmark, produced by Engel and directed by Jules Dassin; MOTHER WAS A MARINE, starring Betty Grable and Dan Dailey, produced by Julian Blaustein; FATHER WAS A FULLBACK, starring Fred MacMurray and Maureen O'Hara, produced by Fred Kohlmar and directed by Stahl; THIEVES' HIGHWAY, starring Richard Conte, Valentina Cortesa and Lee J. Cobb, produced by Bassler and directed by Dassin; EVERYBODY DOES IT, starring Linda Darnell, Paul Douglas and Celeste Holm, produced by Nunnally Johnson and directed by Edmund Goulding; THREE CAME HOME, starring Claudette Colbert, produced by Johnson and directed by Jean Negulesco.

Also, OH, DOCTOR, starring Dorothy McGuire and William Lundigan, produced by Fred Kohlmar and directed by Claude Binyon; FRONT AND CENTER, starring Dan Dailey and June Haver, produced by Kohlmar and directed by John Ford; ARROW, starring James Stewart, produced by Julian Blaustein and directed by Delmer Daves; QUARTERED CITY, with Hildegard Neff, produced by Perlberg, directed by George Seaton; TURNED UP TOES, starring Paul Douglas, Jean Peters and Cesar Romero, produced by Kohlmar, directed by Al Hall; RING WATERFRONT 3, starring Linda Darnell and Dana Andrews, produced by Siegel, directed by Robert Wise; FROM THE HALLS OF MONTEZUMA, in Technicolor, starring Dana Andrews, Ann Baxter and Paul Douglas, produced by Bassler.

There will be one production from Nat Holt and one from Edward Alperson. Nat Holt will produce THE FIGHTING PLAINSMAN, starring Randolph Scott, in Cinecolor. Alperson will deliver DAKOTA, starring Rod Cameron and George Montgomery, also in Cinecolor.

Review

"Scene of the Crime"

(*Metro-Goldwyn-Mayer*)

AN engrossing story, told in a polished melodramatic style, sets M-G-M's "Scene of the Crime" notches above the usual run of melodramas. With a cast headed by Van Johnson, Arlene Dahl, Gloria De Haven and Tom Drake, it bids for attractive business.

Johnston has the pivotal role, that of a detective who sets out to solve the murder of a fellow detective. There are but few clues to go on, except that the murderer has a twisted arm. Working with companion detectives Drake and John McIntire, Johnson goes about in a plodding, persistent manner picking up fragments of clues and piecing them together. Along with the murder mystery angle, the story details the romantic complications of Johnson's home life. He is married to pretty Miss Dahl, but it seems every time the two are about to go out for an evening of fun together, the phone calls Johnson to duty. In time the predicament rises to a point where it almost necessitates a decision between job and wife.

Atmospheric touches as well as modern police methods of stalking criminals provide some of the film's best moments. These occasionally stand in contrast with some minor improbabilities of the story. The screenplay, by Charles Schnee has Johnson going out socially with Miss De Haven, a nightclub entertainer, as part of his detective work. It is through Miss De Haven's efforts, at first helpful, but then treacherous, that the real killer is finally unmasked. Along the way there is considerable gunplay, fisticuffs, brutality, and murder. En route to the happy ending, director Roy Rowland has kept these events moving unfalteringly. The late Harry Rapf produced.

Running time, 94 minutes. General audience classification. Release date, August 26.

MANDEL HERBSTMAN

Lipton Confirms

(*Continued from page* 1)

ties on a policy level. Gerard succeeds Al Horwitz, who is now studio publicity director on the Coast.

Lipton, who will make his headquarters at the studio, outlined promotional plans for the coming months at yesterday's meeting. He discussed plans for "Sword in the Desert," "Once More, My Darling," "Abbott and Costello Meet the Killer, Boris Karloff," "Johny Stool Pigeon" and "Yes Sir, That's My Baby."

Lipton disclosed that Jeff Livingston will head a special promotion unit on "Sword in the Desert."

Lipton will return to the Coast today, accompanied by Bob Rains, studio radio promotion contact.

Richards, Paramount

(*Continued from page* 1)

houses from the Comerford circuit of 70 theatres. One of the 14 must be disposed of by Paramount subsequently.

The deal with Richards involves 80 theatres, located principally in Louisiana and Mississippi, 47 of them wholly-owned by the two partnership companies and the remaining 33 partially-owned. Paramount, Balaban said, may retain 100 per cent interest in 36 of the 80 houses. The proceeds from the disposition of its holdings in the remaining 44 "will partially offset our purchase price," he added.

Balaban's letter accompanied the regular dividend payment of 50 cents per share of common stock for the second quarter of this year.

He reported that the company is making good progress in negotiating other dissolutions of partnerships as called for in the consent judgment which freed the company from the government's anti-trust action.

Balaban told the stockholders that the company is striving to retain "an earning power for the New Theatre Company which will approximate Paramount's present share of the earnings in the joint interests. We believe, business conditions being equal, that we will have accomplished this purpose in the two transactions described above."

Balaban said it is his belief that the exchange of Paramount common stock for the securities of the two new companies will take place in January, 1950.

Allied Favors 'P. R.'

(*Continued from page* 1)

and community relations committees, and Francis Harmon, MPAA vice-president, in Indianapolis on Saturday.

Myers commented that "it was most gracious of Eric Johnston to travel to Indianapolis to discuss public relations plans with us." He added that any such public relations program should include industry responsibility as defined by the Finneran Plan, the Allied-proposed formula for disciplining stars and others who bring damaging publicity upon the industry.

Myers is attending the annual convention of the ATOI, which will be concluded here today. He reiterated his optimism for the future of the industry in addressing the convention business session.

ATOI Meeting

(*Continued from page* 1)

ATOI president, to talk about the survey which M-G-M is considering to determine how much competition drive-in theatres are to established theatres.

Richey reiterated that the industry's successes had been built by the brick and mortar of all-year theatres, but expressed the opinion that possibly drive-ins were creating a new clientele.

Sam Shain, in charge of exhibitor relations for 20th Century-Fox, also spoke, bringing greetings from Spyros Skouras, company president. William Ainsworth, Allied States president, reported on increases in Allied membership through the current Abram F. Myers drive. Attendance at the convention, which closed with an informal banquet tonight, exceeded last year's. Marc Wolf was toastmaster.

Late News Flashes

Hollywood, June 23

AL VAUGHAN has been named Samuel Goldwyn Productions studio director of publicity and advertising. Vaughan, who held the same post with Sierra Pictures for the past two years, succeeds William Hebert, resigned. Charles Spangler, who officiated following Hebert's resignation, remains with the department. . . . Columbia has engaged Marshall Grant as contract producer. His last was "Moonrise" for Republic. . . . Boston banker Serge Semenenko and producer Edward Small were conferring here late today on a deal for the latter's acquisition of the controlling interest in Eagle-Lion. It is generally believed the talks will continue over the weekend. . . . RKO Radio announced today the signing of a new three-year contract with producer Sol Lesser, calling for one "Tarzan" feature annually.

•

Salt Lake City, June 23.—Jay Christensen of Salt Lake City has been named chairman of the Utah-Southern Idaho unit of the Pacific Coast Conference of Independent Theatre Owners at a meeting of the unit here today. Other new officers: Roy Firmage, secretary-treasurer; Bud Shubert and Harold Chesler, directors; Sam Gillette and Hugo Jorgenson, national PCCITO trustees. The meeting discussed M-G-M's sales policies, and voted to send a delegation to New York to confer with distribution vice-president William F. Rodgers.

Partos, Brand

(*Continued from page* 1)

SWG's top honor, for the script "dealing most ably with problems of the American scene in 1948," and also the award for the best drama. Jane Ward, author of "Snake Pit," shared in both awards.

Sidney Sheldon, Frances Goodrich and Albert Hackett won the award in the musical division for the script "Easter Parade." John Huston was winner in the "best western" classification, for his script "Treasure of Sierra Madre," and F. Hugh Herbert won in the comedy-writing division for "Sitting Pretty."

More than a thousand guests attended SWG's first awards function, with Guild president Charles Brackett presiding, and with George Marshall, Deborah Kerr, Cary Grant and Ellis G. Arnall making presentations.

U.A. Coast Meet

(*Continued from page* 1)

Sears, here during the past week, is understood to have explored several possibilities for easing the financial pressure on UA producers, some of these entailing sale of partial interest in UA ownership. Informed sources believe, however, neither Pickford nor Chaplin favor any proposition requiring change in company control.

IT LOOKS LIKE A



"IT HAPPENS EVERY SPRING"

SHOULD HAPPEN TO YOU!

TOWN AFTER TOWN IT'S TERRIFIC!

NEW YORK – **"TOP RATING"** —*News*
CLEVELAND – **"HAS NO EQUAL"** —*Plain Dealer*
PITTSBURGH – **"ONE OF YEAR'S BEST"** —*Press*
ATLANTA – **"WILL KNOCK HOME RUNS"** —*Journal*
ST. LOUIS – **"HILARIOUS"** —*Globe Democrat*



"MR. BELVEDERE GOES to COLLEGE"

AND THE BUSINESS TOPS THE RAVES!!!

FLASH! *131 date All-Georgia Regional Premiere takes over the South!*

Keeps sending the Box-office temperature HIGHER and HIGHER and HIGHER!!!!!



And with these pictures YOU'RE MY EVERYTHING · THE BEAUTIFUL BLONDE FROM BASHF B



There's No Business

20th SUMMER!





Tremendous 300 theatre Independence Day Western Premiere! Stars! Special Ads! A launching to equal the magnitude of the attraction!

From Motion Picture Herald—June 18, 1949

"Mark this down in your book as ONE OF THE BIG PICTURES OF THE YEAR— a contender for an Academy Award. Comes close to being the best the screen can offer today. SHOULD HAVE THEM STANDING IN LINE!"





"THE FORBIDDEN STREET"

Burning up **DETROIT** Have you booked This One Yet?

"HOUSE OF STRANGERS"

Extra advertising—Extra promotion for extra special returns! **THE BIG ONE** starts rolling in NEW YORK, PHILADEL-PHIA, CLEVELAND, WASHINGTON and BOSTON ***in early July!***

BEND · CANADIAN PACIFIC · A LETTER TO THREE WIVES · YELLOW SKY · THE SNAKE PIT

Like 20th CENTURY-FOX Business!

MONOGRAM'S ROARING JUNGLE THRILLER!

A BIG-TIME EXPLOITATION SMASH!

Circus stunts and sensational fronts put the "SHOW" back in SHOWMANSHIP!



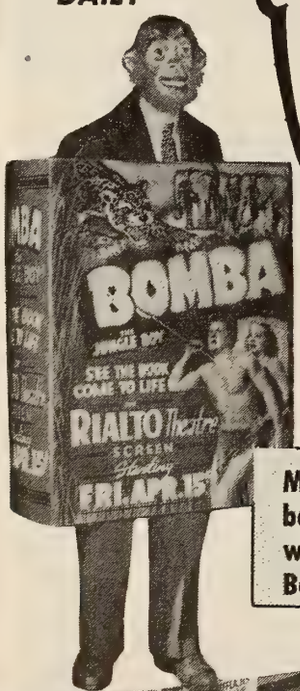


HELD OVER GARRICK, Chicago · RIALTO, New York

"Exploitation natural!" —*FILM DAILY*

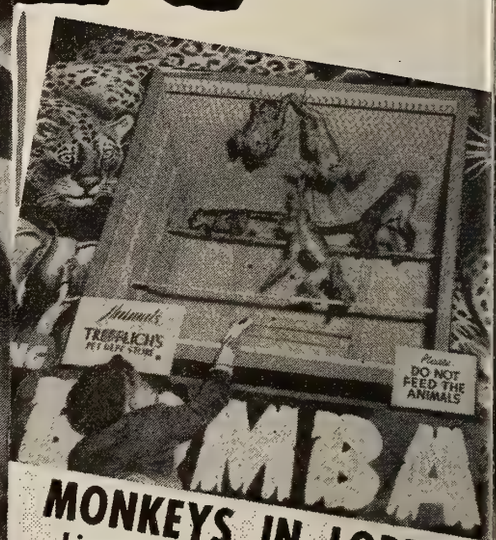
BOMBA

"Gives every indication of long money-making career" —*BOXOFFICE*

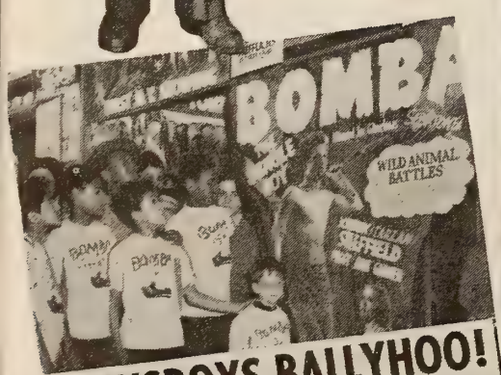


Monkey face bally man with giant Bomba book!

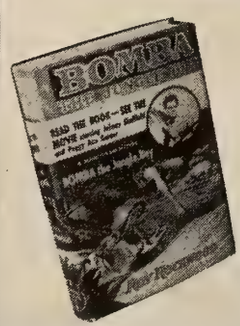




MONKEYS IN LOBBY!
Livewire showmen promote crowd-drawing simians!



NEWSBOYS BALLYHOO!
Kids in Bomba T-shirts make tip-top walking ads!



NATIONWIDE BOOK TIE-UP
Thousands of dealers get free poster selling film!

starring **JOHNNY SHEFFIELD · PEGGY ANN GARNER**
with ONSLOW STEVENS · CHARLES IRWIN
and introducing OTO, the Monkey

Produced by WALTER MIRISCH · Directed by Ford Beebe · Screenplay by Jack De Witt · Adapted from "Bomba, The Jungle Boy" by Roy Rockwood

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 124 NEW YORK, U. S. A., MONDAY, JUNE 27, 1949 TEN CENTS

To Guarantee Some Profits For ECA Films

Will Be in Addition To Distribution Costs

WASHINGTON, June 26.—ECA officials are working on a formula to guarantee film companies convertibility of some of their profits—as well as their costs—in distributing films in Marshall Plan countries.

Difficulty is being experienced in working out the details, and final agreement on some specific formula is probably still weeks away.

Until now the ECA has guaranteed only convertibility of actual out-of-pocket expenses for distributing films in ECA areas, and no profits have been "thawed out" under the program. But when Congress extended the ECA act this year, it provided that convertibility on some profits should be

(*Continued on page 3*)

Close Malco Deal Today

Deal for the dissolution of the Paramount-M. A. Lightman joint ownership of Malco Theatres, operating 52 houses in Arkansas, Tennessee and Kentucky, is expected to be finalized today.

In its broader aspect the agreement provides that Paramount will emerge with 100 per cent ownership of nine Malco houses with the remaining 43

(*Continued on page 3*)

MPAA Explains P.R. Project to Allied

INDIANAPOLIS, June 26.—Allied States' representatives indicated unofficially that the cooperation of that organization in plans to improve the industry's public relations may be counted on but an official stand may have to await development of a formal, detailed program and its study by the Allied board of directors.

Abram Myers, Allied chairman and general counsel; William Ainsworth, president, and Trueman Rembusch, treasurer, participated in a discussion at the Claypool Hotel here yesterday on the needs for such a program with Eric Johnston, Motion Picture

(*Continued on page 3*)

Griffith Hearings Will Resume Today

Oklahoma City, June 26.—Final U. S. District Court proceedings in the government's anti-trust suit against Griffith Amusements are slated to begin here tomorrow. Attorney George Wise left Washington for this city yesterday to represent the Department of Justice.

Mid-South Allied Will Meet Today

MEMPHIS, June 26.—Exhibitors from the Memphis territory are gathering at the Hotel Chisca here tonight for the opening tomorrow of the two-day convention of Allied Independent Theatre Owners of the Mid-South.

Present and future theatre taxes, television now and in the future, pending and past litigation, release dates and theatre problems in general are on the minds of gathering exhibitors.

Tuesday will open with a board of directors meeting, followed by two luncheons and a business session in the afternoon. An outdoor barbecue, featuring a swimming party at Rainbow Lake, will close the first day's activities.

On Wednesday there will be two major business sessions, at 10 A.M. and two P.M. and the convention will close with a banquet and dance that night at the Chisca.

Speakers to be heard include William L. Ainsworth, national Allied president.

DECREE RESTRICTS SCHINE FILM BUYS

Highlights of Schine Decree

FOLLOWING are highlights of the consent decree entered into by Schine Theatres with the Department of Justice and signed by the Federal Court at Buffalo on Friday:

Schine must divest itself of about 40 out of approximately 150 theatres. Those to be disposed of are located in 39 communities in New York, Ohio, Maryland and Kentucky.

The theatre divestiture is to be accomplished within a three-year period at the rate of one-third of the theatres annually.

A limitation is imposed on the number of first-run features which Schine theatres in all but five towns may license during the next three years. Licensing is limited to 60 per cent of the eight major company's product, or to 48 of 80 major company first-run releases in any fiscal year, except where Schine has more than one theatre and first-run competition in a locality. The restriction then is 66 2/3 per cent and 53 first-run features.

Fair clearance is to be maintained and clearance complaints brought by competitors are to be arbitrated expeditiously.

Divestiture of 40 of 150 Theatres Required; Ends 10-Year-Old Suit

BUFFALO, June 26.—The government's 10-year-old anti-trust suit against Schine Chain Theatres, Inc., was ended here Friday via the consent decree route.

Judge John Knight in U. S. District court approved a judgment requiring Schine to get rid of about 40 out of approximately 150 theatres and limiting the number of first-run feature films Schine theatres can get for the next three years. Schine is also required to license all features on a theatre-by-theatre basis, "solely on the merits."

The judgment was widely taken as a substantial victory for the theatre circuit in view of the Supreme Court's May, 1948, decision, strongly upholding the government's charges of a Schine exhibition monopoly, and in view of the extreme decree proposed earlier by the government. That proposal would have left Schine with only a handful of theatres and would have slapped on much more severe trade practice restrictions.

The decree was negotiated for Schine by attorneys Irving Kaufman and Willard McKay. The government was represented in the talks by Assistant Attorney General Herbert Bergson, consent decree chief Sigmund Timberg, and trial lawyer Philip Marcus.

The product limitation provision—

(*Continued on page 8*)

Mono. Buys Up 3 More Exchanges; Owns Twelve

HOLLYWOOD, June 26.—With the purchase from Mrs. Lon T. Fidler of franchise exchanges in Denver, Salt Lake City and Kansas City, Monogram has increased to 12 the number of exchanges it owns outright.

Monogram president Steve Broidy announced here at the weekend the purchase of the three exchanges, adding that actual transfer will be effective on July 1.

Broidy said additionally that the staffs at the three exchanges will remain intact. Harry Gaffney has been managing the Kansas City exchange for the Fidler interests, and Don Tibbs has been serving in that capacity at the Salt Lake City outlet. The Fidler interests have been in direct management of the Denver exchange.

20th-Fox Policy Is Working, Says Levy

Minneapolis, June 26.—The new 20th-Fox policy, recently outlined at the annual convention of North Central Allied in Minneapolis by 20th-Fox vice-presidents Al Lichtman and Andy Smith is "working smoothly," M. A. Levy, Minneapolis 20th-Fox branch manager, said. "We have had no complaints, and many smaller situations have closed contracts with a minimum of negotiation since the new policy was announced," Levy asserted.

U. S. Says Decree Opens Competition

WASHINGTON, June 26.—Assistant Attorney General Herbert A. Bergson, in charge of the anti-trust division, said Friday that the Schine consent decree will "restore competition in film exhibition in towns where it has not existed for many years."

Bergson said that the way in which the judgment limits the number of feature films the defendants may license "should enable independent theatres to obtain product in quantity and quality sufficient to enable them to compete effectively. Competition will also be fostered by the divestiture of theatres to independent motion picture operators."

Personal Mention

H. M. RICHEY, director of exhibitor relations for M-G-M, is scheduled to return to New York today from Indianapolis.

•

AL CORWIN, new director of public information for the Motion Picture Association of America in New York, was hosted at a congratulatory cocktail party last week by his former "boss," IRVING MAAS of the Motion Picture Export Association. The former left here Friday for a vacation in Massachusetts and will join the MPAA on July 11.

•

JAMES P. MASTERS, executive of Crescent Amusement Co., Nashville, was a visitor recently at the Paramount Coast studio. He is said to be one of the oldest theatre men in point of service in the U. S.

•

PAUL LAZARUS, SR., continuing to stage a remarkable recovery in strength following his recent illness, was able to make a visit to town recently from his Lake Mahopac home where he is recuperating.

•

SHEILA CASSIDY, daughter of JOHN A. CASSIDY of RKO Theatres' publicity department here, was graduated last night from the St. Joan of Arc School in Jackson Heights.

•

BILL TELL, publicity director of the Rivoli Theatre here, will return to his desk today after a two-week vacation.

•

JULES WEILL, president of Masterpiece Productions, is in Pittsburgh from New York.

•

WALTER WANGER left New York for the Coast at the weekend.

KMTA Convention Set for Sept. 20-21

KANSAS CITY, Mo., June 26.—September 20 and 21 have been set by the directors of the Kansas-Missouri Theatre Association for the organization's annual convention. Senn Lawler of Fox-Midwest has been named general convention chairman.

Morris Kravitz, 57, Local 306 Official

Funeral services were held at Gutterman's Funeral Parlor in Brooklyn yesterday afternoon for Morris Kravitz, who died Thursday evening. He was business agent of IATSE Projectionists Local No. 306 here for 10 years, and is survived by the widow, Irene, and a son, Milton.

Italian Film Man Dies

Poison gas fumes from the Stromboli volcano killed Ludovico Muratori, 48, manager of the Berit Film Co., which is filming the Ingrid Bergman picture, "God's Earth," on the volcanic island, according to press dispatches reaching here from Rome.

Confidential Reports Holding 3-Day Meet

A three-day conference of district managers of Confidential Reports, Inc., started on Saturday at the Hotel Astor here. The following district managers are attending: Arthur Davis, Eastern district; Otto Stradley, Lake district; Frank Gergen, Midwest; John Shine, Southern; Thomas Holland, Western.

The following home office officials are attending: Isador Lubin, president; Jack H. Levin, executive vice-president; Harold L. Groves, national field director; Jules Z. Willing, manager of branch operations; Harold Saxe, comptroller; Joseph Moscou, house counsel.

Niagara Falls Owner Face 5 Per Cent Tax

BUFFALO, June 26.—Niagara Falls is proposing a five per cent admission tax and exhibitors in that city are up in arms to fight the proposal. A meeting at which plans were made to combat the proposal was attended by the Basil Brothers of Basil Theatres, Vincent R. McFaul of Shea Theatres, Buffalo and Merritt A. Kyser, president of the MPTO of New York.

MPAA Luncheon For Sir Sidney Clift

WASHINGTON, June 26.—MPAA president Eric Johnston gave a luncheon here on Friday in honor of British exhibitor leader Sir Sidney Clift.

Present at the luncheon, held at MPAA headquarters here, were Commerce Secretary Sawyer, Assistant Secretary Blaisdell, Rep. Cecil King, Sen. Harry Cain, Rep. John Phillips, Robert Burns of the British Embassy, Merrill C. Gay and Winthrop Brown of the State Department's commercial policy section, and Joyce O'Hara, Johnston's executive assistant.

Johnston's Travel Schedule

MPAA president Eric Johnston will be in New York today after weekend conferences in Indianapolis with Allied States Association leaders. He will leave here tonight for Chicago, where he will attend a United Airlines board meeting and will then go to Spokane, Seattle and San Francisco for about two weeks, returning to Washington in mid-July. He does not plant to visit Hollywood on this trip.

Ruling on MacArthur Split Due This Week

WASHINGTON, June 26.—U. S. District Court Judge Matthews McGuire is slated to hand down his decision this week in the complicated court fight between K-B Amusement Co. and WB's Stanley Co. over the future of the joint MacArthur Theatre venture. The decision could set important precedents on the value of jointly-owned theatres disposed of under Paramount case consent decrees.

Second Drew Drive-In

BUFFALO, June 26.—Louis Drew, who operates the Delaware drive-in here, has opened his Olean Alleghany.

Four New Theatres For Oilman Baehr

MINNEAPOLIS, June 26.—Ed Baehr, Minneapolis oilman and financier, is building a 1,000-seat theatre and office building at Anoka, Minn., and is continuing his recently launched theatre building program with plans to enter Morris and Benson, Minn., and Williston, N. D. All will be deluxe stands.

Baehr also owns a number of Northern Minnesota theatres which are under long-term lease to Home Theatres Co., as well as theatres at Bemidji and Alexandria, Minn.

Paramount to Hold Six Sales Meetings

CLEVELAND, June 26.—Paramount will hold a series of division sales meetings starting in Cleveland tomorrow, with Al Benson presiding. Subsequent meetings will be in Detroit, June 29-30; Cincinnati, July 5-6; Pittsburgh, July 7-8; Philadelphia, July 12-13, and Washington, July 14-15.

Mexico's New Money Rate Hits US Income

MEXICO CITY, June 26.—The Mexican peso has been stabilized by the government at 8.65 to the dollar, the highest rate ever established in peacetime. Previous official rate was 4.85 to the dollar.

Analyzing the new rate in terms of the film industry's interests, it is found that it will mean higher costs for materials which the trade here must import and will also mean less money from Mexico for Hollywood and other foreign films.

$2-Million Involved In Loop Houses Sale

CHICAGO, June 26.—A two-way transaction involving the sale of two Loop theatre properties, the Woods Theatre Building and the LaSalle Theatre property, has been closed.

The Woods property was purchased by Essaness Theatres, headed by Edwin Silverman for $1,500,000 from the Franciscan Fathers, Roman Catholic order, who in turn bought the LaSalle Theatre property from the Marshall Field Estate for slightly over $500,000. at which site a church and Monastery will be eretced. The LaSalle has been operated by the Jones, Linick and Schaeffer Circuit, since 1933.

Lippert Heads New Financing Company

ALBANY, N. Y., June 26.—Motion Picture Financial Corp. has been chartered here to participate in the financing of motion picture production. Certificate listed Sydney B. Weill as second vice-president, and Weisman, Grant and Jaffe, New York City, as attorneys.

Motion Picture Financial Corp. has been formed here primarily for the purpose of financing Robert Lippert productions, Lippert being president of the new company. However, it may finance other producers.

Newsreel Parade

THE Big Four parley and the new heavyweight champ are current newsreel highlights. Other items include a talk by Secretary Johnson, sports, fashions, etc. Complete contents follow:

MOVIETONE NEWS, No. 50—Big Four come to terms. Portable iron lung. Emperor Baodai of Indo-China. Charles-Walcott fight. Wimbledon tennis. Canoe race.

NEWS OF THE DAY, No. 285—Big Four parley ends in Paris. New iron lung. Envoy Perle Mesta. Bear cub. Raising chickens and ducks. New world champion, Ezzard Charles. Bike thriller. Wimbledon tennis.

PARAMOUNT NEWS, No. 88—Ezzard Charles beats Walcott. July 4th presentation: a salute to our country.

TELENEWS DIGEST, No. 25-B—Yugoslavia: Cominform boycott. Washington: Secretary Johnson sees end of atomic secrecy. Capitol scandal on government contracts. Miniature railroad. Air crash near Memphis. American farm youths go abroad. Garry Davis crosses border. Daredevil drivers.

UNIVERSAL NEWS, No. 259—West Point cadets get paratroop pointers. Long Island drought. Plane crash. Poultry farm. Boxing. Motorcycle race. Wimbledon tennis.

WARNER PATHE, No. 90—Big Four meet ends; Acheson here. People in the news: Mrs. Mesta, Emperor Baodai, Milton Berle. Bike fashions, Duck farm. Charles-Walcott fight. Canoe race. Hell divers.

Coast Production Continues to Climb

HOLLYWOOD, June 26.—The production index maintained its forward movement, adding two to last week's figure for a total of 45 in work. Nine new pictures were started and seven were finished.

Started were: "Girls' School" and "Mary Ryan, Detective," Columbia; "Haunted Trails" and "Angels in Disguise," Monogram; "Where Men Are Men," Paramount; "Bed of Roses," RKO Radio; "Texas Manhunt," Screen Guild; "Front and Center," 20th-Fox; "Perfect Strangers," Warner.

Completed were: "Stars in My Crown," M-G-M; "Jiggs and Maggie in Jackpot Jitters," Monogram; "Sunset Boulevard," Paramount; "The Dalton Gang," Screen Guild; "Three Came Home," 20th-Fox; "Francis," Universal - International; "White Heat," Warner.

Astor Sales Drive Will Honor Savini

First sales drive honoring Robert M. Savini, president of Astor Pictures, has been set for all Astor exchanges in the U. S. and Canada for August 1-September 30. Fred Patterson, head of Real Productions, Astor's franchised exchanges in San Francisco and Los Angeles, will be captain of the drive, which will observe Savini's 45th year in the film business.

'Yankees' on RKO Circuit

Samuel Goldwyn's "The Pride of the Yankees," now being re-released by RKO Radio, has been booked by the entire RKO circuit.

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MPAA-Allied

(*Continued from page* 1)

Association president; Ned E. Depinet, chairman of the MPAA exhibitor and community relations committees, and Francis Harmon, MPAA vice-president.

The meeting on the projected endeavor to achieve better public relations and intra-industry harmony was the fourth in a series being sponsored by the MPAA. Subsequent meetings are scheduled to be set with the Pacific Coast Conference of Independent Theatre Owners, Hollywood unions and guilds and the trade press. Thereafter, an all-industry meeting will be held to form a working organization which will draft a program.

A possible source of difficulty was indicated with expression of the Allied representatives of their belief that the so-called Finneran Plan for disciplining stars and other industry personalities who bring unfavorable publicity to the industry should be included in any comprehensive plan of industry public relations. The Finneran Plan was promulgated at Allied's national convention in New Orleans last year and subsequently was urged upon the MPAA for adoption. After a study of the plan Johnston reportedly rejected it on the grounds that he did not have the authority to administer it and that the legality of some phases of it is questionable. The plan provides for dismissal and boycott of stars involved in unsavoury escapades which become public.

ECA Film Profits

(*Continued from page* 1)

guaranteed as well. ECA officials at first said that this was intended to apply only to industrial investments, and not to informational media. Now, apparently, they have changed their minds.

Formulas for guaranteeing profits for book publishers and magazines and newspapers have already been worked out. Films are proving the most difficult nut for ECA officials to crack.

It is understood that when a formula is finally arrived at it will be retroactive. So far ECA has underwritten only two film contracts—one large one with the MPEA for operations in Germany, and another $70,000 one with Bookfilm International Corp., also for operations in Germany.

Malco Deal Today

(*Continued from page* 1)

going to Lightman as wholly-owned. A substantial payment to Paramount by Lightman also is provided for, it is understood.

Lightman, who is here from Memphis, spent part of the weekend in conferences at the Paramount home office going over final details of the separation agreement. He is scheduled to leave for Wisconsin today to participate in a bridge tournament and all indications are that the pact will be ready for signatures before train time.

282 Cities Get 'Jones'

Paramount's "Sorrowful Jones," starring Bob Hope, has already been booked into first-run theatres in all 32 exchange cities, in addition to more than 250 other keys on July 4, the picture's national release date, A. W. Schwalberg, distribution vice-president, discloses. He said the film will play a minimum of 1,400 key theatres during July.

Review

"Lost Boundaries"

(*RD-DR Productions—Film Classics*)

THE problem of "passing," in which light-skinned Negroes attempt to pass successfully as whites, is the basis for a fine motion picture endowed with intelligence and honesty. Courage as well is by no means lacking in "Lost Boundaries."

Louis de Rochemont, long producer of The March of Time and subsequently with 20th Century-Fox, where he pointed up documentary technique with "The House on 92nd Street," "Boomerang" and "13 Rue Madeleine," made this one along identical lines. This time, however, he drew from a story on W. L. White's documented account of a Negro family which "passed" as white for over two decades at Keenham, N. H. *Reader's Digest* ran the story and projected it into nationwide attention.

The principals are Scott Carter, played by Mel Ferrer, and Marcia Carter, his wife, played by Beatrice Pearson. In essence, the account narrates how this young Negro doctor encounters bigotry and prejudice in pursuit of his career and how, after reluctantly deciding to "pass," he seizes opportunity and settles in Keenham where he raises his two children, Richard Hylton and Susan Douglas. As a practicing physician, he becomes a success. But it is not easily won. The New Englanders are slow to accept him although finally he earns his respected position, professionally and socially, in the fabric of the community.

The situation reaches its climax with the advent of World War II when Ferrer's commission as a lieutenant commander in the Navy is rejected on straight color lines and the son's application for midshipman school heads the same way. It is at this juncture that Ferrer decides to meet the obligation he had warded off for years—the obligation of telling his son the truth while separately Miss Pearson takes similar action with the daughter.

Hylton, shocked, leaves home, and gets involved innocently in a murder scrape in Harlem where he had gone to live as a Negro; is cleared through the kindly understanding of a Negro police lieutenant, played by Canada Lee, and returns home. Through the intercession of Keenham's minister, played by Rev. Robert H. Dunn, the town is given a lesson in the brotherhood of man and leans toward acceptance of the situation. On such a note, the film ends.

This kind of material is considerably removed from the routine. There will be sections of the United States, obviously, where it will not prove acceptable. Similarly, audiences which seek entertainment in the normally accepted definition will not find it here. For this is a serious and dramatic motion picture concerning itself with a disputed phase of a many-sided economic and social problem demanding understanding and sympathy from those who are progressive in their thinking. Exhibitors are compelled to bear this in mind.

In terms of dramatic construction and development, there are no uncertainties. "Lost Boundaries" imparts the conviction of the real thing. Its principal performances by a cast of unknown box-office value are quiet, authentic and constantly believable. Its direction by Alfred L. Werker is firm and sympathetic to the subject without turning maudlin. The town in the film actually is Keenham where the incidents took place and many of the townspeople shown actually live there.

Borden Mace and Lothar Wolff served as associate producers. Charles A. Palmer and Eugene Ling wrote the adaptation and Virginia Shaler and Furlaud de Kay did the screenplay. William J. Miller was responsible for the penetrating black-and-white photography and Jack Shaindlin for the effective musical direction of Louis Applebaum's competent score.

Running time, 100 minutes. General audience classification. Release date, August 5.

RED KANN

Sues WB Over Trailer

Citing the Catholic Diocesan Committee for Decency's condemnation of the play, "The Voice of the Turtle," as "immoral and wholly objectionable," radio announcer George Ansbro has filed suit in New York Supreme Court against Warner Brothers and Lane Enterprises, operators of the Lane Theatre, Washington Heights here, charging unauthorized use of his portrait in a trailer advertising the film version of the play. He asks $15,000 damages. Warners has filed a general denial of charges, and asks dismissal of the action.

Wilfred Smith Resigns

Wilfred (Bill) Smith has resigned as general manager of Eastern Drive-in Theatres, effective July 1. The company operates five outdoor theatres in New Jersey, four of which were built under Smith's supervision.

Coward in Own Film

For the first time since 1942, playwright Noel Coward will act in one of his films, "The Astonished Heart," to be produced in Britain by Rank.

Stars to Denver Premiere

DENVER, June 26.—A plane-load of Hollywood stars will land at Stapleton Airfield here tomorrow morning to launch a two-day celebration culminating in the world premiere of 20th Century-Fox's Will James' "Sand" at the Denver Theatre. The contingent is headed by George Jessel and will include Mark Stevens, Coleen Gray, Rory Calhoun, Barbara Lawrence, Nancy Guild and William Shirley.

Vote Morris Strike

The William Morris Agency unit of the Eastern Screen Office and Professional Employes Guild, Local No. 109, CIO, yesterday authorized a strategy committee to strike to secure their demands. The action was taken as a result of the agency's rejection of the union's proposal for a new contract.

'Strange Victory' Deal

Worldwide distribution rights to "Strange Victory," anti-discrimination feature, have been acquired by Victory Films of New York.

UA Heads Call off Today's Coast Meet

Hollywood, June 26.—The meeting of United Artists owners and officers scheduled to be held here tomorrow was cancelled at the weekend, at which time president Gradwell Sears took a plane for New York.

New Missouri Code Fixes Aisle Widths

ST. LOUIS, June 26.—The new state building code regulating theatres and other places of public assembly, which was signed last week by Governor Forrest Smith—and which is much more liberal than the previous outdated statute—provides that the main aisle need not be more than three feet six inches in width, and in theatres with a seating capacity of not more than 450 it need be no more than two feet eight inches in width; if there are auxiliary or side aisles they need not be more than two feet four inches in width. The old law required a four-foot center aisle, three-foot side aisles and three-foot rear aisles.

No side aisles are now required if the number of seats in a row do not exceed 25 and if there is a horizontal space of 18 inches between chairs with self-raising seats, or if the number of seats of any type in a row do not exceed 18. This permits more seats and fewer and narrower aisles than under the old legislation.

The law also sets particulars in regard to the location and marking of exits. It requires compliance by existing theatres.

The law also repeals the old informer clause which permitted a private individual to sue a theatre for safety infractions and receive half of the penalties.

Fine Copyright Violation

Rocco F. Messina was fined $200 in Federal Court, Brooklyn, by U. S. Judge Leo Rayfiel, on a plea of guilty to charges of infringement of copyright for profit, of the 20th-Fox feature, "Do You Love Me," by renting the picture in 16mm. wtihout the authority of the copyright owner.

Korda, E-L in Deal

TORONTO, June 26.—J. Arthur Rank's Eagle-Lion Films of Canada, has secured the franchise for the Dominion for the release of Sir Alexander Korda's pictures from London Films. A similar agreement with Canadian E-L has been signed by British producer Herbert Wilcox.

Barry Leaves Simpex

New York headquarters of Simpex Co. discloses that Gerald C. Barry, formerly representing the company in a sales capacity in the handling of "Christ the King," is no longer with the organization, his post having been eliminated.

$400,000 Wichita House

WICHITA, June 26.—Sullivan Independent Theatres has started construction here on the 1,500-seat Crest Theatre. Circuit's general manager, O. F. Sullivan, said the new house will cost over $400,000.

2 IN 1 TARZAN SHOW

THE ALL-TARZAN
AN ALL-MONEY

EDGAR RICE BURROUGHS'

TARZAN'S DESERT MYSTERY



Starring

JOHNNY WEISSMULLER

NANCY KELLY • JOHNNY (BOY) SHEFFIELD

with OTTO KRUGER • JOE SAWYER • LLOYD CORRIGAN

ROBERT LOWERY • FRANK PUGLIA • PHIL VAN ZANDT

SCREEN PLAY BY EDWARD T. LOWE • FROM A STORY BY CARROLL YOUNG • BASED UPON THE CHARACTERS CREATED BY EDGAR RICE BURROUGHS

PRODUCED BY

SOL LESSER

DIRECTED BY

WILLIAM THIELE

Re-released by

RKO RADIO PICTURES

2 IN 1 TARZAN SHOW

Back the Motion Picture Industry's U. S. SAVINGS BONDS DRIVE, May 16 - June 30

2 IN 1 TARZAN SHOW

SHOW THAT'S COMBINATION!



ND

TARZAN TRIUMPHS

Starring JOHNNY WEISSMULLER

FRANCES GIFFORD • JOHNNY (BOY) SHEFFIELD

SCREEN PLAY BY ROY CHANSLOR AND CARROLL YOUNG • FROM A STORY BY CARROLL YOUNG
BASED ON THE CHARACTERS CREATED BY EDGAR RICE BURROUGHS

: PICTURES AVAILABLE AS A PROGRAM OR INDIVIDUALLY

2 IN 1 TARZAN SHOW

To the showmen whose patrons are demanding "something different"... Allied Artists proudly presents a daring and compelling picture . . .



Few stories have dealt so frankly with relationships between male and female...not as a romantic game but as a soul-searching test of the frailties of human flesh and spirit.

"A TOP NOTCHER. DEEPLY PENETRATING! VIVID, REAL CHARACTERS!"

LOS ANGELES TIMES



WHY DID THIS FAMOUS DOCTOR FORSAKE THE WOMAN HE LOVED?

WHY DID HE GIVE EDITH MARTIN'S BABY HIS NAME?

"Engrossing entertainment. Sincere, straightforward, compelling."
—BOXOFFICE

"Strong drama. Colorful and interesting."
—HOLLYWOOD REPORTER

ALLIED ARTISTS presents An Associated British-Pathe Limited Production

Michael Denison · Ronald Howard Dulcie Gray · Stephen Murray

My Brother Jonathan

with Mary Clare · Finlay Currie · Beatrice Campbell · Arthur Young

Produced by Warwick Ward · Directed by Harold French · Screenplay by Leslie L. Landau and Adrian Arlington

'No Violations of Law': Schine Counsel

Buffalo, June 26.—Schine attorney Irving Kaufman said the consent agreement was entered into in order to avoid prolonged litigation over the disposal of theatres now operated by Schine.

"By our agreement," he said, "we are not admitting the allegations in the government's complaint and, in fact, deny that we did in the past or are now violating any laws, particularly with respect to any of the theatres mentioned in the consent decree."

List of Schine Theatres Which Must Be Divested

BUFFALO, June 26.—Following is the list of the theatres and theatre properties which Schine must dispose of over the next three years after Friday's consent judgment:

New York: Auburn, Jefferson; Canandaigua, Lake; Carthage, bank property and former State Theatre property; Corning, State; Cortland, Temple; Geneva, Temple (if not in regular operation during the major part of each year) and Regent; Herkimer, Richmond; Little Falls, Hippodrome; Lockport, Palace or Rialto; Malone, Plaza; Newark, Crescent; Ogdensburg, Pontiac; Oneonta, Palace or Oneonta; Oswego, Capitol (if not in regular operation during the major part of each year) and Strand; Perry, vacant lot; Rochester, Madison or Monroe and Riviera or Liberty; Salamanca, Andrews; Seneca Falls, Seneca; Watertown, Palace.

Ohio: Ashland, Palace; Bellefontaine, Strand; Bucyrus, Southern; Delaware, Star; Kents, Opera House; Ravenna, Ohio (Schine can dispose of both its theatres in either Kent or Ravenna rather than one in each); Piqua, Miami or Piqua, and the Bijou if not reopened by Schine within three months and kept in operation during the major part of each year; Van Wert, Strand; Wooster, Opera House or Wayne or Wooster, at buyer's option; Tiffin, Ritz or Tiffin, unless Schine no longer has any interest in or control over any theatre in Fostoria; Mt. Vernon, Vine, unless either the Vernon or Memorial is permanently disposed of to an exhibitor who is not affiliated with Schine, will use it for a theatre, and does not now operate in Mt. Vernon; Norwalk, Moose.

Kentucky: Corbin, Kentucky; Lexington, Strand or Kentucky and one other, not the Ada Meade; Maysville, Hollywood; Paris, Bourbon.

Maryland: Cambridge, Arcade or State; Easton, Avalon or New Easton (instead of disposing or any theatre in Cambridge, Schine can dispose of both theatres in Easton); Cumberland, Liberty; Salisbury, site of burned down Arcade Theatre if Schine desires to proceed with a new theatre on a new site (this is in keeping with an October 15, 1948 court order).

All these must go to persons for use as theatres with six exceptions where Schine certifies the properties were never used or not used for a long period of time for theatres. These six, which can be sold for any use, are the bank property and former State Theatre property in Carthage, the Crescent in Newark, the vacant lot in Perry, the Seneca in Seneca Falls, the Bijou in Piqua, and the Moose in Norwalk.

Says Decree Gives Newcomers Product

Buffalo, June 26.—The film buying limitation imposed on Schine theatres by the consent decree insures the reserving of films for exhibitors who are to compete with Schine, said Sigmund Timberg, head of the Justice Department consent decree division.

"We have felt that it would be insufficient to have other theatres competing with Schine unless there was provision for them to obtain films with which to get started," he told the court.

Schine Decree

(*Continued from page* 1)

restricting the number of first-run features Schine can get—is a new wrinkle and the heart of the decree from the government's point of view.

This key section is for a three-year period from July 1, 1949, or in the case of a locality where Schine must give up a theatre, for a period of three years from the date possession of the theatre is taken. Five towns are specifically exempted—Amsterdam, Buffalo, Syracuse, and Glens Falls, N. Y., and Salisbury, Md.

In all other towns, two top limits are put on the number of first-run features Schine theatres can license. They cannot license more than 60 per cent (66⅔ per cent in towns where they have two or more theatres and there is first-run competition) of the feature films released by the major distributors for first-run exhibition in any fiscal year, "except as to pictures for which competitors who have had an opportunity to request licenses have not made an offer or have made an insubstantial offer." Nor can Schine theatres take more than 48 feature films (53 in towns where Schine has two or more theatres and there is first-run competition) from among the 80 pictures constituting the aggregate of the 10 pictures relesaed by each of the major distributors for first-run exhibition in any fiscal year, "which are allocated by the respective distributor to its highest selling bracket or brackets."

Again there is the exception "as to pictures for which competitors who have had an opportunity to request licenses have not made an offer or have made an insubstantial offer."

Both restrictions apply as well to second-run features in Rochester. In towns where Schine has competitors who desire first-run features and in which there is a theatre to be divested, the three-year product limitation must take effect before July 1, 1952—"just in case something goes wrong and they still haven't gotten rid of the theatre by then," one Justice official said.

Another key trade practice section provides for prompt review or arbitration of all complaints by Schine competitors on unreasonable clearance. Schine promises not to demand or receive any clearance over theatres not in substantial competition or any unreasonable clearance over competing theatres. "Upon request or complaint made by an exhibitor to the Schine defendants," the decree provides, "or on notice received by the Schine defendants of a request or complaint made to a distributor that the clearance held by a Schine theare over his theatre is unreasonable, the defendants agree to procure from each of the major distributors from whom they license film a review of the reasonableness of such clearance."

The exhibitor must be given notice of the review and a chance to present his views orally or in writing. If the exhibitor wants the matter to be arbitrated, Schine agrees to submit the matter to arbitration and the arbitrator's decision will be binding.

Thirty-nine cities in New York, Ohio, Kentucky and Maryland are covered by theatres disposition sections in the decree. Schine must dispose of 36 theatres in 31 communities. It may have to dispose—depending on certain other conditions—of another five theatres in five other towns. It must dispose of theatre sites in three towns. With six exceptions, the properties must go to persons who will use them for motion picture theatres. Disposition must be completed within three years from last Friday, at the rate of one-third of the total each year. No property can go to any Schine affiliate, and all disposals are subject to Justice Department approval.

Disposal of these theatres, the decree states, is "for the purpose of creating substantial motion picture theatre operating competition in localities where the government claims that no competition or no substantial or adequate competition now exists or did exist during the years covered by the evidence and findings of fact in this cause."

If Schine cannot sell any property on "reasonable terms," it may—with court approval—lease or sublease it to a non-defendant. However, no lease or sublease can contain any rental provision giving Schine a share of the theatres profits and Schine must continue to try to sell the theatre on "reasonable terms."

"Approval of the court to lease such theatres shall not be obtained without a prior showing of due diligence on the part of the defendants to sell theatres," the decree states.

No new theatres can be acquired by Schine without court approval and a showing that "such acquisition will not unreasonably restrain competition." The decree provides that nothing in the judgment shall be "deemed to prevent" Schine fom acquiring interests in theatres—other than those it must give up—as a replacement for theatres destroyed or converted to non-theatrical use, in renewing leases or acquiring an additional interest in any theatre under lease, or as replacement for any theatre lost through inability to renew a lease on reasonable terms."

Other trade practice restrictions on Schine, in addition to the product limitation and clearance review provisions, enjoin these things: combining open and closed towns for buying films; attempts to control prices charged other exhibitors by agreements with distributors or any other methods; asking or knowingly receiving discriminatory terms or conditions not available to competitors in licensing films; franchise agreements, formula deals and master agreements; and conditioning the licensing of films in any one competitive situation on the licensing of films in any other situation.

Also making or continuing to perform pooling agreements; enforcing any existing agreements not to compete or to restrict the use of any real estate to non-theatrical purposes; using threats or deception to induce a competitor to sell or to keep a potential competitor from buying a theatre; buying or booking films for any theatre other than those in which the Schine defendants own a financial interest; cutting admission prices to eliminate or prevent competition of independent exhibitors; or "continuing any contract, conspiracy or combination with each other or with any person which has the purpose or effect of maintaining the exhibition or theatre monopolies of the defendants or preventing any other theatre or exhibitor from competing with the defendants, and from entering into any similar contract, conspiracy or combination."

The decree provides that the existing pooling arrangements at Fostoria and Medina, Ohio, and Syracuse, N. Y., shall be dissolved. In the Ohio towns, the dissolution may be either by dissolution of the corporations through which the interests are pooled or by sale of Schine's stock in these corporations. If the corporations are not dissolved by August 15, 1949, Schine's stock is to be sold to the other parties in the pool or to a third party.

The decree makes the usual provisions for Justice Department access to Schine records and employes.

The government's suit was filed originally in August, 1939. The eight major distributors also were named but they were dropped in November, 1940, after the first consent decree in the Paramount case. All the charges were based on acts prior to May 19, 1942. The Supreme Court upheld the government's charges last year and sent the case back to Buffalo for determining the exact relief. Some further proceedings were held, and then consent decree negotiations commenced.

In addition to Schine Chain Theatres, Inc., the governmnet's suit and Friday's consent decree affected these other companies and Schine officials—Schine Circuit, Inc., Schine Theatrical Co., Inc., Schine Enterprises Corp., Schine Lexington Corp., Chesapeake Theatres Corp., J. Myer Schine, Louis W. Schine and John A. May.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 125 NEW YORK, U. S. A., TUESDAY, JUNE 28, 1949 TEN CENTS

Nation-Wide Exhibitor Group to Finance Films

Fabian Is President of New Company Which Is Capitalized at $10,000,000; Aim to Bolster Product Supply; No Direct Theatre Tie-ins

Formation of National Exhibitors Film Co. with a capitalization of $10,000,000 for the purpose of financing motion picture production, and with a long list of prominent circuit operators throughout the country already pledged to participate, was announced here yesterday following a two-day organization meeting at the Waldorf Astoria.

Film Financing Plan Highlights

FOLLOWING are highlights of the plan sponsored by 23 prominent theatre circuits in all parts of the country to form National Exhibitors Film Co., capitalized at $10,000,000, *to finance new production:*

Will be wholly owned by theatremen whose investments will be limited to $100,000 each. There will be no public stock offering.

Loans to be made to recognized producers for top quality films; the new company to have the right to approve stories, casts and budgets.

Distribution will be through established companies already releasing pictures of independent or "outside" producers.

Si Fabian will be president, assisted by an executive committee of prominent theatre operators. Robert Wright, former government prosecutor of the anti-trust suit against the industry, is adviser on legal aspects.

Aim is to increase the supply of quality product of all theatres and to give exhibitors a voice in its making. There will be no franchises or preferred terms to sponsors for the resultant pictures.

Incorporating papers are now in the hands of attorneys and it might be a matter of only a month before the actual organization is an accomplished fact.

S. H. Fabian, president of Fabian Theatres, New York, already has been appointed president of the company and will undertake the organizational tasks with the aid of an executive committee. Members of the committee are:

Sam Pinanski, president of American Theatres, Boston, who will serve

(Continued on page 5)

Semenenko, Small Okay an E-L Sale Deal

'Long-Range' Plan Will Go to Young This Week

HOLLYWOOD, June 27.—Pattern for a long-range transaction building up to acquisition of Eagle-Lion by Edward Small will be submitted to Robert R. Young this week by Serge Semenenko and Robert Purcell, who flew to New York tonight following four-day conferences which cluminated in agreement on principal points.

Deal as outlined would place Small in complete charge of all Eagle-Lion operations, including distribution and production, for an extended period, with Small holding an option to acquire ownership under specified terms and stipulated conditions.

Principals in the negotiations declined to reveal the duration of the preliminary operational period or

(Continued on page 5)

E-L Will Expand Its Exhibitor Relations

Declaring that "every Eagle-Lion picture must be pre-sold on a saturation basis long in advance of release," William J. Heineman, E-L sales vice president, announces expansion of the company's point-of-sale promotion policy to include an exhibitor relations department charged with long-range advance and publicity handled through the theatres which will eventually play E-L films.

The exhibitor relations department will function as a national advance publicity agency, in charge of long-range advance selling up to the time the exploitation department is ready to handle specific playdate promotions,

(Continued on page 4)

Call MPAA-Allied Meet 'Exploratory'

The meeting of Motion Picture Association of America representatives with Allied States officials in Indianapolis Saturday on the projected industry public relations campaign was "purely exploratory," Ned E. Depinet, RKO president and chairman of MPAA's exhibitor and community relations committee, said subsequently.

Depinet returned to New York over

(Continued on page 4)

Arkansas ITO Maps Ambitious Public Relations Program

LITTLE ROCK, June 27.—A broad plan of regional public relations designed to attract more people to theatres and to counteract the prevalent trend of thought that pictures are not as good as they used to be will be advanced by the Independent Theatre Owners of Arkansas, a Theatre Owners of America affiliate, in this area.

The public relations plan is part of a program of action proposed for the 1949-50 season by Sam B. Kirby, ITO of Arkansas president, which was adopted unanimously by the board of directors at a recent meeting here. All exhibitors in this area, whether ITO members or not, will be asked to participate in the public relations plan.

Emphasis will be placed on the exhibitors' responsibility to the com-

(Continued on page 5)

36-40 from MGM in 1950

HOLLYWOOD, June 27.—Possibility of increasing M-G-M's releases in the near future will be discussed here by William F. Rodgers, sales vice-president, with Louis B. Mayer, production head, and Dore Schary, vice-president in charge of production. The company may have as many as 36 to 40 in 1949-50, against 32 for 1948-49.

Rodgers arrived here today from New York and Schary is due tomorrow after a week's vacation in the East. The meetings on boosting releases will most likely get under

(Continued on page 5)

Report Increase in Ticket Tax Income

WASHINGTON, June 27.—General admission tax collections in May, reflecting April box-office business, were better than $2,000,000 ahead of May, 1948, collections and were more than $4,000,000 ahead of April, 1949, according to figures released today by

(Continued on page 4)

Ohio Exhibitors to Meet on Sept. 20-22

COLUMBUS, O., June 27.—Three-day state convention of the Independent Theatre Owners of Ohio will be held September 20-22 at the Deshler-Wallick here, P. J. Wood, ITO secretary, announces. First day's discussions will be given over to problems of small-town and drive-in exhibitors.

One Detail Delays Lightman Split

Paramount and M. A. Lightman yesterday reached agreement on all but one detail of terms for dissolving their jointly-owned Malco Theatres at Memphis.

Lightman left New York last night following Paramount conferences for Wisconsin and from there will return to his Memphis headquarters.

The only issue which has yet to be resolved is a leasing arrangement

(Continued on page 4)

UK Fiscal Worries Rise; Stocks Off

LONDON, June 27.—All film stocks were off in today's trading, reacting to sharp declines registered in government securities due to current anxieties over the dollar-sterling situation.

J. Arthur Rank's milling company was among the few general industrial issues which registered rises in the general slump.

It is understood authoritatively that

(Continued on page 4)

Personal Mention

DARRYL F. ZANUCK, 20th-Fox production vice-president, is due here tomorrow from the Coast en route to Europe. He will leave Friday for Paris, accompanied by his family and will return late in the summer.

•

ROBERT W. SELIG, executive assistant to RICK RICKETSON, president of Fox Inter-Mountain Theatres, has been named for the third consecutive year president of the board of trustees of Denver University, his alma mater.

•

JOSEPH H. SEIDELMAN, president of Universal International Films, and MRS. SEIDELMAN, are among the passengers aboard the *S. S. Queen Elizabeth*, which is scheduled to arrive here today from England.

•

RICHARD WIDMARK and RICHARD NEY, screen actors, were among the passengers aboard the *S. S. Caronia*, which sailed from here yesterday for England.

•

WILLIAM MIRANDA, Warner home office playdate assistant, and MRS. MIRANDA, are the parents of a baby daughter, born Friday in Floral Park, L. I.

•

JOSEPH A. MCCONVILLE, Columbia vice-president, and MRS. MCCONVILLE, are due to arrive here today from England aboard the *Queen Elizabeth*.

•

HARRY MANDEL, RKO Theatres advertising-publicity director, and MRS. MANDEL, are celebrating their 25th wedding anniversary today.

•

ARCHIBALD SILVERMAN, president of the Strand Theatre, Providence, R. I., will fly from Boston today for Israel.

•

MAURICE WOLF of M-G-M's public relations department, will leave Boston today by plane for the Coast.

•

TED R. GAMBLE, head of Gamble Enterprises, left here yesterday for Milwaukee and the Coast.

•

NOEL MEADOW, vice-president of Vog Film Co., has returned here from a business trip to Washington.

•

HERBERT SILVERBERG, Hollywood attorney, left here last night for Los Angeles.

Mazer Named MPEA Publicity Director

Bernard Mazer has been named advertising-publicity director of the Motion Picture Export Association by Irving Maas, MPEA vice-president and general manager.

Mazer fills the post vacated by Alfred F. Corwin, who has been appointed information director of Motion Picture Association of America's New York office. Mazer served as Corwin's assistant at MPEA for the past two and a half years.

NLRB Spikes AFL 'Raid' on SPG Unit

Screen Publicists Guild (CIO) reports that an attempt by the Sign, Pictorial and Display Union, Local No. 230, AFL, to raid SPG's jurisdiction, was defeated when the National Labor Relations Board unanimously rejected a petition of the AFL union for an election in the advertising-publicity department of RKO Radio.

Local 230 first petitioned among the artists at RKO, and when the NLRB rejected this unit, then filed for artists and publicists. However, according to SPG, the decision of the board in this matter ends all possibility of a jurisdictional dispute in the advertising-publicity departments of the motion picture industry.

SPG at the same time announced it had filed a petition with the NLRB for a union shop election on an industry-wide basis, covering employes of Columbia, RKO, Paramount, Warners, Loew's, M-G-M, United Artists, Republic, 20th Century-Fox and Universal. It is expected that an election will be held within two weeks, the Guild said.

High Court Again Turns Down Momand

WASHINGTON, June 27.—The U. S. Supreme Court turned down a personal plea from A. K. Momand to hear his appeal from a Boston Circuit Court decision throwing out his case against eight major film companies. The court had twice before refused appeals forwarded by Momand's lawyers, and then Momand sent a wire to the court himself. The result was the same, however.

Supreme Court Recessed

WASHINGTON, June 27.—The Supreme Court recessed for the summer today without action on either the Ball or Partmar petitions to intervene in the Paramount consent decree.

That means the High Court won't act on the petitions until fall. The Court doesn't reconvene until the first Monday in October.

Benoit-Levy Leaves Film Post of UN

Jean Benoit-Levy, director of the film and visual information division of the UN, will announce that he is leaving that post July 6 to resume his career as a director of feature films, at a testimonial luncheon to be given to him at the Harvard Club here today by the U. S. National Film Committee for the UN. Presiding at the luncheon will be Carl E. Milliken, chairman of the committee. Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, have sent messages which are to be read in their behalf by Francis Harmon, vice-president of the MPAA, and Robert J. Rubin, general counsel of the SIMPP. Benoit-Levy has been named honorary director of the UN film board as well as adviser to the public information division.

Legion of Decency Issues Report Book

The National Legion of Decency has reviewed and classified 6,488 features of domestic and foreign origin from the beginning of its operations in February, 1936, through November, 1948. Titles of the pictures, their distributors, the Legion's rating for each, and the year in which each was reviewed have been compiled in a book just issued by it.

The Legion describes the book as "A moral estimate of entertainment feature motion pictures prepared under the direction of the National Office of the Legion of Decency with the cooperaiton of the Motion Picture Department of the International Federation of Catholic Alumnae."

The booklet discloses that 3,320 features, or 51.17 per cent of the total, received the Legion's Class A-I rating; 2,413 or 37.19 per cent were rated Class A-II, morally unobjectionable for adults; 689, or 10.62 per cent, received the Class B rating, morally unobjectionable in part for all, and 66, or 1.02 per cent, were condemned. Of the condemned films, 35, or 53.03 per cent, were of foreign origin, and 31, or 46.97 per cent were domestic.

The book contains a foreword by Bishop William Scully of Albany, chairman of the Bishop's Committee on Motion Pictures, and a preface by Rev. Patrick J. Masterson, executive secretary of the Legion; Rev. Thomas F. Little, assistant executive secretary, and Mrs. James F. Looram, chairman of the Motion Picture Department of the IFCA.

Hartford Arbitration Hearing on July 11

HARTFORD, June 27.—Oliver Bishop, executive secretary of the AAA's Connecticut board, has set the hearing of Crown Management Corp. arbitration complaint against B-G-M, Warner, RKO and 20th-Fox for July 11. Paramount, originally named in the complaint, has been dropped as a defendant. It is charged that the Crown Theatre, Hartford, is suffering hardship because pictures become available to it five and six months after first-run, and, at times, when pictures are not bought, as long as eight months.

Amalgamated Booking and Buying Service asks a reduction to 30 days after first-runs in Hartford in behalf of the theatre.

UA's Mitchell Will Head Video Forum

John Mitchell, United Artist television sales manager, will head a distribution forum meeting of the National Television Film Council on Thursday at the Roosevelt Hotel here, it was announced by Melvin L. Gold, NTFC president and advertising manager of National Screen. Meeting will be one of three scheduled for Thursday, with a television station forum taking over, headed by Ed Evans of WPIX, and a film production forum headed by Henry Morley of Dynamic Films.

Require Code Number On Ads in Kentucky

Frankfort, Ky., June 27.—The Kentucky Department of Revenue has adopted a regulation requiring that all advertisements, including hand bills, posters, tickets and other printed advertisements, pertaining to the sale of admissions, must show a permit or code number assigned by the department, as defined in regulation KRS 138.010.

TOA-SMPE to Meet Today on Television

Continued exploratory discussions of the adaptability of television for theatre use will take place here today in another joint meeting of the Society of Motion Picture Engineers and Theatre Owners of America, which is expected to concern itself in a large part to possible means of reducing installation charges. Representatives of Motion Picture Association of America also may attend.

At today's session, the SMPE video committee is slated to provide TOA with answers to the latter's questions about a variety of suggestions on experimenting in theatre video. Among these is one to test it in large theatres.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
June HAVER Ray BOLGER Gordon MacRAE
"LOOK FOR THE SILVER LINING"
Color by TECHNICOLOR
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents BOB HOPE LUCILLE BALL in Damon Runyon's "SORROWFUL JONES" Introducing MARY JANE SAUNDERS
In Person LOUIS PRIMA And His Orchestra
KELLY SMITH and JIMMY WAKELY
Mrs. VIC & ADIO
The Amazing MR. BALLANTINE GEORGE WRIGHT at the Organ
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

J. Arthur Rank presents
"THE RED SHOES"
Color by Technicolor
BIJOU THEATER, 45th Street *West of Broadway*
All Seats Reserved, Mail Orders
Twice Daily
Extra Matinees Saturday and Sunday
Late Show Saturday Evening 11:30
An EAGLE LION FILM Release

THE RED MENACE
Produced by REPUBLIC Studios, Hollywood, Calif.
BRANDT'S Cool
MAYFAIR 7th Ave. & 47th Street

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Loew's MARKS THE DATE...



THE ACROSS-THE-BOARD DAY-AND-DATE PREMIERE FOR EDWARD SMALL'S



HAS BEEN INAUGURATED BY LOEW'S CIRCUIT WITH BOOKINGS IN THE FOLLOWING KEY SITUATIONS:

ATLANTA	COLUMBUS	EVANSVILLE	PITTSBURGH
NASHVILLE	CLEVELAND	LOUISVILLE	MEMPHIS
BOSTON	AKRON	KANSAS CITY	ST. LOUIS
PROVIDENCE	CANTON	NEW ORLEANS	BALTIMORE
ROCHESTER	TOLEDO	HARRISBURG	NORFOLK
SYRACUSE	HOUSTON	READING	RICHMOND
DAYTON	INDIANAPOLIS	WILMINGTON	WASHINGTON

EDWARD SMALL presents
"BLACK MAGIC" starring ORSON WELLES and NANCY GUILD with AKIM TAMIROFF · FRANK LATIMORE · VALENTINA CORTESE · MARGOT GRAHAME
From a story by ALEXANDRE DUMAS, author of "The Three Musketeers" and "The Count of Monte Cristo"
Produced and Directed by GREGORY RATOFF · Screenplay by CHARLES BENNETT · Additional Scenes and Dialogue by Richard Schayer

WATCH THE DAY-AND-DATE ACCUMULATE FOR THE BIGGEST PICTURE IN TEN YEARS...thru UA

Late News Flashes

OKLAHOMA CITY, June 27.—The final testimony was put into the record today in the Griffith anti-trust case, and the defense began presenting depositions that are expected to close the hearing before U. S. District Judge Edgar S. Vaught.

Last witness for the defense was Tom Davidson, manager of Griffith Consolidated Houses at Borger, Tex. Government then recalled co-operators of the independent drive-in at Borger, John Fagin and Charles Weisenberg. Depositions were those of A. V. Philbin, M-G-M manager at Dallas, and Howard Nicholson, Dallas. Four others will be offered, and hearing may wind up tomorrow.

•

HOLLYWOOD, June 27.—Brookside Theatres Corporation, a Kansas City company, has filed a Federal Court action here demanding $2,700,000 damages from the eight major distributors on grounds that defendants, beginning in 1932, have engaged in an unlawful conspiracy to restrain and monopolize interstate trade and commerce in films throughout the U. S. Complaint says the Brookside Theatre since 1937 has lost $750,000 in profits and $150,000 in fair market value as result of the monopolistic practices charged.

MPAA-Allied Meet

(*Continued from page* 1)

the weekend, accompanied by Eric Johnston, MPAA president, and Francis Harmon, vice-president.

Back in Washington from the meeting, Abram F. Myers, Allied chairman and general counsel, had no comment on the session but said he thinks another meeting will be held in August at a still undesignated place.

"There was nothing tangible as we have no commission from our board at this time," Myers said of Saturday's meeting.

Ainsworth on Hand

Besides Myers, Allied was represented by William Ainsworth, Allied president; Trueman Rembusch, treasurer; Charles Niles, secretary, and Martin Smith, past president. The meeting was held in Indianapolis because the Allied officials were in Indiana last week to attend the convention of Associated Theatre Owners of Indiana at French Lick.

"There was no program and no agenda," Depinet said. "I asked my friends in Allied how they think we can best proceed. We'll take the matter under consideration and hope to have another meeting before the end of the summer."

Johnston had nothing to add.

Myers announced in advance of the meeting that Allied would consider the Finneran Plan, which provides fines, suspensions and other punishments for actors and others who transgress the moral code, as "a fair basis for conversation" instead "of spreading formaldehyde around." He also promised to throw into the hopper findings of a survey on what the public thinks about pictures, made recently by Rembusch.

Joseph P. Finneran, Columbus, Ind., exhibitor, authored the disciplinary plan for stars. It was approved by the national Allied convention last year but reportedly was viewed by MPAA as impractical or of doubtful legality.

BOB SAVINI
(45th Anniversary)
DRIVE
AUGUST 1st
THRU
SEPTEMBER 30th

Warner, Others Ask New Telefilm Trial

WASHINGTON, June 27.—Harry M. Warner, Nathan Levinson, Thorobred Photo Service and six other individuals today told the U. S. Supreme Court that the California Supreme Court had been right in granting them a new trial in connection with a damage suit against them by Telefilm, Inc.

Telefilm won a $300,000 verdict in its unfair compensation suit against Warner and the others. The judge who heard the trial died, but his successor granted a new trial. Telefilm has appealed on up to the U. S. Supreme Court. The Warner group in a brief filed today pointed out that the new trial was ordered in accord with established legal principles and that the issue must still be tried on its merits.

Award at Waterbury Is 60-Day Clearance

Maximum clearance to which the Alhambra Theatre, Waterbury, Conn., shall be subjected by Paramount, Loew's and Warners shall not be greater than 60 days after territorial release, thus giving that theatre an absolute availability of 60 days after territorial release, according to an American Arbitration Association arbitrator's award, reported here yesterday by the AAA.

The Alhambra had complained that due to the peculiarities of the operation of the intervenor Carroll Theatre, located nearby, pictures had become available "extremely late to the Alhambra and cause the Alhambra to suffer a hardship in booking." Complainant requested a 50-day ceiling after first-runs in Waterbury to alleviate the claimed hardship.

U. K. Worries

(*Continued from page* 1)

Treasury officials are already prepared to list the commodities which will be subjected to reduced importation from America in the event that devaluation of sterling cannot be avoided, but the listing is a precautionary measure only. Devaluation still remains unlikely in view of Sir Stafford Cripps' continued resistance to all pressure in that regard.

The Treasury undoubtedly is satisfied that the country's film dollar position is effectively safeguarded currently by the remittance agreement with the American industry. However, the agreement provides for remittances in dollars and it would be unaffected by devaluation of sterling.

E-L's 'Red Shoes' at Summer Playhouses

With the summer barely under way, "The Red Shoes," J. Arthur Rank's Academy Award winner, has already been booked into 37 summer playhouses, with more such engagements coming, it was announced by William J. Heineman, sales vice-president of Eagle-Lion, which is releasing the film. Standard price range of $1.20 to $1.80 for reserved seat matinees and $1.20 to $2.40 for evening performances will be maintained in all summer theatre showings, Heineman revealed.

Ascap Pact With US Possibly This Week

Settlement between the Department of Justice and Ascap on new terms of a consent decree which would allow the Society to collect music royalties from film producers might be reached at a meeting of representatives of both sides this week, probably in New York. A meeting which had been scheduled for the past weekend was postponed when it was learned that one of the key figures could not attend.

New Move Seen for 2 Contempt Writers

WASHINGTON, June 27.—Some hope for John Howard Lawson and Dalton Trumbo, whose contempt of Congress conviction was recently upheld in the Court of Appeals here, was seen in the Supreme Court's decision today to hear an appeal by Communist leader Eugene Dennis. Dennis has also been convicted for being in contempt of the House Un-American Activities Committee and the Court said it would consider Dennis' contention that government employes should not have been allowed on the jury that convicted him. Lawson and Trumbo have raised the same point.

The High Court left little doubt that otherwise Dennis' contempt conviction was okay.

Ticket Tax Income

(*Continued from page* 1)

the U. S. Bureau of Internal Revenue.

The May, 1949, collections were $30,440,911, compared with $28,309,390 in May, 1948, and $26,301,280 in April, 1949.

The May figures pushed the total general admission tax collections in the first five months of 1949 ahead of the comparable 1948 figures—$144,138,447, against $144,016,291. These figures cover business for December of the preceding year through April. Just considering the February-through-May collections, which reflect box-office business for the first four months of each year, 1949 compares even mor efavorably, ringing up a total of $118,371,649, against $115,327,836 for the 1948 period. The 1949 collections have exceeded 1948 in three months, February, March and May. These reflect business in January, February and April. Business in only one 1949 month—March, as evidenced by April collection figures—has been below 1948.

Globe Holds Outing

The New York Globe Ticket Co. held its annual outing at Heckscher State Park, L. I., over the weekend.

Challenge Companies On Discrimination

Protesting the reputed refusal of motion picture companies to include in current contract negotiations a clause pledging no discrimination against race, color or creed in hiring, the Screen Office and Professional Employees Guild, Local No. 109, has requested a conference between the union, Loew's, RKO, Paramount, 20th Century-Fox, Columbia and the National Association for the Advancement of Colored People the Urban League, Young Women's Christian Association, Harlem Trade Union Council, American Jewish Congress and the Committee to Support of the Ives-Quinn Law, for the purpose of taking immediate steps to achieve equal hiring rights for all.

The letter, addressed to company presidents, pointed out that most film home offices have fewer than one-half of one per cent Negro office employes and some have no Negro white collar workers.

Jury Disagrees Over Sunday Violations

HAGERSTOWN, Md., June 27.—Trial of seven Warner theatre employes here on charges of violating the blue laws by showing films on Sunday, ended in a hung jury. As a result, George N. Payette, Jr., manager of the three Warner theatres in this city, states that the houses will continue to show on Sundays throughout the summer. At the same time, State Attorney Ingram declares there will not be any further trials during the current term of Circuit Court; the next term will open in November.

E-L's Public Relation

(*Continued from page* 1)

Heineman stated. The new operation will be under direct supervision of Leon Brandt, director of advertising-publicity, with George Fraser named director of exhibitor relations under him. Fraser, who has been head of Eagle-Lion's writing department, will also continue in that capacity, with additional writers expected to be named to his staff.

Long-range planning of promotion campaigns will be slanted to the needs of individual theatres, with concentration on drives at the local level.

Lightman, Para. Split

(*Continued from page* 1)

which Lightman has passed on to his attorneys for consideration. The indication now is that the deal will be finalized early next week. Nine of the Malco houses will go to Paramount and the remaining 43 will go to Lightman under the agreement.

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New Finance Group

(*Continued from page* 1)

as chairman; Ted R. Gamble, Gamble Enterprises, New York, and Portland, Ore.; Edwin Silverman, Essaness Theatres, Chicago; J. Myer Schine, Schine Chain Theatres, Gloversville, N. Y.; Frank C. Walker, Comerford-Publix, Scranton; M. A. Lightman, Malco Theatres, Memphis; Harry C. Arthur, Fanchon and Marco and St. Louis Amusement, St. Louis; Fred Schwartz, Century Theatres, New York; Sherrill Corwin, Metropolitan Theatres, Los Angeles, and Fabian.

National Exhibitors Film will be wholly-owned and operated by theatre men with the proposed by-laws limiting stock acquisitions to $100,000 per investor and with the corporate structure so constituted that control will be widespread. No public offering of stock is contemplated.

Fabian and Pinanski outlined the aims and scope of operation at a press meeting at Fabian's office here.

The new corporation is designed to stimulate independent production and give exhibitors a voice in production activity. Distribution, according to the present plan, would be through the regular trade channels—United Artists, Eagle Lion, RKO, Film Classics, or whatever company releases outside production for the independent producer.

The company will provide the financing—and "has $10,000,000 immediately available," according to Fabian—for the producer and will insist on right to approve story, cast and budget.

A press statement declared that the company "will not subscribe to hidebound approaches on production financing. It proposes maintaining sufficient fluidity to make deals with existing producers, who now proceed under existing distribution contracts, but it also will keep the door open to the formation of new production units."

To that Pinanski added: "We want to help anybody in the business to make good pictures.

Added Fabian: "Only 'A' pictures will be considered; no 'B's,' no 'C's."

Each investment is intended to be sound business; the new organization will be neither altruistic nor philanthropic, said Pinanski.

While details have yet to be worked out, a rotating committee of exhibitor shareholders probably will represent Exhibitors Film in dealings with the producers.

Robert Wright, former justice department attorney in charge of prosecution of the Paramount anti-trust suit, is serving as consultant on the legal aspects of the organization.

There will be no fancy offices or fancy salaries, Pinanski commented when asked about personnel and headquarters, plans for which have not been mapped as yet.

For the exhibitor shareholders, Exhibitors Film means only participation in an investment and an endeavor to increase the supply of product for all in exhibition on an equal basis. All films in which the company will have an investor's participation will be sold on the open market, will not be tied to any theatre. "There is no thought that the investors will get any bargain; they will get the films at the going rate," Fabian explained. The immediate advantage is that the investor will have his share in the bolstered product line-ups from the independents just as he has a share in the present production output.

"No Guarantees"

There are no guarantees of playing time but, as Fabian put it, "Naturally I'll encourage the company since I have my money in it."

While the emphasis will be on independent production, Exhibitors Film could develop to the point of "helping majors," Fabian said.

Fabian, Pinanski and Ted Gamble have been the key figures in laying the groundwork for the new organization, Fabian's happy experiences with the long defunct First National presumably being one of the influencing factors.

Fabian's invitations were sent out about three weeks ago and all on the list agreed to forego an easy weekend at home to join in the Saturday and Sunday conference in New York's blistering heat.

There is no limit to be placed on the number of investors and the indication is that the present total of participants will increase beyond the original group.

Attending the organizing meetings and pledged to the objectives and financial support of National Exhibitors Film Co. were these exhibitors: Robert J. O'Donnell, Edward H. Rowley, John H. Rowley, Harold Robb, Jr., Dallas, Texas: Willard McKay, George Lynch, Schine Circuit, Gloversville, N. Y.; Gamble, Robert W. Coyne, Lou Gamble, Gamble Enterprises; Schwartz, Century Circuit; Silverman, Essaness; Pinanski, Edward Canter, American Theatres Corp.

Also: Arthur Lockwood, Lockwood and Gordon Enterprises, Boston; Pat McGee, Cooper Foundation, Denver; Harry C. Arthur, Jr., Milton B. Arthur, James H. Arthur, Edward B. Arthur, Harry C. Arthur, 3rd, Fanchon & Marco, St. Louis Amusement; Fabian, Samuel Rosen, Edward L. Fabian, Philip F. Harling, Fabian Theatres; James Sharkey, Cooperative Theatres of Michigan, Inc.

Lightman, Malco; Samuel Rinzler, Emanuel Frisch, Harold Rinzler, Randforce Amusement Co., Brooklyn; Walker, Comerford; Max A. Cohen, Cinema Circuit, New York; Ed D. Martin, Martin Thetares of Florida, Inc., Columbus, Ga.; Corwin, Metropolitan; George Skouras, William White, Skouras Theatres Corp., New York; Kermit C. Stengel, Crescent Amusement Co., Nashville, Tenn.; Deniel J. Lewis, Wisper-Wetsman Theatres, Detroit; E. C. Grainger and Ray Smith, Jamestown Amusement Co., Ohio; Walter Reade, Jr., Walter Reade Theatres, New Jersey.

New Company May Be Boon to U. A.

Possibility that the new National Exhibitors Film Co. being formed to finance new production could be the answer to at least some of United Artists' current operating difficulties was a source of conjecture in trade circles here yesterday.

Gradwell L. Sears, U.A. president, returned to New York from the Coast at the weekend and presumably has been or will be in touch with sponsors of the new company. It plans to distribute through existing companies which normally handle independent and "outside" producers' pictures. U.A. is foremost in that category. At the same time, its principal difficulty arises from insufficient product and current obstacles to providing adequate financing for independent producers.

Observers point out a substantial alliance between the two would be logical.

Si Fabian, president-elect of the new company, and Ted R. Gamble, one of its sponsors, on two occasions sought to acquire UA control. Their plan included provision of financing for established producers who would release through the company.

Purpose of Sears' trip to the Coast last week was to discuss urgency of new product sources or provision of financing for producers with UA officials.

Arkansas ITO

(*Continued from page* 1)

munity and the industry. They will be asked to seek the cooperation of local newspapers, radio stations, civic clubs, schools and Parent-Teacher groups. A speakers' bureau will be set up and will schedule appearances of exhibitors before civic groups to tell the industry's story.

The program will lead up to a "Motion Picture Appreciation Week," to be staged on a staggered basis from mid-September through early October. Distributor help will be sought in supplying speakers for the larger key cities in the state. The industry short subjects, special trailers, newspaper stories, ad mats and other accessories will be used. The committee in charge of the public relations program includes D. P. Callahan, W. B. Sockwell, W. C. Sumpter, Jack Bomar, Herod Jimerson, L. G. Renfro, Jr., O. G. Abernathy and Kirby.

In addition, a charity program will be inaugurated with a series of special shows throughout the state, all receipts from which will be donated to ITO's charity fund. Half the proceeds from each show will be retained by the local exhibitor and the balance will be sent to the state fund which will be administered and disbursed by a committee of Arkansas' leading citizens and exhibitors.

The committee in charge of the charity program will include Henry Haven, Sidney Wharton, E. W. Savage, Callahan, and others.

E-L Sale Deal

(*Continued from page* 1)

financial terms involved.

Small will leave for New York on Friday on other business and actual closing of the Eagle-Lion deal will not be consummated before next week.

Coast Jurisdictional Tension Is Growing

HOLLYWOOD, June 27.—Tension between the Screen Publicists Guild and the IATSE for jurisdiction over studio publicity workers has tightened as the contenders prepared for an NLRB hearing Thursday on a petition for an election. Newly-elected SPG president Dan Thomas in a meeting here last night urged those among the membership who had signed an IATSE-sponsored petition to withdraw their names.

An IATSE-minded contingent over the weekend was promised an IATSE charter, plus membership in the Hollywood AFL Film Council and Motion Picture Industry Council, but was told that the long-encumbent SPG business agent Milton Gottlieb is not acceptable to the IATSE. Point at issue before the NLRB is whether publicists employed by independents shall be eligible to vote in the election, as contended by the SPG, or shall eligibility be limited to those employed by majors, as contended by the "IA."

36-40 from MGM

(*Continued from page* 1)

way Wednesday.

At the sessions the three will work out plans for a consistent supply of at least three releases a month and, if possible, more.

In addition to discussions on forthcoming releases, Rodgers will spend considerable time at the studio looking at new product, among which will be "Border Incident," "That Midnight Kiss," "The Forsyte Saga," "Malaya," "Conspirator," "Battleground," which will most likely be ready for release on Armistice Day; "Intruder in the Dust," "The Red Danube" and "On the Town."

Rodgers plans to stay here three to four weeks, before returning East, during which time he will also meet with George A. Hickey, Western sales manager, and Tom Aspell, Los Angeles manager, on progress of the company's "Silver Anniversary."





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Para. Product Set for 1949: Schwalberg

Expects 3,500 Accounts For New Selling Plan

Paramount has set release dates for the remainder of the 1949 product line-up with 11 films scheduled, including a re-release of "Holiday Inn" for December 2, A. W. Schwalberg, distribution vice-president, disclosed here yesterday. Additionally, while no general release date for "The Heiress" has been specified, the film will play some engagements before the end of the year, and subsequently will go out as a "special."

Separation of theatres from Paramount's production-distribution notwithstanding, the quality of new films and how they best can be handled will determine the future releasing schedule, Schwalberg said, in answer to a query on whether the divorcement will mean more releases.

He said he now believes Para-

(*Continued on page 6*)

Plans Advancing in Germany: Seidelman

Plans of Universal-International Films to set up distribution machinery in Germany are progressing, Joseph H. Seidelman, president, disclosed on his return from Europe yesterday on the *S.S. Queen Elizabeth*. He visited every country in Europe. Other passengers arriving were Joseph A. McConville, president of Columbia Pictures International, and Raymond Stross, managing director of Stross Theatres in England.

Seidelman said he anticipated no difficulty in getting quarters and personnel. Although the site has not yet been definitely chosen, he said the company expects to move into the new quarters by October 1.

George Schaefer in New Sound Setup

George J. Schaefer has been elected chairman of the board of Image and Sound Service Corp., a new national sound service company, organized by himself and associates. Lon J. Hack-

(*Continued on page 6*)

N. Y. C. Censorship Measure Is Shelved

The Cunningham censorship bill, designed to invest New York City's license commissioner with broader powers over film and theatrical exhibitions, performers and advertising, has been shelved again by the City Council.

Although the fight against the bill this time was spearheaded by legitimate stage interests, the film industry here lent support. The industry succeeded in defeating the measure when it was first introduced a year ago.

Hays Arbitration Hearing Nears End

Arbitration hearings on the division of remittable distribution earnings in France being conducted by Will H. Hays are nearing an end after having been in progress for the past nine months. Testimony of foreign managers, accountants and other specialists is expected to be completed by the end of this week or early next week. Briefs will be submitted thereafter and Hay's decision may be made some time next fall.

Thousands of pages of testimony and exhibits have been entered in the hearings, which have been conducted in formal court fashion with counsel present at all sessions.

In dispute is the division among eight major companies of $1,600,000 of French distribution earnings released under the Blum-Byrnes agreement, the allocation of which is disputed by three so-called "underage" companies which claim they are entitled to more than they received and that the five so-called "overage" companies received more than their share.

Upward Trend Seen In N. Y.; $142,000 For 'Silver Lining'

Indications are that the lowpoint of the slump at New York's first-runs has been reached and the climb to more healthy levels is underway. The majority of situations still are off but a few new shows are doing well and with more big product coming in prospects appear brighter. The intense heat has been hurting business seriously all this month.

The Music Hall is doing its biggest business since Easter with "Look for the Silver Lining" and the stage presentation which features an electrical fireworks display. The show did $88,000 on Thursday through Sunday and is expected to complete a first week with $142,000, which is a very good income.

"Colorado Territory," wtih Red Ingle on stage at the Strand, is faring

(*Continued on page 6*)

Ainsworth Asks for Full House-cleaning

MEMPHIS, June 28.—A general cleaning up and improvement of motion pictures, starting with the stars who appear in them and the producers who produce them, extending all the way down the line to the exhibitor, was recommended today by William L. Ainsworth, of Fond du Lac, Wis., president of Allied States. Ainsworth spoke at the summer meeting of the Allied Independent Theatre Owners of the Mid-South at the Hotel Chisca.

"The public has a real stake in this, too," said Ainsworth, "and through the patronage of the better stars and pictures, can lift the level of our entertainment."

One of Ainsworth's suggestions was

(*Continued on page 6*)

Schedule West Coast Meets On 'P. R.' Plan

July Sessions to Be in San Francisco, Hollywood

Completing the preliminary meetings on the all-industry public and domestic relations plan, the Pacific Coast Conference of Independent Theatre Owners will be asked to meet with sponsors of the plan in San Francisco, probably on July 12, and a meeting with the Motion Picture Industry Council, representing Hollywood guilds and unions, will be scheduled immediately after in Hollywood.

Eric Johnston, Motion Picture Association of America president; Ned E. Depinet, RKO president and chairman of the MPAA exhibitor and community relations committees, and Francis Harmon, MPAA vice-president, are scheduled to attend the West Coast meetings. Johnston is now en route to the Pacific Coast for business engagements which will keep him there through mid-July, and Depinet is scheduled to leave for Hollywood

(*Continued on page 6*)

E-L Grosses Mount; Restore Salary Cuts

Eagle-Lion has averaged during the last 12 weeks the highest grosses in its history, William C. MacMillen, Jr., vice-president in charge of operations, announced here yesterday, also asserting that during the same period the company has persistently averaged its largest net distribution profit since its inception three years ago.

As a result of the showing, MacMillen declared, the temporary salary cuts recently taken voluntarily by top distribution executives William J. Heineman, sales vice-president; L. Jack Schlaifer, general sales manager, and Milton E. Cohen, Eastern sales manager, have been eliminated and all three executives have been restored to their full salary.

Sears Confers on New U. A. Financing

Gradwell L. Sears, United Artists president, is holding a series of conferences with New York financial houses on a plan designed to bring new working capital into the company. Details

(*Continued on page 6*)

New England Drive-ins Are Doubled in a Year

BOSTON, June 28.—Last year at this time there were 27 drive-ins operating throughout New England; today there are 52, and several others are contemplated, a survey of the area discloses. The mushrooming, of course, follows pretty much the pattern of drive-in expansion which has been going on in most sections of the country since soon after the end of World War II.

In Massachusetts, 24 drive-ins are

(*Continued on page 6*)

Committees Named For TOA Meeting

LOS ANGELES, June 28.—Charles P. Skouras, president of National Theatres, and general chairman of the 1949 annual convention of the Theatre Owners of America, has completed the committees which will manage the meeting, to be held during the week of Sept. 12 at the Hotel Ambassador.

On the executive committee besides

(*Continued on page 6*)

Personal Mention

G. L. CARRINGTON, Altec president, has left here for the Coast.

•

GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners and state commander of the American Legion, is attending the latter organization's state convention at Middlesboro, Ky.

•

FRANCIS WHITE and SCOTT LETT, president and sales manager, respectively, of Western Adventure Pictures, are back in Charlotte from New York.

•

NICK BRICKATES, manager of Warner Garde Theatre, New London, Conn., and MRS. BRICKATES, are vacationing in Maine and Canada.

•

STEVE STRASSBERG, Film Classics' assistant advertising-publicity director, is in Hartford from New York.

•

NAT D. FELLMAN, Warner Theatres executive, is in Philadelphia from New York.

•

PINCUS SOBER of M-G-M's legal department is in Hollywood from New York.

•

PHIL GOLDSTONE is here from Hollywood.

Schneider to London

Samuel Schneider, Warner vice-president, and his wife will sail aboard the *S. S. Queen Elizabeth* tomorrow for London. He will confer with Arthur Abeles, managing director for Great Britain; C. J. Latta, managing director for Associated British Pictures Corp. and other ABPC executives. From London Schneider will go to Paris for conferences with Joseph Hummel, managing director for Continental Europe.

Robert B. Galletly, 57

OTTAWA, June 28. — Robert Baldwin Galletly, 57, veteran showman, associated during the past 40 years with the Avalon, Dominion, Keith's and Bennett's theatres here, died suddenly in Ottawa's Civic Hospital. For the past seven years he was National Film Board supervisor. The widow and a daughter survive.

Edward L. Reed, 58

PROVIDENCE, June 28. — Edward L. Reed, 58, manager of the Strand Theatre, Providence, for 35 years, died suddenly. He was operated on about a week ago. Funeral will be held tomorrow morning from the Jones Walton Funeral Home, with a Solemn High Mass to be celebrated at nine A.M. at St. Pius Church here.

William Vian, Pioneer

BOSTON, June 28.—William Vian, well-known exhibitor and owner of the Lexington Theatre, at Lexington, Mass., died this morning. He was in the industry nearly 40 years.

Name Committees For 'Night of Stars'

James Sauter has been appointed chairman of the producing committee for the 16th annual "Night of Stars" United Jewish Appeal benefit, which will be held at Madison Square Garden here on Monday evening, November 14, Nathan Straus is over-all chairman of the event.

Other appointees, who will work with Sauter on the producnig committee, include the following: honorary chairmen Barney Balaban, Nate J. Blumberg, Jack Cohn and Albert Warner; co-chairmen Marvin H. Schenck, Louis K. Sidney, Ed Sullivan, Robert M. Weitman and Arthur Knorr, and vice-chairman Max Wolff.

Also serving on the producing committee will be Don Albert, Harry Anger, Milton Berger, Maurice A. Bergman, F. William Boetteher, Ben A. Boyar, Paul Bracco, Leo Cohen, Alan Corelli, Russell V. Downing, John Dugan, Ernest Emerling, Zeb Epstein, Gus Eyssell, William Feinberg, Max Fine, Henry Frankel, Moe Gale, Joseph G. Glaser, John Goodson, Abel Green, Lester B. Isaac, Harry Kalcheim, Nat Kalcheim, Dave Katz and Ray Katz.

Washer Will Leave Paramount July 1

Ben Washer yesterday announced his resignation as publicity manager here of Paramount Pictures, effective July 1, at which time he intends to leave for a Connecticut vacation. He has yet to decide on future business plans.

Washer went to Paramount in 1947 after having been with Samuel Goldwyn Productions in advertising and publicity. Previous to that he was with Donahue and Coe, George Abbott Productions and United Artists.

Washer's post at Paramount is expected to be taken over by Jerry Pickman who recently joined the advertising-publicity department which is headed by Max E. Youngstein.

Mulvey Is Host at 'McCoy' Reception

James A. Mulvey, president, and Samuel Goldwyn Productions were hosts to the press here last night at a reception and dinner at the Tavern-on-the-Green in Central Park prior to the opening of the Park Department's square dance season, at which the "Roseanna McCoy Square Dance Group" performed dances seen in Goldwyn's new production of "Roseanna McCoy." Lynn Farnol, Eastern advertising-publicity director for Goldwyn; Alberta Hannum, author of "McCoy," and Tom Scott were among those present.

Ronald McClelland, 61

TORONTO, June 28.—Ronald McClelland, 61, a North Toronto theatre owner for a third of a century, died at his home at Maplewood Farm in suburban Maple at the weekend. He was a partner of Famous Players Canadian Corp. for 26 years.

No Answers Yet on Theatre Television

Committees of the Society of Motion Picture Engineers, the Theatre Owners of America and the Motion Picture Association of America went further in their study of television for theatres at a meeting here yesterday but are said to have yet to reach the point where any especially significant conclusions could be drawn.

The SMPE group, which had been asked to check on costs of video equipment installations, reportedly told the participants at yesterday's session that any substantial reduction of costs could come only as the result of mass production and that the manufacturers probably would want some assurances that the equipment would be absorbed.

No further action was taken on the MPAA idea of employing a surveying organization to determine the competitive effects of video, it was said.

A good part of yesterday's meeting was devoted to discussion of the recent large-screen video pick-ups of the Walcott-Charles bout at the Paramount here and the Fox in Brooklyn. The meeting was held in the office of Donald Hyndman, chairman of the SMPE television committee. Oscar Doob and Taylor Mills sat in for the MPAA, and TOA was represented by Robert W. Coyne, Mitchell Wolfson and Stanley Prenosil.

Edward Fraser Will Assist Silverstone

Emanuel Silverstone, vice-president of 20th Century-Fox International Corp., has appointed Edwin S. Fraser as his assistant, effective immediately.

Fraser, who is currently assistant secretary of 20th-International, will also continue in this post. He has been associated with the company for 17 years as supervisor of budgets and statistics.

Ask Showdown with Stars Called Reds

LITTLE ROCK, June 28.—The Board of directors of the Independent Theatre Owners of Arkansas has written to Eric Johnston, Motion Picture Association president, and to presidents of major film companies advocating "showdown" action with stars and other industry members publicly accused of Communist activities or sympathies.

Such persons, the ITOA letters said, should be required to state whether or not they are Communists or fellow travelers. The board will recommend that exhibitors refrain from showing the pictures of such persons while their status is in doubt.

Launch 'Irma' Campaign

A national campaign was launched last night when representatives of CBS, NBC, Lever Brothers and Foote, Cone and Belding joined national and fan magazine editors and Paramount executives at the first New York "sneak" preview of Hal Wallis' "My Friend Irma," it was announced by Max E. Youngstein, Paramount director of advertising-publicity.

Newsreel Parade

GOV. Warren's marriage and the new B-50 landing gear are current newsreel highlights. Other items include man-made lightning, sports, etc. Complete contents follow:

MOVIETONE NEWS, No. 52.—Heat wave. Oil refinery fire in New Jersey. Flash flood in West Virginia. New tractor-type landing gear on B-50. Marine Corps training in Virginia. Quads meet in Wales. Miss Atlantic City. Racing, skiing.

NEWS OF THE DAY, No. 286—Man-made lightning. Gov. Warren married. Eisenhower turns locomotive engineer. New B-50 landing gear. Marine training. Pride of Chinatown. Quads meet. Marble champions. Gala week in Paris.

PARAMOUNT NEWS, No. 89—U. S. stars aid French charity. Gov. Warren weds. Man-made lightning. Tito bids for Western trade. Hudson River regatta.

TELENEWS DIGEST, No. 26-A—Arabian wedding in Morocco. Berlin rail strike ends. Balloons chart television waves. Gen. Van Fleet back from Greece. Kaiser's kin weds Texan. Trout fishing in Japan. Korea pleads for help.

UNIVERSAL NEWS, No. 260—Paraplane. B-50 landing gear. Lightning. Miss Atlantic City. Chinese baby contest. Marble contest. Forest Hills tennis.

WARNER PATHE NEWS, No. 91—Gov. Warren weds. Princess marries "GI." B-50 landing gear. Paraplane. Chinese baby contest. Marble champions. Artificial lightning. Hudson regatta. Forest Hills tennis.

Gould Leaving U. A., To Coast Saturday

Walter Gould, United Artists foreign manager, who will end his 23-year tenure with the company on July 17 when his current contract expires, will leave here on Saturday for the Coast on a combined vacation and business trip.

On his return to New York in about three weeks Gould will establish his own offices in New York as American representative for a number of European producers and exhibitors. He is scheduled to leave for Europe about August 20 on an extended trip concerned with his new activities.

No successor to Gould has been named by United Artists. It is expected that his duties will be assumed by Arthur W. Kelly, executive vice-president, and other members of the foreign department.

E-L, Small Talks Mark Time Briefly

Discussion of the proposals advanced on the West Coast by which Edward Small would assume operating control of Eagle-Lion experienced delay here yesterday as principals tended to other business engagements.

Robert Purcell, after stopping off in Cleveland en route East from the Coast, was called to Washington for an S.E.C. hearing. Serge Semenenko went directly to Boston on business. E-L spokesmen said a meeting to discuss the Small proposal undoubtedly would be arranged with Robert R. Young within the next few days. Small is expected here from the Coast over the weekend, with a final E-L parley likely to be held some time next week. Semenenko is scheduled to leave for Europe the week after next.

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M-G-M IS THE ANSWER!

"EXHIBITOR MAGAZINE" ASKED AMERICA'S SHOWMEN THESE TWO QUESTIONS POINT-BLANK!



EDITORIAL

By Jay Emanuel, the publisher of this poll.

"The result is not surprising, merit of product, fairness of terms. M-G-M won and easily too. This proves there's something more to being the friendly company besides an apt phrase."

QUESTION NO. 1:

"Which company's product has meant the most to you at the box-office?"

THE ANSWER:

M-G-M	**46.1%**
NEXT COMPANY	20.%
Next	11.3%
Next	7.%
Next	4.7%

etc.

QUESTION NO. 2:

"Which company's terms do you believe to be the fairest?"

THE ANSWER:

M-G-M	**42.2%**
NEXT COMPANY	12.1%
Next	10.4%
Next	9.3%
Next	8.9%

etc.

The Friendly Company is deeply grateful to the theatres of America for their overwhelming vote of confidence. M-G-M strives to merit your continued faith by offering when you need them most, the BIGGEST attractions on the market, such as "Neptune's Daughter," "Edward, My Son," "Take Me Out To The Ball Game," "Stratton Story," "Any Number Can Play," "The Great Sinner," "In The Good Old Summertime," "Madame Bovary" and many others.

SAMUEL GOLDWYN

STORY OF THE HATFIE

AMERICA'S



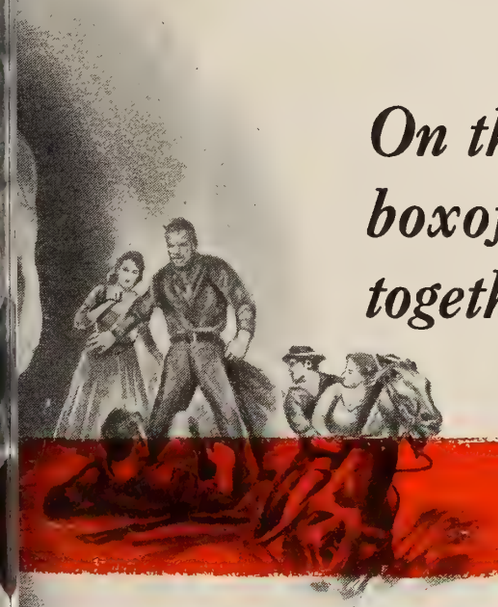
Farley Granger and the newest Goldwyn star discovery, Joan Evans, make a dream team whose romantic fireworks will set fire to the nation's heart!

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LDS AND THE McCOYS-

MOST FAMOUS FEUD!...

On the screen and at your boxoffice—when they get together, they spell action!



SAMUEL GOLDWYN

PRESENTS

Roseanna McCoy

starring

FARLEY GRANGER • CHARLES BICKFORD • RAYMOND MASSEY

RICHARD BASEHART • GIGI PERREAU

and Introducing JOAN EVANS

Directed by IRVING REIS • Screenplay by John Collier • Director of Photography Lee Garmes., A.S.C.

Distributed by RKO RADIO PICTURES, INC.

WATCH FOR THE BIG 4-STATE PREMIERE

Late News Flashes

Hollywood, June 28.—Theatre attendance for May was down 12 per cent from the same month a year ago, Audience Research, Inc., informed its clients in a weekly service release dated yesterday. ARI figures show weekly attendance as 59,000,000 this May, comparing with 67,000,000 a year ago. On the contrary, ARI finds the average admission this year is up to 47½c from last year's 47.1c.

•

HOLLYWOOD, June 28.—Samuel Goldwyn today announced the appointment of Lew Kerner as Goldwyn Productions' executive talent director, replacing William E. Selwyn, resigned.

•

Memphis, June 28.—It is understood in film circles here that one of the prime aims of the new $10,000,000 National Exhibitors Film Co., announced Monday in New York, will be to prevent film rental cost from skyrocketing after divorcement of theatres has been completed in conformance with the decision in the industry anti-trust suit.

Sears Confers

(*Continued from page* 1)

of the plan, authored by Sears, have not been disclosed.

A United Artists' spokesman said yesterday that the conferences probably will reach a decisive stage within the next few weeks. He added that developments will be reported by Sears to company owners Mary Pickford and Charles Chaplin from time to time, with Sears going to the Coast for that purpose.

It has been reported that a plan for the sale of 12,000 shares of UA treasury stock for $4,000,000 was advanced at the last meeting of the company's board of directors here. However, a member of the board has denied that report.

'P.R.' Meets

(*Continued from page* 1)

on company business in early July. If possible, he will fit the San Francisco meeting into his schedule at that time.

After the Coast meetings, plans will be made for an all-industry meeting in August of representatives of all of the organizations with which the preliminary plans have been discussed. No date for the national meeting has been set yet but present intentions are to schedule it during August in Colorado Springs, Colo.

A meeting with trade press representatives may be held prior to the national meeting, otherwise trade press representatives will be invited to the latter gathering. A formal organization is expected to be developed at the August meeting and a definite program proposed, following discussion.

TOA Committees

(*Continued from page* 1)

Skouras are Harry Vinnicof and Jay Sutton, co-treasurers, and Dave Bershon and Oscar Oldknow. Thornton Sargent will be assistant to Skouras. Other committees include: hotel reservations, W. H. Lollier, chairman; registrtaion, Al Galston and Herb Griffin, co-chairmen; travel, Jay Sutton and Evert Cummings, co-chairman; entertainment, George Bowser, Sherrill Corwin and Dick Dickson, co-chairman; arrangements (sub-committee), Bruce Fowler; publicity and radio, Seymour Peiser and James Nicholson, co-chairman; printing and decorations, Ben Ashe and Dean Hyskell, co-chiarman; women's division, Jenne Dodge, Ida Schreiber, and Ryllis Hemington, co-chairwoman; local transportation, Bill Srere and Ralph Zimmerman, co-chairman; exhibits, R. H. McCullough, Lloyd Owenby and Perry Pasmezoglu, co-chairman.

N. Y. Trend Upward

(*Continued from page* 1)

well enough with a first week's take being estimated at $30,000. "The Red Menace" got off to a slow start at the Mayfair at the weekend but some improvement in business came Monday and yesterday and consequently the film will hold for a second week; the first week's gross is estimated at $13,000. "You Were Never Lovelier" and "Cover Girl," Rita Hayworth reissues, will gross a very healthy $22,000 in a week at the Criterion.

"Take One False Step" will probably provide the Rivoli with $14,000 in a first week, which is fair. The new vaudeville show at the Palace, along with "The Green Promise" on stage, is likely to do a nice $23,000 in its one-week run.

"Sorrowful Jones" is holding up splendidly at the Paramount where, with Louis Prima on stage, a third week's gross will reach $65,000. "It Happens Every Spring," with the Andrews Sisters among others on stage at the Roxy, should do about $63,000, which is satisfactory, in a third and final week; it will be followed by "House of Strangers" on Friday.

"Any Number Can Play" will open at the Capitol tomorrow, replacing "Neptune's Daughter" which, with Alvino Rey's orchestra and Jerry Lester on stage, apparently will wind up its third and final week with a mild $41,000. "Home of the Brave" continues at a fairly good pace at the Victoria, where $11,500 is seen for a seventh week. "Hamlet" should do about $7,600 in a relatively mild 39th week at the Park Avenue.

Film Classics' "Lost Boundaries" will make its debut at the Astor tomorrow, succeeding "We Were Strangers," which is likely to conclude its ninth and final week with only $5,000. "Movie Crazy" will open at the Globe on Saturday, the re-issue to replace "Champion," which will gross about $6,500 for a 12th and final week of a highly successful run. Today's newcomer is "The Great Sinner" at the State, replacing "Barkleys of Broadway," which was figured to gross $11,500 in its eighth and final week, marking the end of an important run.

N. England Drive-ins

(*Continued from page* 1)

operating and eight others are under construction, with plans approved for still another; Maine has three operating and three building; New Hampshire, three open and two building; Vermont has seven operating, and Rhode Island, three.

The New England drive-in lineup follows, in part:

MASSACHUSETTS, OPEN, at Agawam,, Bellingham, Dalton, Dartmouth, Dedham, Haverhill, Lanesboro, Lynn, Mendon, Methuen, North Attleboro, Pittsfield, Raynham, Revere, Salisbury, Saugus, Seekonk, South Deerfield, Southhampton, Sutton, Westfield, West Springfield, Weymouth, Wilbraham. UNDER CONSTRUCTION, at Avon, Canton, Chalmont, Dennis, Medford, Northfield, Palmer, Shelburne Falls, West Brookfield. PLANS PASSED BY CITY, at Brockton.

Para. Product Set

(*Continued from page* 1)

mount's "Exhibitor Security Service Contract" will be made available to 3,500-4,000 accounts under the plan to sell all or any part of the balance of the year's product to outlying accounts at one time, subject to legal considerations.

Schwalberg repeated that the new selling program will give the small-town exhibitor an opportunity to obtain a backlog of product and at the same time eliminate economic problems involved in sending a representative of the company to a distant area for the purpose of selling perhaps only two films at minimum rental. He said the majority of deals will be on a flat rental basis and in no case is the policy to be confused with block booking, as it is known in the trade, where only blocks of five films were sold.

Schwalberg said he would object to any exhibitor's request to disclose the terms offered by a competitor in competitive bidding after a deal has been closed. Such opening of the books would give one theatreman an "index to the inside" of his competitor's business, he reasoned, and additionally would serve as a tip-off on what the next bid likely would be.

Speaking of business conditions, Schwalberg said he has noted a better trend at the box-office within the last 10 days since the week following Easter Sunday, this based on Paramount receipts.

Max E. Youngstein, advertising-publicity director, joined in the discussion of "The Heiress," a William Wyler production which, with advertising expenditures figured in, will cost $4,000,000. The film will play a few long runs prior to general release, according to present plans, which call for a selling policy similar to that for "The Best Years of Our Lives," but wtihout advanced admissions.

Youngstein also disclosed a plan to service Paramount accounts with selling aids subsequent to the release of press books, probably in the form of brochures which will depict how earlier runs and situations in other cities are promoting product.

Ainsworth Asks

(*Continued from page* 1)

disciplining stars when they go "haywire."

Ainsworth said there would be a meeting in Colorado Springs in August with representatives of Allied, producers, distributors, actors and unions to discuss an overall public relations program for the entire motion picture industry.

Col. H. A. Cole, Texas, pleaded for organization of all theatre owners in Allied as insurance against legislation, taxation, etc., "just like you carry fire insurance."

NEWS in Brief

Celler Asks Arnall to Trust Hearing

WASHINGTON, June 28.—House Judiciary Committee Chairman Celler said that he has invited Society of Independent Motion Picture Producers president Ellis Arnall to testify at hearings next month on the need for tighter anti-trust laws.

Britain to Adjust Admission Taxes

LONDON, June 28.—A government spokesman told the House of Commons today that an amendment will be offered to the finance bill now before the House removing the anomaly in entertainment tax incidence which makes it impossible for exhibitors to net as much on the highly popular one shilling-three pence admission as they do on the lower and less popular one shilling ticket.

ABPC Pays 20% Dividend

LONDON, June 28.—Associated British Picture Corp. has announced a final ordinary dividend for the year ended March 31 of 12½ per cent which, with the interim dividend already paid, makes a total of 20 per cent. This compares with a 22½ per cent dividend paid for the previous year.

Big Push for 'Sand" in Denver

DENVER, June 28.—The 20th Century-Fox production of Will James' "Sand" opened at the Denver Theatre today after a full week of campaigning with almost every publicity and exploitation device in use. Personal appearances were made by George Jessel, Mark Stevens, Coleen Gray, Rory Calhoun, Betty Lynn, Barbara Lawrence, Nancy Guild, Isabellita, Marian Marshall and Bill Shirley.

New Circuit Building

Theatre Circuit Realty Corp. has purchased a nine-story building at 233 West 49th Street here and when alterations are completed it will be occupied jointly by United Artists Theatre Circuit, Skouras Theatres Corp. and Metropolitan Playhouses. The purchase price, including alterations, will reach $800,000, it was said.

New Sound Setup

(*Continued from page* 1)

ing, who has been with ERPI and Altec for over 20 years, is president and general manager. The home office will be in the Paramount Building, New York.

"With large screen television now almost a reality, the exhibitor should be kept informed as to its scientific development on a local and national basis," said a company statement.

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PROMPT SERVICE at the RIGHT PRICE
For ALL Kinds of
ADMISSION TICKETS
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WATKINS 9-1486

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 65. NO. 127 NEW YORK, U. S. A., THURSDAY, JUNE 30, 1949 TEN CENTS

Decision Hits Partnership Dissolutions

Court Says Warner, K-B Pact 'Outside the Pale'

WASHINGTON, June 29.—In a decision that may have far-reaching effects on many partnerships being broken up as a result of the Paramount case, District Court Judge Matthew McGuire ruled today that a contract between the K-B Amusement Co. and Stanley Corp. of America for joint ownership and operation of the MacArthur Theatre was part and parcel of an attempt to restrain trade and could not be enforced in the courts.

In this particular case, the decision represented at least a partial victory for the Warner subsidiary. In other cases, however, the precedent might work for or against the big five companies. The decision will be appealed by K-B.

Specifically, McGuire dismissed a motion by K-B to force Stanley out of the MacArthur enterprise on selling

(*Continued on page* 4)

Deadline Looms In TV Channel Needs

Exhibitors have only three to five months to prove the need of air channels for exclusive television programming or else they may be left with only coaxial cable facilities which may be too uncertain, according to Mitchell Wolfson, chairman of the television committee of the Theatre Owners of America, and Donald E. Hyndman, video committee chairman of the Society of Motion Picture Engineers. The warning was in the

(*Continued on page* 4)

Monogram Is 4th to Adopt Video Trailers

Monogram has become the fourth distributor to indorse the idea of using trailers to advertise feature pictures. The recommendation had been made by the Theatre Owners of America in a letter to film companies. Republic, Universal-International and RKO have already said they are in agreement. TOA also received ap-

(*Continued on page* 4)

Basic Studio Unions Will Seek Pensions

Hollywood, June 29.—Basic agreement unions, at the studios, comprising teamsters, building service employes, plasterers and laborers of the International Brotherhood of Electrical Workers, have notified the Association of Motion Picture Producers that they will avail themselves of the reopening provision in their contract to negotiate for changes in working conditions, and it is understood pensions and group insurance are matters to be discussed, with no direct increase in wage levels sought.

Gammel Tops MPTO Of Buffalo Area

BUFFALO, June 29.—J. Gammel, president of Gammel Theatres, today was elected president of the Motion Picture Theatre Owners of New York State, Inc., Buffalo area, at a meeting in the organization's executive offices here. Robert C. Hayman of the Strand and Cataract Theatres, Niagara Falls, was elected vice-president, Henry G. Dillemuth, of the Broadway Lyceum was named treasurer, Sidney L. Grossman of Syracuse was elected a vice-president, Jack A. Reed, Gowanda, was named sergeant-at-arms, and Marion O. Gueth was named secretary.

Elected new directors were Dalton Burgett, Dunkirk, and Worth Dittrich, Endicott. John Kois of the Vogue Theatre was named alternate. Other directors now serving are Constantine J. Basil, J. Behling, Harry Berinstein, Dillemuth, Menno Dykstra, James H. Eshelman, Gammel,

(*Continued on page* 4)

Name Marlin Butler President of the New Mex. TOA Unit

SANTA FE, June 29.—Marlin Butler of Albuquerque was elected president of the New Mexico Theatres Association at the closing session of its convention in Santa Fe today.

He succeeds Milas Hurley of Tucumcari, who becomes chairman of the board of directors.

Other new officers elected at the end of the two-day meeting are Mike Zalesny, Las Vegas, first vice-president; Mrs. J. W. Allen, Fort Sumner, second vice-president; Russell Hardwick of Clovis, re-elected secretary-treasurer.

Also elected were the following new members of the board: Floyd Beutler, John Bohanan, E. F. Stoll, Russell Allen, Nathan Greer, Louis Higdon, George Dowdle, George Tucker. Hurley and Butler will represent the Association at the National TOA convention in Los Angeles.

Theatre Owners of America execu-

(*Continued on page* 4)

Cullins Reelected by Allied of Mid-South

MEMPHIS, June 29.—E. D. Cullins, owner of the Idlewild Theatre, Memphis, was reelected president of Allied Independent Theatre Owners of the Mid-South here today at the final session of a two-day summer convention.

J. C. Mohrstadt, Hayti, Mo., was named national director, and Mrs. Clara Collier, Drew, Miss., was renamed secretary-treasurer.

Six vice-presidents, one for each state represented in the Alliance, were chosen: Paul Zerilla, Memphis; Ned Greene, Mayfield, Ky.; Lyle Richmond, Senath, Mo.; Roy Cochran,

(*Continued on page* 4)

"The Great Sinner"

[*Metro-Goldwyn-Mayer*]—Packs Punch for All

Hollywood, June 29

GAMBLING, a rich theme given inconclusive treatment in recent pictures, is subjected to thorough-going, uncompromising handling in this powerful story enacted by a fine cast composed of name players whose performances more than measure up to their reputations. With Gregory Peck, Ava Gardner, Melvyn Douglas, Walter Huston, Ethel Barrymore, Frank Morgan and Agnes Moorehead for marquee strength, the film promises to open big, and to build as word gets around that the picture is a four-square production packing punch for all types of entertainment seekers. It is big, costly, intelligently conceived and lavishly executed, an attraction of commanding stature.

The screenplay by Ladislas Fodor and Christopher Isherwood depicts the impact of gambling on a well-chosen assortment of individuals

(*Continued on page* 4)

Interest High In New Film Financing Co.

Many Producers Already Submitting Proposals

Independent producers started lining up yesterday with proposals to place before the new National Exhibitors Film Co., plans for the formation of which were announced on Monday.

Sponsors of the project were receiving inquiries and propositions in every mail and by telephone and telegram.

A uniform response is being made to all: NEFC is in process of organization and will not have its doors open for business until August. Lawyers will start work immediately on the details of organization, preparing incorporation papers, stock certificate registrations and scores of other details. But it will be at least another 30 days before the new company is in shape to do business.

Initial pledges of $100,000 each from charter participants now aggregate

(*Continued on page* 4)

Semenenko Puts E-L Offer Up to Young

The proposal by which Edward Small would acquire control of Eagle Lion, paying for 51 per cent of the stock out of earnings on a deferred basis, was presented to Robert R. Young here yesterday by Serge Semenenko of the First National Bank of Boston. Further conferences on the proposal will be held today and possibly next week following Small's arrival here from the Coast.

Although yesterday's conversations

(*Continued on page* 4)

CEA Maintains Ban On Films for Video

GLENEAGLES, Scotland, June 29.—The general council of the Cinematograph Exhibitors Association at its summer meeting here adopted a resolution expressing the organization's opposition to making available to British Broadcasting Corp. for television use any film, regardless of age, which still has commercial value for theatres.

(*Continued on page* 4)

Big Ad Campaign for 'Roseanna McCoy'

"Roseanna McCoy," Samuel Goldwyn's new film, will have its world premiere in Louisville and Charleston on Wednesday, August 17. Engagements in Cincinnati, Columbus, Dayton, Indianapolis, Nashville, Knoxville and other cities in the area will follow within the next few days.

"A trade paper campaign in space and cost that may equal any of the post-war advertising efforts on Goldwyn productions is already under way and will grow in volume and intensity as the premiere approaches," says a statement from the Goldwyn office.

A $50,000 newspaper and radio campaign in the premiere area sponsored by RKO Radio and Goldwyn Productions will support the regional opening. Extending the scale of the premiere nationally will entail a newspaper expenditure of about $300,000, according to James Mulvey, president of Goldwyn Productions.

N. Y. Variety Cites 12 With Gold Keys

At a special reception last evening at its Hotel Astor headquarters the New York Variety Club tent awarded to the following members gold keys in commemoration of the part played by each in making a success the benefit showing of the film, "Bad Boy," at the Palace Theatre here some time ago:

Max A. Cohen, Edward Rugoff, Arthur Rapp, A. Montague, A. Schneider, Herman Robbins, Martin Quigley, Julius Joelson, Walter Reade, Jr., Fred J. Schwartz, Sam Rinzler and Max Wolff. Cohen is the tent's chief barker, and Wolff was in charge of the arrangements for the reception and entertainment which followed. New York City officials attended the event.

Jones, Disney, Peck Win French Citations

Jennifer Jones yesterday received a French film award as the best non-French actress of 1948, and Walt Disney received an award for his "Dumbo" and "Bambi," according to press dispatches received here from Paris. Gregory Peck was named best foreign actor.

Other awards were as follows: best foreign film direction, Alfred Hitchcock for "Notorious"; best French film direction, Jean Delannoy; best French actor, Louis Jouvet; best French actress, Michele Morgan; best French film, Jean Cocteau's "Les Parents Terribles"; best foreign film, "Hamlet."

Fete British Producers

Michael Powell and Emeric Pressburger will be feted today by Eagle Lion following a ceremony at the Bijou Theatre where their "The Red Shoes" is tenanted, and by Selznick Releasing Organization at a luncheon at 21 Club tomorrow. They are scheduled to begin production in England July 18, in association with David Selznick and Sir Alexander Korda, of "Gone to Earth," starring Jennifer Jones and David Farrar.

Personal Mention

S. H. FABIAN is in Montreal to see his daughter before she leaves for Europe.

•

LOU SINGER, former manager of the Warfield Theatre, San Francisco, has been promoted to manager of the Fox there, replacing C. E. MAC DONALD who will become manager of the F-W-C Crest Theatre in Fresno when it opens on July 7.

•

HARRY F. SCHROEDER, foreign sales manager of United Artists, has a new son, the fourth, born Monday to MRS. SCHROEDER at the Lenox Hill Hospital here.

•

LAURENCE AUDRAIN, former advertising-publicity head of Prestige Pictures at Universal-International, and MRS. AUDRAIN, are parents of a second child, a daughter.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, is observing his 30th anniversary with the company today.

•

W. STEWART MCDONALD, vice-president of Warner Theatres, and STUART AARONS, of the legal department, have left here for Philadelphia.

•

MILTON FELDMAN has been promoted by Columbia to producer from assistant director and production assistant.

•

ALAN F. CUMMINGS, head of M-G-M's exchange operations, is back at his desk here after a two-week vacation.

•

GEORGE BURROWS, Monogram executive vice-president, has returned to Hollywood from New York.

•

MRS. HENRY GINSBERG, wife of Paramount's studio head, will leave here Friday by plane for Paris.

•

C. K. FRIEMAN of Paramount's home office sales department, was in Albany yesterday.

MITCHELL WOLFSON, Florida circuit operator, hopes to shake off the last of a virus siege with two weeks of fishing in Ottawa. He left here for Canada last night.

•

NED E. DEPINET, FRANK WALKER and WALTER BRANSON flew from New York yesterday to South Bend, Ind., for the ceremonies at Notre Dame in connection with the presentation of the Laetare Medal to IRENE DUNNE.

•

AUBREY SCHENCK, Eagle-Lion producer, and others who will do technical work in connection with the filming here of "Port of New York," have arrived here from Hollywood.

•

HARRY COHN, JOHN MCCARTHY, SAMUEL SCHNEIDER, ARNOLD GRANT, SIR SIDNEY CLIFT and ROBERT KRIENDLER sail on the *S.S. Queen Elizabeth* today for England.

•

MARTY PALEY of Loew's International publicity department here, and MRS. PALEY, are parents of a second son, RICHARD MICHAEL, born Saturday.

•

JACK WALSH, former M-G-M salesman in Cleveland, has been appointed Toledo salesman for United Artists.

•

A. J. MASON, Nova Scotia exhibitor, has been elected to the Parliament of that Canadian province.

•

CARL FLOYD, president of Floyd Theatres of Florida, is celebrating his ninth year in the theatre business.

•

BILL CANNON, assistant to M-G-M director MERVIN LEROY, is here from the Coast.

•

FRANK LAGRANDE, head of Paramount's Long Island Laboratory, will leave here for London on July 6.

•

E. Z. WALTERS, Altec comptroller, has left here for the Coast.

8 Series of M-G-M Air Transcriptions

Eight series of transcribed programs featuring M-G-M stars and properties will be available for local radio sponsorship in the United States, Canada, and all other English-speaking countries starting September 1, it was announced here by Bertram Lebhar, Jr., sales director of station WMGM and head of the recently-created M-G-M Radio Attractions.

The present "M-G-M Theatre of the Air" series presents Howard Dietz, vice-president in charge of advertising-publicity as "host."

Argentine Film for UA

"Esperanza" ("Hope"), produced in Argentina by Manuel Pena Rodriguez, will be released through United Artists as the second of a four-picture deal which the producer has with UA. It will be distributed here with English titles and have a New York opening late this year.

Smith Conducting Exhibitor Meetings

LOS ANGELES, June 29.—George A. Smith, Paramount's West Coast division manager, has returned to Los Angeles after attending branch meetings and exhibitor get-togethers in Seattle, Portland and San Francisco. The sessions brought pledges of support from exhibitors for the Paramount "Gold Rush of '49" campaign which will get under way on Labor Day and last for 13 weeks. Smith will attend additional meetings in Denver, July 6-7; Salt Lake City, July 8-9, and Los Angeles, July 11-12.

Smith has left for Denver to install Ward Pennington as the new Denver branch manager. Pennington, promoted from the post of sales manager in San Francisco, succeeds Cornell J. Duer, who has taken over a salesman's position in Los Angeles. Robert Clark, former Los Angeles salesman, will assume the job of San Francisco sales manager.

Late News Flashes

CHICAGO, June 29.—Hearings on the South Bend auto drive-in case were set for September 12 in U. S. District Court here, after Judge John Barnes had today denied defendants' motion to dismiss the case in the local Federal Court rather than be tried in South Bend, where it was originally filed.

•

Oklahoma City, June 29.—The Griffith mandate hearing ended today after Judge Edgar S. Vaught gave both sides until Oct. 1 to submit briefs on a dispute over the listing of defendants.

Depositions of Louis Phillips, Paramount assistant general counsel, New York, and H. H. Martin, Universal manager at Dallas, were put into the record today. Vaught served as referee in a number of arguments over admission of portions of testimony. The hearing, which commenced last Autumn after the Supreme Court had reversed Vaught's acquittal of the Griffith circuits, may be the last courtroom episode of the lawsuit filed in 1939. Government attorneys submitted a petition in February seeking to make Theatre Enterprises, Inc., of Dallas, a defendant on grounds that the firm has replaced Griffith, Consolidated, Wes-Tex, and other original defendant concerns.

•

Hollywood, June 29.—Scott R. Dunlap, executive assistant to Monogram president Steve Broidy, will leave here for New York on Saturday en route to London where he will lay out plans for Monogram production in England and on the Continent.

•

Hollywood, June 29.—Howard G. Mayer and Associates, public relations counselors, have been retained to handle for the third consecutive year the interests of the Academy of Motion Picture Arts and Sciences.

Academy Awards to Be Given Publicly

HOLLYWOOD, June 29.—The Annual Awards of the Academy of Motion Picture Arts and Sciences next year will be held in a theatre on Hollywood Boulevard, yet to be selected, with tickets available to the public at five and 10 dollars. This year's ceremony was held in the Academy's own theatre with attendance restricted to invitees. The Academy has also authorized American Broadcasting to seek a sponsor for a projected Academy radio program, patterned along "quiz" lines, which is among plans being formulated to increase Academy revenues.

'Dedee' to Eagle-Lion

"Dedee," French film, will be released here nationally by Eagle-Lion Films, it was announced yesterday by William J. Heineman, distribution vice-president. The film, a Sacha Gordine production, stars Simone Signoret and Marcel Pagliero.

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LOOK AHEAD TO THE START OF

THE FOUNTAINHEAD

THIS IS THE WEEK!



10-MILLION READERS!

STARRING

GARY COOPER

HE'S ROARK WHO LIVED BY NO RULES!

PATRICIA NEAL

SHE'S DOMINIQUE WHO HAD TO LOVE THAT WAY!

with RAYMOND MASSEY • KENT SMITH
ROBERT DOUGLAS • HENRY HULL • RAY COLLINS

Directed by KING VIDOR Produced by HENRY BLANKE

Screen Play by AYN RAND From her Novel "The Fountainhead" • Music by MAX STEINER

WARNER BROS. ARE GEARED TO GO AS NEVER BEFORE!

New Financing Co.

(*Continued from page* 1)

about $3,000,000. Though numerous others are interested and still more have indicated a desire to join up at a later date when their present affiliations with major companies have been legally severed, sponsors estimate that the sums already pledged are sufficient to start $10,000,000 worth of production. Major part of the indicated difference would be made up by either first or second money provided by banks or other financing organizations and by deferments of studio charges available to qualified producers.

While the new company will exercise approval of stories, casts and budgets, it does not propose to control distribution arrangements or terms. The producers to be financed by NEFC will come to it with their own distribution assured exactly as they would to a bank or other financing organization. The pictures will be sold and distributed under such arrangements exactly as other pictures are handled by national distributors.

NEFC likewise does not propose to exercise its influence to swing distribution deals to any one or several companies to the exclusion of others. Distribution will go to those offering producers the most favorable terms. While this presumably would increase the chances of much of the product being handled by Eagle-Lion, Monogram, Film Classics, United Artists and others, special considerations could result in sending some of the pictures through other channels.

Plans are not far enough advanced yet for the appointment of a managerial staff. Si Fabian, already elected president of the not yet existing company, and Sam Pinanski, chairman of the executive committee, are serving for the time being without compensation. Need was felt to indicate management calibre and responsibility at the outset, thus the charter members' meeting last weekend saw fit to proceed with the election. Executive additions will be made as the company takes shape.

Decision Hits

(*Continued from page* 1)

terms provided in a 1945 contract setting up the partnership. At that time, K-B had planned a new theatre, Stanley planned a competing one near the new K-B site, and the two companies finally agreed on a jointly-owned and operated new theatre. Under terms of a consent decree entered in New York last December, Warner agreed to get out of the MacArthur, but said it should do so in whatever manner and fashion it deemed best. K-B asked the court to force Warner to sell out its interest to K-B on the comparatively favorable terms set out in the 1945 contract.

McGuire denied the K-B suit on his own motion, introducing the conspiracy element into the case as a new matter. He had asked all lawyers on the case to submit briefs on this point if they wanted, but they decided the point was not substantial enough to require briefs. Nonetheless, McGuire used it as the basis for his decision.

"What the plaintiffs seek here," he said, "is to enforce the terms of an agreement which is part and parcel of what has been held by the Supreme Court to be an unlawful combination in restraint of trade and illegal *per se*. In such a case the aid of the court is denied. All the parties in the case are hoist with their own petard."

The brief one-and-a-half page opinion did not specify in what case the Supreme Court has made its ruling, but the implication was that it was the Paramount case. Lawyers here admitted the decision only confused them.

McGuire said his decision left Warner to comply with the consent judgment—but did not say how. Apparently Warner can go ahead and get out of the MacArthur as it determines best—sell out to the K-B, sell to a third party, dissolve the jointly-owned corporation.

The precedent in the McGuire decision would be that in any case where there was a suspicion that a major and an independent were restraining competition by their joint operation of a theatre, no contract providing terms for dissolving the joint venture could be enforced in any Federal court.

Robert Sher, attorney for K-B, admitted he was astounded by McGuire's ruling, and intended to appeal.

McGuire applied the same yardstick to another issue in the case. The 1945 contract said the two partners would contract with the Kass Realty Corp. for another theatre. Warner refused to accept the K-B site, and K-B refused to accept the Warner site for the new theatre, and Kass asked the court to rule which of the two should go through with the contract. If the court said neither, Kass argued, it should get $100,000.

McGuire dismissed the Kass motion, again saying the entire contract was illegal and could not be enforced in Federal courts but adding that K-B could not designate a site without Warner and that by terms of the Paramount consent decree, Warner could not go ahead with a new theatre either alone or with K-B.

Adopt Video Trailers

(*Continued from page* 1)

proval from producer Irving Allen.

Steve Broidy, president of AA-Mono., told the TOA that the film company produced a special trailer for "Bad Boy" as an experiment "and our experience in this connection warrants the further use of this type of advertising."

"The Great Sinner"

(*Continued from page* 1)

patronizing a casino at Wiesbaden, Germany, in 1860. Peck plays the part of a famous writer who is attracted to the place by Miss Gardner, beautiful, corrupt daughter of a decadent Russian nobleman who has pledged her to Douglas, the casino owner, to cover forged checks. Morgan, as an intellectual whose devotion to roulette leads to suicide, Miss Barrymore as the girl's grandmother who dies at a table, and Miss Moorehead, as a pawnshop proprietress, contribute individually and collectively strong portrayals in a series of fascinating, excitingly suspenseful events which bring complete moral and economic destruction to Peck.

Producing on a grand scale by Gottfried Reinhardt, and directed with great skill and keen sense of values by Robert Siodmak, the picture is the first modern treatment of this theme to score its points coldly and to reach a logical conclusion with head-on impact, providing vital entertainment and begging no issues while doing so. Performances are so evenly matched that the over-all effect is complete realism. The attraction warrants all-out exploitation and promises impressive returns in all situations.

Running time, 108 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

Semenenko-E-L

(*Continued from page* 1)

were described as inconclusive, it was reported that the proposal received a cool reception from Young. The latter is known to be reluctant to relinquish E-L control. The Small proposal reportedly provides for an estimated $3,500,000 in new financing, but Small would not assume existing E-L liabilities.

In the opinion of several officials close to the situation the proposal will be rejected by Young in its present form and, unless modified, negotiations would be ended and Young would appoint a new E-L studio head to get production rolling again.

CEA Video Ban

(*Continued from page* 1)

In taking that action the CEA delegates went counter to recommendations made to them by W. R. Fuller, general secretary of the organization. Fuller, foreseeing a break in the British industry's united stand thus far on withholding films from BBC television programs, proposed an interim policy whereby pictures of a specified age, 10 years, for example, could be made available to BBC for a one year experimental period.

Fuller warned that if the BBC is unable to do business with the industry as a whole eventually it will deal with one or two interests, regardless. It is assumed he had in mind J. Arthur Rank and Associated British Pictures Corp., whose large screen television plans are well advanced.

CEA's negative resolution, however, was tempered by a later agreement to appoint a 10-man committee to evolve a long term television policy for the organization. The committee presumably would be in a position to ultimately adopt at least the principles of Fuller's proposals.

The general council also approved formation of the proposed joint CEA-British Film Producers Association standing committee.

Gammel Is Elected

(*Continued from page* 1)

Grossman, Hayman, Michel J. Kallet, Matthew M. Konczakowski, Merritt A. Kyser, Vincent R. McFaul, Ray Pashley, and Read.

Gammel is a veteran of 25 years in the theatre business, his first venture being the Seneca Theatre, in 1924. His present circuit includes the Unity, New Ariel, Colonial and Columbia theatres here.

Cullins Reelected

(*Continued from page* 1)

North Little Rock, Ark.; D. F. Blissard, Okolona, Miss., and J. M. Miller, Cordova, Ala.

Twelve directors were chosen from the 160 registered delegates, as follows: L. A. Weaver, Memphis; Dave Flexer, Memphis; Nate Evans, Memphis; J. A. West, Memphis; C. W. Tipton, Manila, Ark.; Paul Myers, McCrory, Ark.; Guy B. Amis, Lexington, Tenn.; Whyte Bedford, Hamilton, Ala.; Grady Cook, Pontotoc, Miss.; R. J. Goodman, Starkville, Miss.; W. L. Landers, Batesville, Ark., and J. C. Mohrstadt, Hayti, Mo.

Speaking before the theatre owners while ballots were being counted, Benjamin Berger, president of North Central Allied, warned that theatre earnings could be expected to drop another 10 or 15 per cent before the curve turned upwards again.

Sam Shain, 20th Century-Fox, New York, assured owners that a more liberal policy would be in effect in releasing films in the future. In particular, Shain said each film would be rated and evaluated in the territory in which it was to be shown rather than in the home office.

Video Deadline

(*Continued from page* 1)

form of a report made here yesterday on a meeting of the two groups which was held on Tuesday.

According to the joint report, video engineers speculate that other groups interested in video might absorb all the air space unless theatremen prove their needs, if desirous of doing so, before the Federal Communications Commission allocates channels.

Name Marlin Butler

(*Continued from page* 1)

tive director Gael Sullivan told the opening session of the meeting yesterday that the industry needs "film vision" to meet the challenge of television. He called upon all branches of the industry to display the same "ingenuity and confidence" that was shown when sound films, radio, records and other innovations came on the scene.

"Our industry," Sullivan said, "has barely scratched the surface of its potential to bring entertainment to millions throughout the world." He declared that better production, better showmanship and better theatres mean better box-office. "The facts are simple, but the job ahead will require all the vigilance and stamina we can muster," the TOA executive told the gathering.

Fifty-four delegates had registered by the opening of the two-day convention, and New Mexico Governor Thomas J. Mabry was among the first session's guests.

NMTA president Miles Hurley yesterday called on New Mexico's exhibitors to present a united front to all legislative and business problems. Secretary Russell Hardwick reported that NMTA now represents 33,551 theatre seats, or 89.3 per cent of the seats in the state, or all but five full-time situations.

Sullivan will leave tomorrow for Los Angeles to make plans for the national meeting opening September 12.

In the closing business session the public relations committee recommended cooperation by members in displaying safety films under sponsorship of civic organizations.

Paramount Lists Releases to 1950

Paramount's releases for the remainder of 1949 follow:

"Sorrowful Jones," with Bob Hope and Lucille Ball, produced by Robert L. Welch, directed by Sidney Lanfield, for July 4 release; "Special Agent," with William Eythe and Laura Elliot, produced by William Pine and William Thomas, directed by Thomas, July 22; "Great Gatsby," Alan Ladd and Betty Field, produced by Richard Maibaum, directed by Elliott Nugent, August 5.

Also, "Red, Hot and Blue," Betty Hutton, Victor Mature, William Demarest and June Havoc, produced by Robert Fellows, directed by John Farrow, September 5; "Rope of Sand," Burt Lancaster, Paul Henreid and Claude Rains, produced by Hal Wallis, directed by William Dieterle, September 23; "My Friend Irma," June Lund, Diana Lynn, Don DeFore, Marie Wilson, Dean Martin and Harry Lewis, produced by Hal Wallis, directed by George Marshall, October 7.

Also, "Song of Surrender," Wanda Hendrix, Claude Rains and Macdonald Carey, produced by Mitchell Leisen and Richard Maibaum, directed by Leisen, October 21; "Top o' the Morning," Bing Crosby, Ann Blyth and Barry Fitzgerald, produced by Robert L. Welch, directed by David Miller, November 11; "Chicago Deadline," Alan Ladd, Dona Reed and June Havor, produced by Robert Fellows, directed by Lewis Allen, November 25; "Holiday Inn," re-release, Bing Crosby, Fred Astaire and Marjorie Reynolds, produced by Irving Berlin and Mark Sandrich, directed by Sandrich, December 2; "The Great Lover," Bob Hope and Rhonda Fleming, produced by Edmund Beloin, directed by Alexander Hall, December 25.

Legion Reviews 11; Two are Rated 'C'

Eleven additional films have been reviewed by the National Legion of Decency, with two of them receiving a "C" rating. In that classification are Screen Classics' "Devil's Sleep," and Continental Films' "Hollywood Burlesque."

Rated A-1 are Warner Brothers' "Look for the Silver Lining" and Motion Picture Sales Corp.'s "Movie Crazy." A-II are: Universal-International's "Blind Goddess," Eagle-Lion's "Once Upon a Dream" and Paramount's "Red, Hot and Blue." In Class "B" are Eagle-Lion's "Alimony," United Artists' "Love Happy," Universal-International's "Master of Bankdam" and Azteca Films' "The Nail."

M-G-M Anniversary Abroad in September

Although the domestic and Canadian distribution branches are on an all-year promotion of M-G-M's 25th anniversary, the international department, under the supervision of Arthur M. Loew, has set aside September for all of its territories to focus their anniversary advertising and publicity.

FP-C Abandoning One

TORONTO, June 29.—Famous Players Canadian Corp. will close the Victoria Theatre, Toronto, tomorrow, some five years after it had been re-opened to provide an additional outlet for pictures. The theatre, of 1,240 seats, situated in the heart of the business section, is no longer required because of the erection of a number of new houses here.

Extra Holiday Shows

Extra performances will be given at New York first runs on July 4, Monday, when the usual holiday prices will be charged. Radio City Music Hall will open its doors at 7:45 A.M.

Communists to Aid Chinese Industry

HONGKONG, June 23 (By Airmail.) With Nanking and Shanghai in the hands of the Chinese Communists and Hankow also occupied, China proper now is under actual control of the communists. Surprisingly, the People's (Communist) Government is reliably reported to nurture plans to give assistance to private film enterprises.

The government will assist and inspire the development of a private industry. Plans will be worked out to expand the market for domestic films, setting up distribution facilities to permit even small- villages to obtain pictures. Efforts will be made to promote a higher standard in script and direction of Chinese films. The government will impose a new regulation limiting the import of foreign films to protect the domestic industry.

Canada Approves 3 Television Outlets

OTTAWA, June 29.—Chairman A. Davidson Dunton of the Canadian Broadcasting Corp. declares that the basic policies of CBC on television in Canada means a combined public and private operation, with CBC outlets in Toronto, Montreal and Ottawa having been given the green light to go ahead, but there were no private applications approved. One of the latter is Famous Players Canadian Corp.

Dunton says that only financing is holding up progress of television in Canada. It is understood here that the Canadain Parliament must meet to approve such funds At least 12 or more private broadcasters across Canada are interested also in getting started on television.

'Blimp' Hearing July 7

WASHINGTON, June 29.—Final argument before the full Federal Trade Commission on unfair advertising charges against United Artists in connection with the promotion of "Colonel Blimp" has been set for July 7. An FTC trial examiner has recommended that UA be required to indicate prominently in all promotion of any abridged version that the film is, in fact, shortened. Film firms fear this may set a precedent for advertising other "abridged" films.

Sennett Films in Feature

HOLLYWOOD, June 29.—Four of Mack Sennett's comedies dating back from 15 to 18 years are being put into a new feature by Eagle-Lion for release under the title: "Down Memory Lane." The project will bring Sennett back to the screen as an actor. Filming of additional footage to tie the comedies together has started on the Eagle-Lion lot with Aubrey Schenck producing and Phil Karlson directing.

Cooper Promotes 'Young'

BUFFALO, June 29.—Merian C. Cooper, RKO Radio producer, addressed an "Opportunity Bond Drive" rally at Lafayette Square and in addition to telling folks what a buy U. S. Savings Bond is, he got in a boost for his production, "Mighty Joe Young," which is about to open at the 20th Century Theatre. Before addressing the rally, Cooper was a guest on the Laube-WBEN Breakfast Club show. Terry Turner, RKO exploitation chief, is here with Cooper.

Phonovision Units Shown by Goldstone

Phonovision, a film on a record unit, was demonstrated at the Park Sheraton Hotel here yesterday by Phil Goldstone, president of Phonovision Corp. of America, and inventor of the device along with Ralph M. Like.

The unit is visually similar to television sets. It operates by placing a record in the machine, which results in a sound film flashing to its screen. Goldstone disclosed that he has a contract with Walt Disney for one of his subjects a week from his backlog for the next five years. Agreements with other producers are in the offing, Goldstone disclosed.

Oldtime Premiere for 'You're Everything'

LOS ANGELES, June 29.—Twentieth Century-Fox's "You're My Everything" had its world premiere at Grauman's Chinese Theatre here tonight in the oldtime tradition, even to the point where former film stars came in large numbers to view the film which has for its subject the Hollywood of earlier times. A parade, kleig lights, etc., were included. Picture was booked for a one-night premiere showing at the theatre.

Present at the opening, in addition to 20th-Fox executives and the picture's stars, Dan Dailey and Ann Baxter, were: Charles Farrell, Virginia Valli, Jack Mulhall, Gloria Swanson.

'Vaude' Back in the Bronx

The Skouras Crotona Theatre, East Tremont Avenue, will revive vaudeville in the Bronx, featuring eight acts three times daily Mon. and Tues.

Short Subject

"The Kentucky Derby"

(This Is America—RKO Pathe)

The exciting story of one of America's foremost sporting events, the Kentucky Derby, is told in the newest This Is America subject, which goes behind the scenes of this event, and which in itself takes about two minutes to show the numberless hours of preparation and anxiety. With a description by Clem McCarthy, the subject shows the 75th Kentucky Derby, won by Ponder by three lengths. Also shown in this rounded-out story are the guiding spirits behind the Derby. It is all very interesting. Running time, 17 minutes.

Leach and Park on Exhibitor Committee

TORONTO, June 29.—K. M. Leach, Famous Players manager, and Matt Park, both of Calgary, have been appointed representatives of the Alberta Theatres Association to the national committee of the Motion Picture Exhibitors Association of Canada, according to Arch H. Jolley, assistant secretary of the committee at Toronto. Leach is president of the Alberta organization and Park is a director.

Charter Canadian Unit

OTTAWA, June 29.—Letters patent have been issued here by the Secretary of State for the incorporation of Canadian Showmen's Association, Inc., with a head office in Montreal.

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A LETTER TO THREE WIVES • YELLOW SKY • THE SNAKE PIT

ALL EYES—
On "SAND"—300 theatre mid-&-far-west saturation premiere July 4th.

ALL EARS—
Ringing with the raves about "HOUSE OF STRANGERS."

ALL HAIL—
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